

Ready, Set, SchoolPool!

March 1st to April 30th

WePool2School.org

Facebook.com/SchoolPoolSF

Communications Guide

Newsletters (Long)

Ready, Set, SchoolPool!

Starting March 1st, SFUSD schools will compete to be the **Poolest** school in the District! The school with the most number of families commuting by walking, biking, taking transit or carpooling to and from school will win an award presented by SF Environment's [Phoebe the Phoenix!](#)

[SchoolPool](#) is an online resource that helps parents choose sustainable and safe transportation options for getting their kids to school. Visit www.WePool2School.org to:

- **Register** and log your green trips to help your school be the **Poolest** in the district.
- **Find** other families in your neighborhood to help share the school commute.
- **Win** prizes for your family and school!

Between March 1st to April 30th, your family can win weekly prizes for logging your green trips like:

- Tickets to the new [Exploratorium](#)
- A trip to the [California Academy of Sciences](#)
- Gift card to [Green Apple](#) books
- [House of Air](#) Trampoline Park
- [Tours of Alcatraz](#)

GRAND PRIZE: the family with the greenest commute will be [San Francisco Zoo Keepers](#) for a day!

Before school on Friday, March 1st, join other families of SF Community for a breakfast event and learn more about how SchoolPool can help you get your kids to school. Register for SchoolPool at the event and win an SF Environment tote bag.

A school that pools is a school that rules! "Like" [SchoolPool San Francisco](#) on [Facebook](#) to stay updated throughout the campaign. For more information, contact Peter Gallotta, [San Francisco Department of the Environment](#), at peter.gallotta@sfgov.org or (415) 355-3775.

Newsletters (Short)

Ready, Set, SchoolPool!

Starting March 1st, SFUSD schools will compete to be the **Poolest** school in the District! SchoolPool is an online resource to help families walk, bike, take transit, or carpool to school.

SchoolPool helps you:

- **Save** money and time
- **Reduce** air pollution or congestion around your school

- **Find** families in your neighborhood to share the school commute
- **Log** your green trips to win prizes!

GRAND PRIZE: the family with the greenest commute will be [San Francisco Zoo Keepers](#) for a day!

Register today at WePool2School.org.

“Like” [SchoolPool San Francisco](#) on [Facebook](#) to stay updated throughout the campaign.

For more information, contact Peter Gallotta, [San Francisco Department of the Environment](#), at peter.gallotta@sfgov.org or (415) 355-3775.

Facebook Posts

SchoolPool helps you: save money and time, reduce air pollution, find other families to commute to school with, and win prizes for logging your green trips! Sign-up today at www.WePool2School.org

Are you Ready, Set, SchoolPool? "Like" the [Schoolpool San Francisco](#) page to learn more about how to make your trips to school safe, healthy, and FUN! If you sign up for SchoolPool, you can win prizes starting March 1st.

Getting to school is safe, healthy, and FUN with [Schoolpool San Francisco](#)! Sign-up today for a chance you're your family to be San Francisco Zoo Keepers for the day. Log your green trips each week to be entered to win. www.WePool2School.org

Are you Ready, Set, SchoolPool? Join SF Community on the morning of March 1st for a breakfast kick-off event for the Ready, Set, SchoolPool campaign as SFUSD schools compete to be the poolest school in the District! Register at the event and get your very own SF Environment tote bag. www.WePool2School.org

Help SF Community be crowned the "poolest" school in the District! Register for SchoolPool and log your green trips for a chance to win prizes to the Exploratorium, House of Air, and the California Academy of Sciences. The family with the greenest commute will win the chance to be San Francisco Zoo Keepers for the day! Any family can participate. Sign-up today at WePool2School.org

Twitter

SchoolPool helps families [#walk](#), [#bike](#), take [#transit](#) or [#carpool](#) to school. Register today and green your [#commute](#)! WePool2School.org

Are you Ready, Set, SchoolPool? Register and log your [#green](#) trips for a chance to win prizes! Sign-up today at www.WePool2School.org

Is your school the poolest? There's only a few weeks left to find out. Register for SchoolPool before it's too late! www.WePool2School.org

Talking Points about the Campaign

- The Ready, Set, SchoolPool campaign will take place from March 1st to April 30th and is a friendly competition amongst SFUSD schools to see which school is the “pooolest.” The school with the most number of families commuting by walking, biking, taking transit or carpooling to and from school will win an award presented by SF Environment’s [Phoebe the Phoenix](#)!
- The goal of the campaign is to increase visibility and participation in the SchoolPool program. Any family can participate, regardless of how they are currently getting to school. For example, a family that currently drives alone to school can register for the program to find another family to carpool with. The platform encourages sustainable, shared, and safe modes of getting kids to school.
- Benefits of registering for SchoolPool
 - Families can save money and time
 - Reduce air pollution and congestion around schools from driving
 - Find other families to share the school commute
 - Build community within a school through sharing transportation
 - Log your trips for a chance to win a prize!

*Note: The main call to action with the campaign is for families to REGISTER. The second ask is for families to LOG their trips to school to be entered to win prizes, such as:

- Tickets to the new [Exploratorium](#)
- A trip to the [California Academy of Sciences](#)
- Gift card to [Green Apple](#) books
- [House of Air](#) Trampoline Park
- [Tours of Alcatraz](#)

The GRAND PRIZE will be awarded to the family at the end of the campaign who has the greenest commute amongst the families who have logged their trips. The GRAND PRIZE is a trip to the San Francisco Zoo accompanied by the opportunity for the winning family to be Zoo Keepers for the day! The family will be able to kiss penguins, feed giraffes, and learn the ins and outs of zoo keeping!

- Registration is only available online and an e-mail address is needed to register. Parents can register at www.WePool2School.org. This is the online portal for the SchoolPool program. The website can be translated into over 40 different languages. There is also a feature that allows parents and school staff to track the number of families registered at each school in San Francisco. Find out where your school ranks!
- For those families unable to register online, physical Trip Diaries will be provided to each school. Parents can complete these trip diaries by hand and submit them to the SchoolPool representative at your school, who will then submit the parent names to Peter Gallotta at peter.gallotta@sfgov.org. Those families will then be manually entered to win a prize.
- Each school will be provided materials and resources to promote the campaign. These campaign “toolkits” will include: posters, flyers, GIS Maps, Trip Diaries, and a communications guide.
- For more information, contact Peter Gallotta, [San Francisco Department of the Environment](#), at peter.gallotta@sfgov.org or (415) 355-3775.

Logos/Images



SF Environment
Our home. Our city. Our planet.
A Department of the City and County of San Francisco



BAY AREA
AIR QUALITY
MANAGEMENT
DISTRICT



SUSTAINABLE
SFUSD

