

JOIN THE MOVEMENT

TRUCKING
Moves America Forward ▶

TMAF is a movement with a clear goal – to tell our industry's story. The movement aims to educate the public and work with policymakers at all levels to illustrate how trucking plays a vital role in supporting our economy and everyday lives. TMAF's success relies on spreading that positive message and building a stronger image for all professionals in the industry.

- **Being a part of TMAF can contribute to your membership engagement.** Joining the movement is an opportunity for visible leadership and shows that your group is on the front lines of the image movement effort.
- **Change the conversation.** More educated policymakers will make better decisions when it comes to rules and regulations that affect your job each day. More educated reporters will write more fair and balanced stories about your colleagues. More educated motorists will make better, life-saving decisions.
- **TMAF is an opportunity for member and stakeholder education.** We need everyone in the industry to talk about our vital industry, how essential, safe and sustainable the industry is, and how trucking is a great career choice. TMAF provides an additional avenue for you to share your name and message while promoting an overarching goal.
- **TMAF helps you build a brand.** Stakeholders will associate your group with trucking's larger, positive message. Trucking's image needs refreshing in all parts of the country and TMAF needs your help celebrating the diversity of our industry.
- **TMAF shows your support for a movement, your membership, and all trucking industry professionals.** Joining the movement reinforces your role in a trucking family of 7.7 million people nationwide.
- **Join forces with other associations.** Uniting for a common purpose is something that the entire industry can get behind. Associations of all sizes and all industry sectors can magnify their image efforts by forming one voice that tells our collective story.

TMAF helps you tell the story! Here is how:

- Incorporate the TMAF brand into your message to add strength and a human touch to your position.
- With your help as an industry spokesperson, TMAF can amplify your association's voice in the industry.

TMAF supplies materials that you can use to revitalize the industry's image.

- Many companies have purchased TMAF trailer wraps, which act as "moving billboards" that educate the public.
- Educational materials for your members, including: speeches, ads, fact sheets and op-eds.
- The TMAF store, ShopTMAF.com, offers hats, decals, tumblers, T-shirts and more – so that you and your loved ones can show your pride for trucking.



TOGETHER WE CAN!