How to create a new alternative mode user (AMU) contest in ShareTheRide

The new ShareTheRide uses a “hidden” network to track members who have created new accounts within the last 30 days. Here is how to create a contest for new AMUs.

To begin, log in to ShareTheRide. From your dashboard, click MANAGE, then INCENTIVES.

You will see a list of your network’s current incentives (if any). Click the green +NEW INCENTIVE button at the top right corner of the screen.

BASIC INFORMATION

In Incentive Name, we suggest a protocol such as Company name – Month – Year – New AMU contest.

In Incentive Reward, we recommend something like “Enter for a chance to win ______.”

In What Type Of Incentive Reward Is This? select Contest.

In Incentive Description, we suggest something like “Members who create a new ShareTheRide account and track at least four ‘green’ commutes in the next 30 days can enter to win a ______. NOTE: You should see two New AMU contests. Be sure to enter the one that gives you enough time to track the required number of trips before the cutoff.”

Copy and paste the Incentive Description to Incentive Description (mobile).
IMPORTANT: In this case, Tags are used for filtering – not social media. Please help us help you by using a unique identifier for each contest you create. We suggest something that indicates the network, time period, and contest name. No spaces allowed; click ENTER to create the tag.

Enter the Point of Contact Name and Contact Email (this is usually the Transportation Coordinator but could be a helper or a general HR or TRP email address.)

MEMBER ELIGIBILITY AND NETWORK
We recommend setting Auto-Join Current and New Eligible Members to “on” (blue). Members will automatically be enrolled in the contest. They still need to enter the contest after tracking the required number of trips.

When you click in the Which Networks Are Eligible? Field, it will default to your network. Do not select it. Click in the box again and search for or select [your network] New Users.

If you have sub-networks (stores or sites) that are not eligible for this contest, you can exclude them using the Exclude These Networks field.

In Which Networks Managers Can Edit/View Report?, select your network.

In Should This Incentive Be Hidden If The User Is In Another Specific Incentive? select the contest with eligibility dates immediately prior to this one.

TRIPLOG ELIGIBILITY
Use the From and To fields to set the Start and End dates for the contest.

In Final Trip Log Entry Cutoff Date, select the last date users can track trips to qualify for the contest. We recommend six days into the following month.

We suggest setting the Join Cutoff Date to match the Final Trip Log Entry Cutoff Date.
DETAILS
Leave Restrict Eligible Trips To Specific Sources? blank. You want your members to be able to use mobile trackers.

In What Type Of Value Should Be Considered?, select Trips, Days or Distance.

In Should Calculations Be A Count Of Eligible Trips Or A Percentage Of Total Trips?, select Count.

In How Many Eligible Days Are Required, enter the number.

We recommend leaving Can the user accrue more than one reward? set to “off” (greyed out).

In What Modes Are Eligible?, hold the CTRL key down to select the modes eligible for this contest.

Leave Available In Commute Tracker selected (checked). This allows members to see your contest in the ShareTheRide mobile app.

REDEMPTION
We suggest you leave How Should Redemption Be Handled? set to Basic.

We suggest you leave Require submission to Supervisor for approval? set to “off” (greyed out).

Incentive Claim Link is optional. It can link users to your organization’s TRP page or other info.

COMMUNICATION
We suggest you use your own email procedures to communicate with winners. Instructions on adding automatic emails will be covered in another resource.

CONGRATULATIONS! You have created a new AMU contest in the new ShareTheRide.