

# JOIN THE MOVEMENT



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.

- **Show your support!** Trucking is your industry and you are a part of a family of more than 7.7 million trucking professionals.
- **You are part of the team.** It takes the efforts of the entire industry – especially suppliers – to provide communities with the goods they rely on each day. TMAF offers you the chance to show that you are part of that effort.
- **TMAF is a way to show your customers that you care.** Supporting the movement means you respect the industry that you serve and the men and women who work difficult jobs each day to move America forward.
- **TMAF is an opportunity for employee and stakeholder education.** We need everyone in the industry to talk about 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 and employees will identify with the message. Trucking’s image needs refreshing in all parts of the country and TMAF needs your help celebrating the diversity of our industry.
- **Change the conversation.** More educated policymakers will make better decisions when it comes to rules and regulations that affect your company each day. More educated reporters will write more fair and balanced stories about your partners. More educated motorists will make better, life-saving decisions. It’s our industry and improving its image is the right thing to do.



## TMAF helps you tell the story! Here is how:

**TMAF strengthens your ties to your community.** The movement can be leveraged to connect your company to local chambers of commerce, other business leaders in your area and prominent public officials.

**TMAF trailer wraps that act as “moving billboards,” educating the public.**

- TMAF trailer wraps can be co-branded with a supplier logo and a trucking company logo alongside the TMAF brand.
- Suppliers can purchase these trailer wraps, co-brand them, and gift them to loyal trucking companies as a sign of goodwill.

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

- Talking points
- Training sessions
- Banners to display in your lobby
- Videos
- Social media shareables
- Advertisements
- Videos
- Pledge cards
- Hats, decals, t-shirts, tumblers found at ShopTMAF.com

## TOGETHER WE CAN!