

TOOLBOX

"GET SPOTTED" CAMPAIGN



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First Edition
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Local Motion

“GET SPOTTED” CAMPAIGN

HOW IT WORKS

The goal of a “Get Spotted” Campaign is to increase engagement with a visibility initiative that your organization is running. It is, essentially, a fun and engaging publicity event designed to give people an incentive to engage in behaviors that increase their nighttime visibility. Volunteers will be set up around town to look for people who are wearing or using the visibility item, and people will be rewarded with prizes for being seen improving their nighttime visibility.

First, you will need to select several locations and times to run the “Get Spotted Campaign,” and then spend a suitable period of advertising and marketing the program.

During the event, post volunteers at the locations and have them spot people engaging in the campaign. When someone has been “spotted”, they will win a prize.

THINGS YOU NEED

Materials:

- Media releases
- PSA write-up
- Prizes
- T-shirt/cap/vest/for volunteers to wear affiliating them with the campaign
- A-frame sign for advertising campaign location
- Clipboards
- Tally Forms
- Pens

Prizes:

Good prizes:

- Active gear that is not size-specific (sunglasses, for example)
- Gift Certificates (if you are giving out prizes on the spot, you should get many small value certificates)
 - Food, ex: a popular restaurant or even a Ben & Jerry's cone
 - Fun is also highly valued. For example: a night at a B&B, or a pass to a ski resort or water park
 - Travel
- Electronics

Not-so-Good Prizes:

- "niche" or "specialty" items
- Clothing (too individual)

MAKING IT HAPPEN

One month ahead:

- Work out media and publicity strategy
- Begin marketing and publicizing campaign
- Start recruiting volunteers

Two weeks ahead:

- Release PSA
- Renew publicity

One week ahead:

- Ramp up publicity
- Confirm with volunteers
- Begin briefing volunteers about roles

Two days ahead:

- Publicize on “ephemeral” publicity venues (ex; Twitter, Facebook and Front Porch Forum)
- Send out reminders to volunteers
- Collect and organize supplies

MAXIMIZING IMPACT

Pick a few locations that have a lot of pedestrian traffic after dark. Three or four would be ideal.

Pick one (or several) days that have a lot of people out—is your highest volume of pedestrian traffic during the week? Is it on a weekend?

Identify numbers of volunteers needed to make the program run smoothly.

Contact local businesses for prizes—try for two or three “juicy” prizes.

Determine how to randomize winners (we suggest random.org.)

Make sure you have a way to make volunteers recognizable as affiliated with this program—shirt, hat, vest, or even an A-frame sign next to them.

You can also choose to have people “win instantly.” If you go that route, the prizes should be more numerous and easily portable (such as: free ice cream coupons).

GETTING THE WORD OUT

It can be difficult to figure out how to publicize your event. In order for this event to be at all successful, many people will need to be aware that it is going on, in order for them to participate. We have compiled a list of potential publicity venues for promoting the “Get Spotted” campaign.

- Local paper
- Front Porch Forum
- Facebook page
- Partners’ Facebook pages
- Twitter
- Instagram
- VPR
- Local radio stations (including university/college stations)
- Schools
- Local listservs
- Vermont Bike/Ped Coalition
- Postering
- Co-op’s mailing list
- Signs at designated “Get Spotted” locations

PSA SCRIPT

**Note: Insert relevant details in areas indicated by capital letters*

On foot at night? Make sure that you are visible to vehicles! Wear light and bright clothing, or better yet, wear a light or something reflective.

Someone wearing a piece of reflective material the size of your thumb is more visible at night than a person wearing all white.

Pick up reflective bands [AT LOCATION]

AND...as an added incentive to wearing reflective gear, we will be running a “get spotted” campaign on [DATE] at [THESE LOCATIONS]—if you get spotted by one of our volunteers, you could be eligible to win [TWO OR THREE OF THE BEST PRIZES], and more!

Program funded by: [ADD PARTNERS HERE]

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PRESS RELEASE

*Note--customize the press release in the areas with capitalized text.

[YOUR TOWN] Safe Streets Project launches “Get Spotted” Campaign

Are you on foot or on a bicycle at night? Make sure that you are visible to vehicles. Light colored and bright clothing helps, but better yet, wear a light or something reflective.

Did you know that someone wearing a piece of reflective material the size of your thumb is more visible at night than a person wearing all white?

The [YOUR TOWN] Safe Streets Project has distributed 700 reflective leg/arm bands since autumn of 2012, through various agencies that serve people who walk and bicycle, such as the [LOCAL EXAMPLES HERE]

Now, the Safe Streets Project wants to be sure people are wearing these reflective bands when they are out walking or biking at night. From (DATE TO DATE), volunteers will be out in the evening for [DURATION OF TIME], looking to “catch” people wearing their reflective bands or any other reflective gear or light. Those who are lucky enough to “Get Spotted” are eligible to receive [INSERT PRIZES HERE].

Volunteers will be posted in high traffic areas (LOCATIONS HERE)

The (YOUR TOWN) Safe Streets Project began as an initiative of (NAME) in response to (EVENT THAT PROMPTED THE PROJECT). (INSERT BRIEF SYNOPSIS OF HISTORY OF GROUP AND WHICH PARTNERS IT WORKED WITH) The Safe Streets Project is working to create a culture of respect among drivers, bikers and walkers, and to increase civility and safety on our streets for everyone, through awareness and education activities.

Volunteers, ideas, and donations for the Safe Streets Project are always welcome! To get involved or to learn more, please contact: (CONTACTS)

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TALLY SHEET

Name	Phone	E-mail	Location	Time

Our mission is to promote people-powered transportation and recreation for healthy and sustainable Vermont communities. Please visit our website at: www.localmotion.org or call us at: (802) 861-2700



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