



Campaign Checklist

- Post regularly on social media (the more you post, the more points you earn in the contest – a social media toolkit can be found at watchfor.us/toolkit)
- Submit a Watch For Us testimonial video to [Kelly Kanaras](#) at NAPA
- Send [Kelly Kanaras](#) at NAPA Highway Hero photos or videos of paving crew members
- Place Watch For Us hard hat decals on crew members
- Place Watch For Us bumper stickers on company vehicles/equipment
- Send a letter to the editor of a local newspaper
- **April 11:** Participate in Work Zone Safety Training Day (a toolkit can be found at watchfor.us/toolkit)
 - Take a photo of participation
- **April 13:** Encourage staff to wear orange for Go Orange Day (the more staff that participate, the more points you get in the contest)
 - Take a photo of participation

Contest tips:

- Make sure you keep track of your participation e.g. how many people wore orange on Go Orange Day, how many social media posts you made
- Take photos and post photos on social media. For example, on Go Orange Day post photos of your crew and staff wearing orange.
- Get creative! The ideas on the contest application are just suggestions. If you come up with an innovative idea, send the idea along with photos to Kelly Kanaras at NAPA.