

How to Create Free Event Rideshare Groups

For conferences, gatherings, shows, concerts, festivals, weddings, & other events

BENEFITS

- ✓ Reduce the Environmental Impacts of Holding Events
- ✓ Reduce Parking, Traffic Congestion, and Greenhouse Gas Emissions
- ✓ Help attendees find and share rides: integrated ride-matching system
- ✓ Reduce Fuel & Travel Expenses for Attendees
- ✓ Pre and Post Event Community Networking
- ✓ Free Promotion: Increase Event Exposure



Getting Started

1. Register @ www.ridebuzz.org/user/register (Check e-mail for confirmation link)
2. Create Rideshare Group: www.ridebuzz.org/node/add/events_group
3. **Best practices to message the rideshare group:**

Create a link on your website and social networking pages in an obvious location: This is the URL web-address that appears after you have created the group*.

Download images to use for linking here: www.ridebuzz.org/eventbuttons

Send a direct message to your list serve (sample as follows):

Dear attendees: To reduce greenhouse gas emissions of this event, we encourage you to share rides. Ridesharing cuts the emissions and cost in half. Please post your rides offered or needed using the rideshare group for this event on Ridebuzz.org: [*place rideshare URL group link here]

>>>> Send a follow-up message a few days before the event

Your Rideshare Group will be added to the Groups Directory: www.ridebuzz.org/groups

Ridesharing Works Better When

- Include rideshare info in press releases, event flyers, and consider raffle prizes for participants
- Provide rideshare info with confirmation email for event registration & other event related messages
- Add the www.ridebuzz.org Event link to Facebook, Twitter, blogs and other web mediums
- Share Ridebuzz Groups with event organizers and other organizations: www.ridebuzz.org/groups
- Hang the flyer in store windows and obvious places: www.ridebuzz.org/flyer
- Invite your friends www.ridebuzz.org/invite

