

# Ready, Set, SchoolPool!

March 1<sup>st</sup> to April 30<sup>th</sup>

## Campaign Outreach Check-List

- \_\_\_ **Complete** Wufoo survey.
- \_\_\_ **Attend** a PTA meeting. *Make 5 minute presentation about campaign.*
- \_\_\_ **Engage** parents. *Set up morning outreach event with breakfast snacks.*
- \_\_\_ **Set-up** SchoolPool/transportation bulletin boards. *Include GIS maps & trip diaries.*
- \_\_\_ **Put up** campaign posters throughout your school.
- \_\_\_ **Distribute** flyers through parent pockets. *First flyer in early March. Second in early April.*
- \_\_\_ **"Like"** SchoolPool San Francisco on Facebook. *Share with school parents/community.*
- \_\_\_ **Pass out** Trip Diaries to families as requested. *Submit names at end of each March.*
- \_\_\_ **Submit** e-newsletter or e-mail blast for schoolwide distribution in March and April.
- \_\_\_ **Assist** parents in registering for SchoolPool. *Set up computer lab hours or use a laptop.*
- \_\_\_ **Talk** with Walk or Roll to school day parents about the campaign.
- \_\_\_ **Answer** parent/family questions about the program.
- \_\_\_ **Track** registrations on WePool2School.org.
- \_\_\_ **Win** grand prize for your school!

[WePool2School.org](http://WePool2School.org)

[Facebook.com/SchoolPoolSF](https://Facebook.com/SchoolPoolSF)



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