



SAFE 2 SAVE



DRIVING COMPETITION GUIDE

A detailed guide to running a successful safe driving competition

COMPETITION PLANNING



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Find access to all of SAFE 2 SAVES competition promotional content.	

APP OVERVIEW

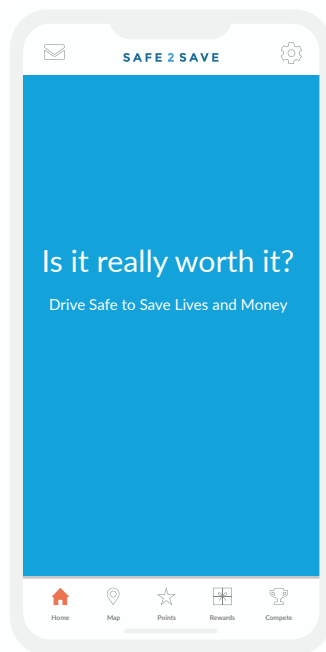


SAFE 2 SAVE APP

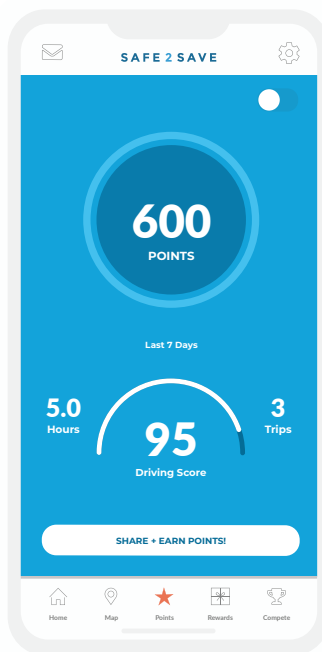
SAFE 2 SAVE is a free, rewards-based incentive app which works to reverse distracted driving. Started after a local fatality, we are a mission to help save lives by bringing awareness to distracted driving. Users are rewarded 2 points for every 1 minutes they drive hands free. Points can be redeemed for free items and discounts at local eateries, popular restaurant chains, and onlines stores.

Start by having your team ownload the app in the App Store or Google Play Store.

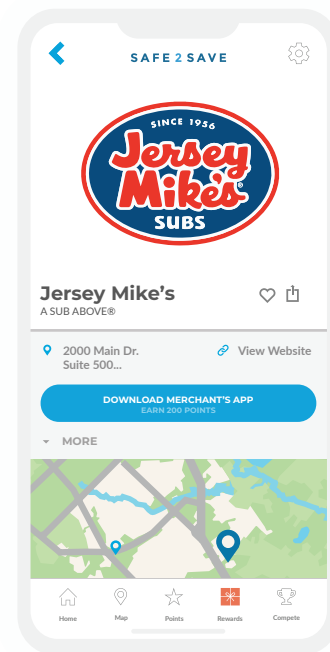
How The App Works



Download App



Drive Safe & Earn Points

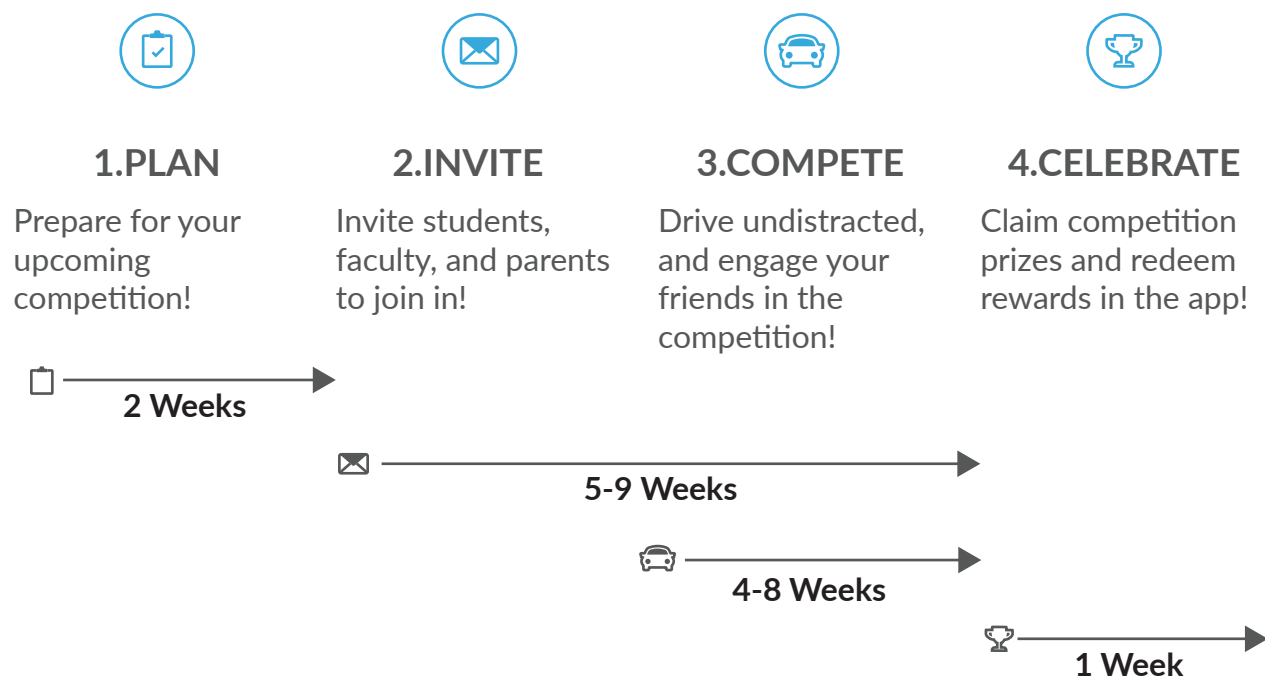


Redeem Your Points

COMPETITION PLANNING



COMPETITION OVERVIEW



1. PLAN

To-do List

- Determine your competition dates and prizes, receive your competition packet from your SAFE 2 SAVE Competition Liaison.
- Brainstorm the most effective ways to promote across your community.
- Schedule when you will utilize the competition content (provided by S2S) via different channels.
- Review this competition packet and reach out to your Competition Liaison with any questions.

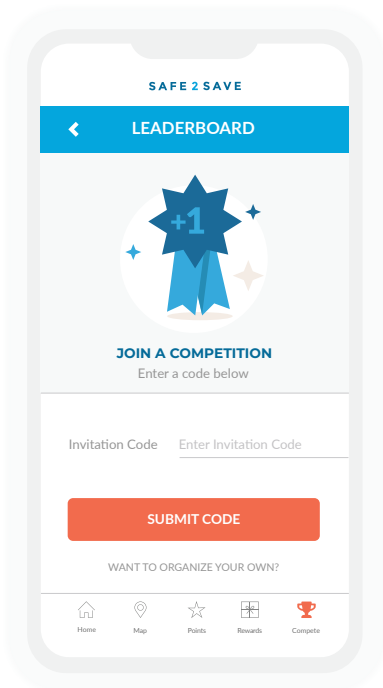
Share & Announce Your Competition:

Sharing with students, staff, and parents is critical for the success of your competition. Here are the most effective ways to reach each audience! Don't worry - we have content to provide you in each instance!

- Announce your safe driving competition at a big upcoming event.
- Share on Social Media using the hashtag #SAFE2SAVE
- Snap photos with SAFE 2 SAVE fans of your best advocates!
- Newsletters / Email Announcements
- Flyers / Posters across community
- Local newspapers / Press

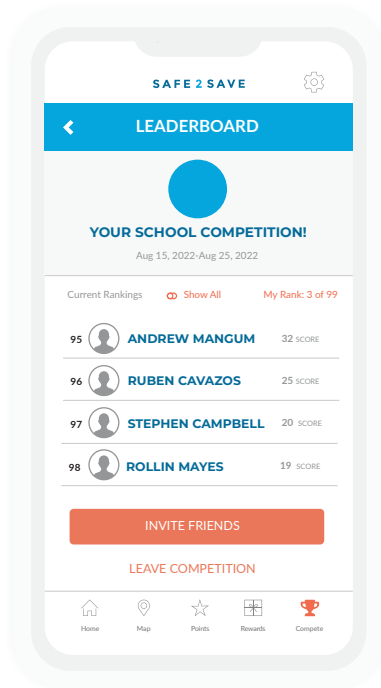
2. INVITE

Share about the safe driving competition - at least one to two weeks before it begins. We provide all of the material you need, but it is up to you to utilize it and motivate your community to participate! Make sure your student organization is aware of how to invite friends into the competition via the SAFE 2 SAVE App. Challenge each participant to invite 3 of their friends to join!



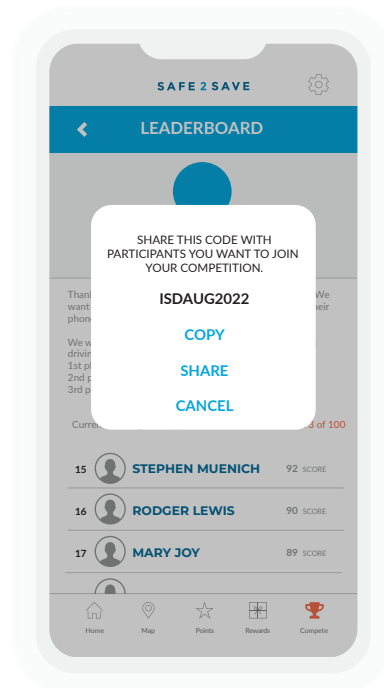
JOIN

Join the competition you want to compete in for your school.



INVITE

Scroll down to the "Invite Friends" button and click to bring up the next screen.



SHARE

Use the share button to send a text message to the people you want to invite to the competition!



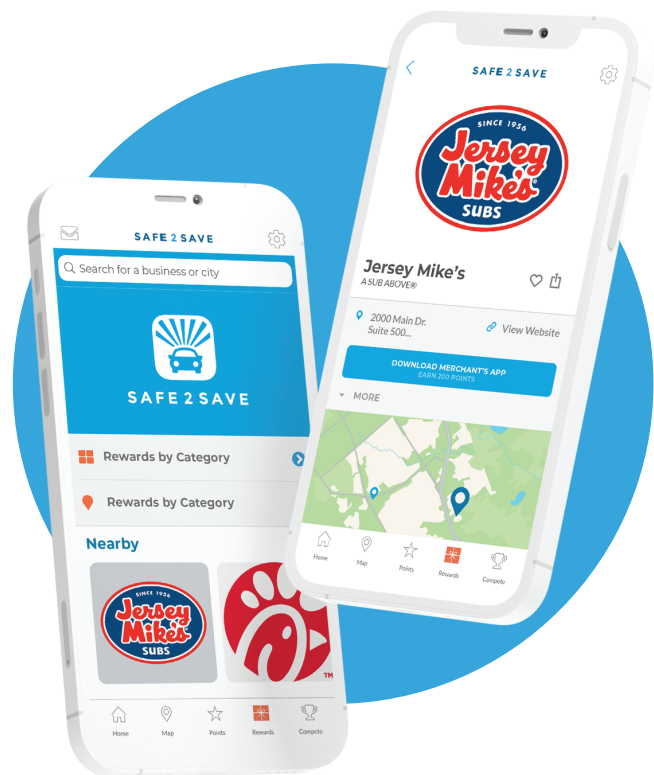
3.COMPETE

Your competition will last a number of weeks. Throughout the span of the competition, keep people involved by:

- Sending out the Announcements and Updates - reminding everyone of the prizes they can win!
- Post on your Social Media Page
- Hanging Posters or Digital Flyers throughout your campus

Redeeming While Competing

Did you know you can redeem your S2S points for free or discounted items DURING the competition? Redeeming your points will not hurt or effect your competition point total. Only accumulated while driving will be counted to your competition total.





STEP 4 - CELEBRATE

It's time to celebrate!

You have driven change in your school! We will be reaching out with the results of your competition and the impact that was made. We will let you know the total number of minutes, hours, and days that were spent driving undistracted from your competition.



Presentation of Awards and Winners

Send an email or newsletter announcement to your audience. Announce on social media with a picture of your audience celebrating the impact of [#SAFE2SAVE](#) !

