

Chapter 7: Managing Prize Drawings

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The *SmartRideshare* system allows administrators to conduct both simple prize drawings and more complex incentive programs. These programs are important in helping you maintain network members' interest in the rideshare program, giving users motivation to enter commute data into their trip calendars, and promoting the use of alternative modes of transportation. This chapter covers prize drawings. Chapter 8 discusses incentive programs.

What Is a Prize Drawing?

With *SmartRideshare*'s Prize Drawings function, you can conduct a drawing to award a prize to network members who meet specified eligibility criteria—that is, use selected transportation modes over a specified number of trips, miles, or days within a particular timeframe. You arrange for the prizes and select all the eligibility criteria. Given those criteria, the system determines which of your network users qualify and randomly selects a winner from among them. You notify the winner and provide the prize.

In a prize drawing, you direct the system to randomly select, as if drawing from a hat, one network member who meets specified eligibility criteria to receive a reward. This differs from an incentive program in that, in a typical incentive program, all network members who meet the specified criteria are eligible to request a reward; only a limit in the number of rewards available may prevent all eligible users from receiving one.

Note that it is possible to conduct a prize drawing from within the incentive program function. You may want to do that if you intend to select more than a few winners per drawing because the Prize Drawing function randomly selects only one winner at a time. See Chapter 8 to learn about managing incentive programs and about conducting a prize drawing from a list of eligible incentive program participants.

The steps for prize drawings are the same for Organization, University, Program, Division, and Worksite networks (as well as the upper-level State, Regional, City, and TMA networks). SchoolPool administrators can also conduct prize drawings by following similar steps, but the eligibility criteria choices differ.

Conducting a Prize Drawing

1. Select a prize to give away and notify users of the contest

Most often, you will want to have a prize to give away before configuring the prize drawing process. You will also need to set up your own system of tracking prizes for drawings.

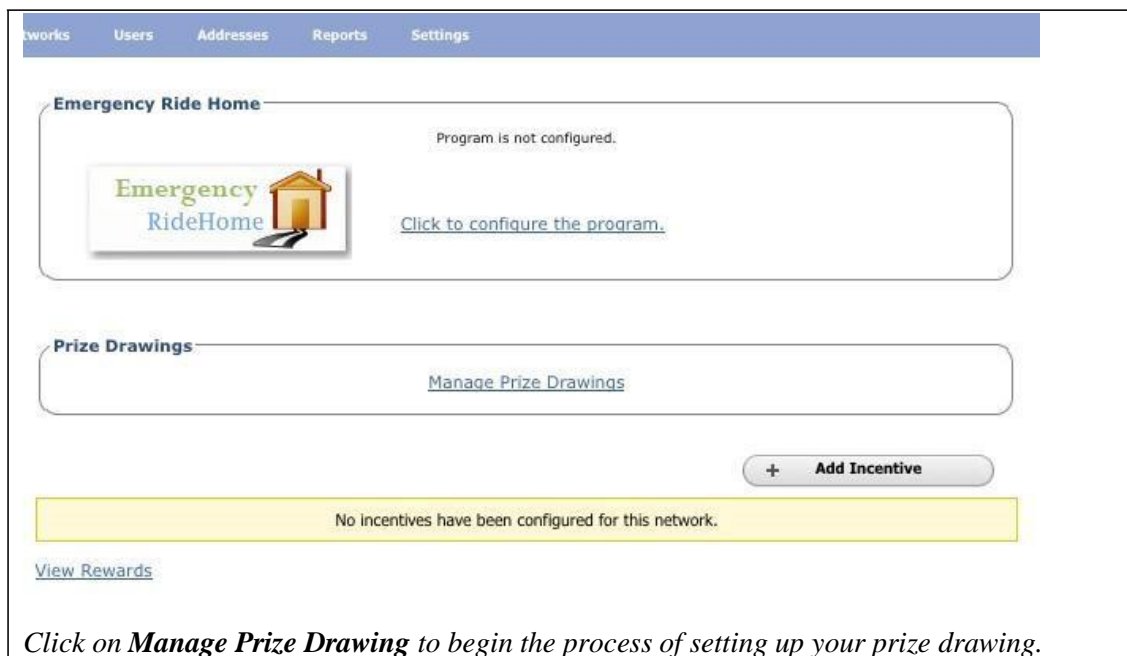
The system selects users who meet your specified contest eligibility criteria by searching through entries that users make in their travel calendars. Give users a chance to meet your eligibility requirements by giving them advance notice of the contest and its requirements. By doing so, you promote interest in your rideshare program and encourage network users to enter data into their trip calendars.

For potential ways to communicate with users about an upcoming prize drawing—including email, home page notices, and Twitter—see Chapter 5, Communicating with Network Users.

2. Configure the prize drawing

Within your network, select **Benefits** from the navigation bar.

Click **Manage Prize Drawing** in the **Prize Drawings** box.



The screenshot displays the network administrator interface. At the top, a navigation bar contains the following items: Networks, Users, Addresses, Reports, and Settings. Below this, the main content area is divided into two sections. The first section, titled "Emergency Ride Home", features a card with a house icon and the text "Program is not configured." and a link "Click to configure the program.". The second section, titled "Prize Drawings", contains a link "Manage Prize Drawings". At the bottom of the interface, there is a yellow box with the text "No incentives have been configured for this network." and a button "+ Add Incentive". A "View Rewards" link is also visible.

*Click on **Manage Prize Drawing** to begin the process of setting up your prize drawing.*

In the **Specify Criteria** box:

Select one or more of the modes that will qualify your users for this drawing. (Note that “Other” can be used to designate “drive alone” if your real objective is to encourage new registrations and not necessarily ride sharing within the calendar tracking period.)

Type in a calendar tracking start date in the format mm/dd/yyyy. This is the first day of the contest eligibility period.

Type in a calendar tracking end date in the format mm/dd/yyyy. The contest period may be one day, one month, or any duration of your choice.

Indicate whether the drawing is for only newly registered users (**Yes**) or all network users (**No**). If you select Yes, then winners must not only meet all the eligibility criteria but must also create their system registration.

Indicate the units of measurement for eligibility: number of miles, trips, or days.



Note that if you choose “trips,” each logged leg of a multi-modal commute will count as a trip. If that is not your intention, you may want to select “days” instead.

Enter the qualifying number for those units of measurement; for example, 100 (miles), 10 (trips), or 2 (days).

Indicate the necessary trip purpose: commute and/or work-related/non-commute. (Regional administrators also have choices for personal and SchoolPool trips.)

Indicate whether this drawing should include previous prize winners. Selecting **No** will preclude previous winners from winning again. This may be useful for ongoing prize drawings such as “Commuter of the Month.” Previous winners will continue to be excluded until you Reset All Records (see Managing Prize Drawings).

Selecting **Yes** will give everyone the chance to win multiple times.

Events Networks Users Addresses Reports Settings

Enter the qualifying criteria and select Pick Winner to let the system pick a winner.

Specify Criteria

Select qualifying modes: Carpool Vanpool
 Bus Bike
 Train Walk
 Telework Other
 Light Rail Streetcar
 Passenger Ferry Compressed Work Week

Tracking start date: 02/01/2012
Tracking end date: 02/29/2012

Is the drawing for newly registered users only? Yes No

Eligibility: Miles Trips Days

Enter qualifying number (Trips/Non-SOV miles/Days): 8

Trip purpose: Commute Work Related (Non-Commute)

Include previously selected members: Yes No

Get a count of users who qualify

[Get count of users who qualify](#) **2 user(s) qualify.**

You must check qualifying count every time before you pick winner.

Pick Winner

Enter a description: Tickets to Seattle Sounders game

[Show Previous Winners](#)

[Reset All Records](#)

Configure the eligibility criteria for your prize drawing.

3. Get a count of eligible users

Click on **Get a count of users who qualify**.

You must review the eligibility count each time you pick a winner. This tells you both whether you have at least one possible winner for your prize and whether your network users are responding positively to your incentive program and succeeding in achieving your program goals.

If the number of eligible users is greater than 0, then continue to step 4.

4. Choose a winner

Type in a description of the prize or drawing program name

Click **Pick Winner**. The program randomly selects one of the network users who meet your specified drawing criteria.

The winner's name and email address then appear in the **Pick Winner** box.

Clicking on the winner's name/link moves you to that person's User Details page.

5. If desired, choose multiple winners

The system selects only one prize winner at a time. If you have set up your contest so that it will have more than one winner per drawing, you must repeat two steps:

Click on **Get a count of users who qualify**. (If you have excluded previous winners from being selected, the number of users who qualify should decrease by 1.)

Click **Pick Winner**. A new name will appear.



If you intend to have many more than a couple winners each drawing, you may want to set up your contest as an incentive program, rather than a prize drawing. See Chapter 8, Managing Incentive Programs.

6. Notify the winner(s)

The *SmartRideshare* system does not notify the drawing winner. Unlike incentive programs, the prize will *not* appear as a pending reward in the user's system. You must communicate with the selected winner(s) directly. An effective method is to send a personal e-mail to the winner. See Chapter 5, Sending You Own E-mail to Network Users, for directions.



Consider sending out network-wide email announcing the winner or posting a notice on users' home pages that the winners have been selected and notified. Add encouraging information about the number of people who qualified for the prize or other details that highlight the network's ridesharing successes and motivate members to use it.



Managing Prize Drawings

To help you manage prize drawings for your network, the program offers you two general functions: you can generate lists of previous winners and you can delete all prize drawing records to begin a network's prize drawing program from scratch.

Review previous winners

The system allows you to see a list of all users who have been chosen as prize winners. Use this list to meet accounting requirements for tracking the awarding of prizes and to respond to users' inquiries about who has previously received prizes. The list includes

names, email addresses, the dates of prize selection, and the prize drawing descriptions. This list includes only individuals whose name has been selected to receive an award from *drawings*, not from incentive programs.

Click **Show Previous Winners**.

To specify search beginning and ending dates, enter a different **From Date** and/or **To Date** and click **View Details**.

Delete all prize drawing records

The system allows you to delete all prize drawing program information and reset the prize drawing function. You will need to do this when you want to restart your drawing—perhaps for a new month, quarter, or year—or to begin a new drawing program.



Before you reset the program, it is best to archive the records of the winners. It is not possible to export data from the previous winners' list. You will need to copy the output of the "Show Previous Winners" button to a spreadsheet or other program on your computer.

Click **Reset All Records**.

At the prompt, "Resetting will remove all history information associated with this benefit. Do you want to continue?" click **OK**.