



Hey employer champions!

We've put together this quick reference guide on how to use all of the elements in your toolkit. You'll find everything you need to become a Dibs partner and get your team onboard with Smart Travel! Your participation improves the community and the lives of your employees and their families. Help spread the word to create better employees, better community and a better way of life.

### **Dibs Partner Badges**

This web graphic can be used on your website or intranet to show your support of Dibs and to provide a quick link to our website where they can become members and engage in vanpools, carpools, transit, and even walking or biking. You can also use it as a demonstration of your involvement. You are helping the community to be a better and safer place to live, work and play. We don't usually encourage bragging. In this case, go ahead!

### **Dibs Social Media Banner Ads**

These graphics can be used on your company's social media sites such as Facebook, Twitter or Instagram. Social media is the quickest way these days to spread the word. Go viral, Smart Travelers!

### **Newsletter**

We know you are busy. We've written an article for your employee newsletter. Use it as is or add specific company and contact information. This short article informs your employees of all the benefits of Dibs as well as step-by-step instructions on how to register. Send it out and take the credit. We don't mind.

### **Email Headers**

We've created these email headers to put into any emails you want to send to your employees about Dibs and the new opportunities available for getting to and from work. If a group of employees are vanpooling together, recognize them in a companywide email! Or how about to let everyone know when the Dibs Team is coming out to give a presentation? The possibilities are endless!

### **Dibs Poster**

Do you have a company bulletin board in your breakroom or other common area? This one will not only grab your employee's attention, but hopefully our bright colors will liven up the breakroom from the usual posters HR is required to hang! Show your employees you are a team in this Smart Travel revolution. Get people talking!

As an employer, you find ways to help your employees be better employees and better people. Dibs is an important solution to solve problems of traffic congestion and air quality. Many employees already travel together to work. Dibs helps them with incentives and prizes for participation. Other employees will appreciate your connectivity to Dibs and a program that improves how they get to and from work.

Thanks for being an employer champion. Let us know if you participate and publicize your partnership with us.

We are always here if you have any questions. Don't hesitate to reach out!

**The Dibs Team**  
1.800.52 SHARE  
DibsMyWay.com