



1. Communication Tools

- a. Background for video conference
- b. Sample press release to engage local media
- c. Have a stand-up kick-off meeting in your office
- d. Social Media
 - i. Hashtags
 - ii. Repost/share
 - iii. Link to www.asphaltday.com and www.nationaltoday.com

2. Employee engagement

- a. Special foods – cookies; cake
- b. Games and/or contests
 - i. Easy trivia questions
 1. Utilize the information on the timeline on the national today site
- c. Merchandise for employees/vendors/partners/public
 - i. T-shirts
 - ii. Polos
 - iii. Caps
 - iv. Coasters
 - v. Stickers
 - vi. Bumper stickers
 - vii. Hard hats
 - viii. Vests
 - ix. Jackets

3. Outreach

- a. Engage your vendors; partners; local media; local government; schools; neighborhoods; friends & family
- b. Have Asphalt Day officially proclaimed in your state, city or province by the government. Many states, cities and provinces have an online form to complete through their Governor's office, Mayor's office or similar government organization. Allow 8-12 weeks for processing. The proclamation can provide a great photo opportunity for local politicians with your company or organization. A starter Google search can be "proclamation request + state."