 **[INSERT COMPANY LOGO]**

Dear **[INSERT NAME]**,

We are writing to ask for your support for Trucking Moves America Forward, a long-term industry-wide education and awareness movement. Founded in 2014, TMAF seeks to ensure the trucking industry remains a thriving industry by creating a positive image for the trucking industry.

TMAF brings together all elements of the trucking industry as we engage policymakers and the public in learning more about the industry and how it contributes to the nation’s economy, infrastructure, and the everyday lives of all Americans.

Our industry plays a significant role in creating jobs and U.S. economic growth. We support over 7.7 million jobs in the U.S., we have more than 50,000 career opportunities available, and with nearly every product consumed in America being transported by truck, ***we drive American commerce.***

Just as important as our success is in creating jobs and economic growth, is our strong record for safety, sustainability, and giving back to the communities that we serve. All of these important industry benefits must be promoted to the general motoring public and lawmakers.

Despite the industry’s growth and outstanding performance, most Americans don’t realize how essential the trucking industry is to their lives and it is not fully understood by policymakers at the federal, state and local levels. Our movement informs the public, legislators and regulators, about the essentiality of trucking and builds support for policies that will grow our industry, create more jobs and strengthen our economy. Since our launch, TMAF has received strong support from our member companies and state trucking associations, as well as from the industry and public at large. Thanks to the generous support of hundreds of donors, TMAF has had the resources necessary to support our long-term movement, which includes an employee engagement program, community outreach, advertising, traditional and digital media outreach, public affairs and grassroots advocacy. *This is more than just an image movement; it’s an initiative to honor the pride we have for the men and women of our industry who make it all possible.*

To keep growing our efforts, TMAF needs the continued and dedicated support of the industry.

To engage all members of the industry, we are suggesting a variety of giving levels ranging from $2,500 to $250,000. We urge you to donate with a financial contribution or an in-kind donation such as advertising or printing. Participating will ensure your **[INSERT COMPANY/ORGANIZATION]** receives industry recognition, is listed on movement materials and collateral, and is a voice for the industry moving forward. TMAF also provides free resources and support for our members. More information can be found on our website at [truckingmovesamerica.com/resources](https://truckingmovesamerica.com/resources/).

Thank you for your consideration. We look forward to working with you as we move the trucking industry forward. If you have questions or need additional information, please contact me at **[INSERT CONTACT INFORMATION].**

Sincerely,

**[INSERT SIGNATURE]**