

Massachusetts
Safe Routes to School
Ambassador Program

Promotional Toolkit for High Schools

CONTENT:

- Program posters
- Program flyer
- Suggested school website content
- Suggested newsletter announcement
- Social media content & graphics

in partnership with

massDOT
Massachusetts Department of Transportation

MASSACHUSETTS
Safe Routes to School
MASS.GOV/SAFE-ROUTES-TO-SCHOOL

Program Posters

Click the links below to download poster files.

Green
11” by 17”
18” by 24”



Blue
11” by 17”
18” by 24”



Purple
11” by 17”
18” by 24”



Program Flyer (8.5 by 11”)

Download the program recruitment flyer.



Suggested School Website Content

Website banner graphics:



Download



Download

Suggested Copy:

Pledge to Become Part of Our First Class of Ambassadors
[High School Name] has partnered with the Massachusetts Department of Transportation (MassDOT) and its Safe Routes to School (SRTS) Program to give our students a chance to have real impact.

With your pledge to become a SRTS Ambassador, you will help younger students and their families access safe, healthy, and equitable transportation options.

A Worthwhile Opportunity for Our Students

Get Expert Safe Travel Training
With help from SRTS experts, student ambassadors will complete training modules and educational activities to learn the ins-and-outs of walking, biking, and rolling safety.

Add Real-World Experience to Your Resume
In addition to training, you'll get hands-on experience applying transportation planning and safety principles, giving you a head start on practical, real-world experience that can be added to your resume.

Earn Community Service Hours
This program is an opportunity to do some good. Participating students can earn hours certified by SRTS to meet graduation and college requirements.

Get Involved
For more information on how to sign up, see the school's SRTS Liaison:

[ADD IN WITH SRTS LIAISON CONTACT INFO]

Visit the Massachusetts SRTS Ambassador Program webpage linked below to learn more about the program and other SRTS school travel safety programs.

[Button: Learn More]

High School E-Newsletter Blurb

Pledge to Become a Safe Routes to School Ambassador
[High School Name] has partnered with the Massachusetts Department of Transportation (MassDOT) and its Safe Routes to School (SRTS) Program to give our students a chance to have real impact. With your pledge to become

a SRTS Ambassador, you will help younger students and their families access safe, healthy, and equitable transportation options. Doing your part is worthwhile:

- **Get Expert Safe Travel Training**
- **Gain Real-World Experience in the Transportation Planning Field**
- **Earn Community Service Hours Certified by SRTS**

For more information on how to get involved, see the school's SRTS Liaison: [ADD IN WITH SRTS LIAISON CONTACT INFO]

Social Media Content & Graphics

All social media graphics can be downloaded.

Post #1
[High School Name] has partnered with @massdotinfo and @SafeRoutes.MA to give our students a chance to have real impact, helping younger students and their families access safe, healthy, and equitable transportation options.

✅ **Get Expert Safe Travel Training**
✅ **Gain Real-World Experience in the Transportation Planning Field**
✅ **Earn Community Service Hours Certified by SRTS**

Contact our school's SRTS Liaison to take the SRTS Ambassador pledge: [ADD IN SRTS LIAISON CONTACT INFO]



Download

Post #2

⚡ [High School Name] students! Here's your chance to do good—for goodness' sake! We're seeking student volunteers to join our school's first class of Safe Routes to School (SRTS) Ambassadors. With your pledge, you'll learn how to help younger students and their families access safe, healthy, and equitable transportation options.

✊ The best part: You'll earn community service hours certified by @SafeRoutes.MA that you can use toward college and graduation requirements.

Contact our school's SRTS Liaison to take the SRTS Ambassador pledge: [ADD IN SRTS LIAISON CONTACT INFO]



Download

Post #3

Get a head start toward a career that lets you help others and become our school's Safe Routes to School (SRTS) Ambassador! We've partnered with @massdotinfo and @SafeRoutes.MA to give [High School Name] students a way to gain hands-on experience applying transportation planning principles while they learn the ins-and-outs of walking, biking, and rolling safety from SRTS' transportation experts.

Interested in getting involved? Contact our school's SRTS Liaison to take the SRTS Ambassador pledge: [ADD IN SRTS LIAISON CONTACT INFO]



Download

Post #4
Wanted: Self-starters. Doers. Go-getters. Sounds like our [High School Name] students! We've partnered with @massdotinfo and @SafeRoutes.MA for the SRTS Ambassador Program, a volunteer program that gives you the chance to help younger students and their families access safe, healthy, and equitable transportation options.

✅ **Get Expert Safe Travel Training**
✅ **Gain Real-World Experience in the Transportation Planning Field**
✅ **Earn Community Service Hours Certified by SRTS**

Interested in getting involved? Take the SRTS Ambassador pledge: [ADD IN SRTS LIAISON CONTACT INFO]



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