Action Email Blast (Send after the Awareness email)

Subject: Win a prize while rethinking your commute

[Company Name] employees,

Driving alone to work can be exhausting and expensive. Now is your chance to explore some smarter options for yourself, your wallet, and the environment. Our company has partnered with Gohio Commute to help employees explore more sustainable ways of getting to work.

We are asking you to [test drive this new service](http://www.gohiocommute.com/morpc) to explore your travel options for getting to work. Making an account is free, and it only takes about 30 seconds. On Gohio Commute, you can:

* **Enter:** Simply enter your home and work addresses to find others who share your commute. View your ride matches for carpools/vanpools, along with transit, biking, and walking directions.
* **Connect:** When you find a carpool or vanpool in which you are interested, simply click on the one you are interested in to expand the window, and then click ‘Connect.’  This will offer you a textbox to send a message directly to the user.
* **Shift:** Pick a convenient day to test out a new transportation mode. Everyone who creates a profile between [date] and [date] will be entered to win a $25 Amazon gift card.

 Start winning with your commute, and you might win an Amazon gift card in the process!