



DUDE Reward Program Guide

The DUDE reward program was designed to facilitate collaboration between college campuses and local businesses to work together in preventing impaired driving within the community. College students will need to engage with local businesses by going out in person and speaking with general managers and other decision makers to help secure a commitment to provide some benefit to anyone who shows up wearing a DUDE badge.

How it works:

1. Do your homework – identify some high traffic areas where college students frequent (bars, restaurants that serve alcohol, etc.).
2. Bring the flyer to a local business and explain the concept of DUDE reward program. Ask to speak with a general manager and ask whether they'd be willing to provide incentives to any patron that comes in wearing the DUDE badge. Incentives can be things like coupons for free appetizers, free non-alcoholic drinks, etc.
 - a. Alternatives: ask if they would be willing to donate coupons that you can provide in advance at your events to encourage people to go to the restaurant. These incentives will only be given to people who pledge to be the DUDE.
3. Answer the WIIFM (what's in it for me?) questions: What's in it for the business?
 - a. TTI can provide press release announcing collaboration which will bring attention to their business.
 - b. Your organization can promote their business during outreach to encourage students to take advantage of offer
 - c. Official "Thank you" recognition letter (fancy frame not included)
 - d. Participation in good cause to reduce impaired driving which saves lives

Once Business Commitment is Secured

1. Request press release template from TTI (try to do this as soon as possible to allow for adequate turnaround time).
2. Prepare badges
 - a. Print out the badges (document included after guide)
3. Get pledges from your peers to be the DUDE and give them a DUDE badge/coupon.



- a. Ask students to say the pledge at tabling events to receive a coupon.
 - b. If they sign the vinyl banner they get a coupon.
 - c. If they take a picture with the pledge and share it on social media using hashtag #BetheduDE, they get a coupon.
4. Promote local business at any upcoming outreach event or on social media. Consider adding their logo to print materials or allowing them to put up advertising at your event (banners, etc.).

IMPORTANT THINGS TO REMEMBER

1. It may take multiple visits to talk to someone who can make that decision.
2. Be sure to identify a good time to return if the manager is unavailable.
3. Don't give up!





