



## **TMAF TODAY**

*Trucking Moves America Forward (TMAF) is actively seeking support of its mission to keep the trucking industry in America progressing through outreach and advocacy.*

One year after the public launch, Trucking Moves America Forward continues to promote its mission to be a long-term, industry-wide movement to create a positive image for the industry, to ensure that policymakers and the public understand the importance of the trucking industry to the nation's economy. This year, its goal is to more strongly build the political and grassroots support necessary to strengthen and grow the industry in the future.

### **Year One Highlights**

During year one of TMAF, from the public launch of the movement, to nearing our fundraising goal, we reached many important milestones. Below are just a few of the key successes.

- Public movement launch at the Mid-America Trucking Show in March 2014
- 140 donors
- More than \$250,000 in-kind and financial contributions each from Randall-Reilly, Heavy Duty Trucking, and Transport Topics publishing companies
- Sponsorship on the Love's Travel Stops and Pilot Flying J NASCAR race cars
- 1,500 TMAF website subscribers
- More than 25 million earned media impressions
- Over one million advertising impressions due to in-kind donations from MAXIM, Transport Topics, Overdrive Magazine, Commercial Carrier Journal and Heavy Duty Trucking

### **Visibility in the U.S.**

In the first year of the movement, TMAF leadership marketed and presented to numerous industry organizations to recruit members and donors, including ATA's Annual Management Conference & Exhibition, the Mid-America Trucking Show, the Great American Trucking Show, several state trucking association events and Great West Casualty Company events.

### **Top Media Coverage**

An important part of the campaign is gaining exposure in print, online and broadcast media outlets. Media coverage since March 2014 included several industry and Inside the Beltway media outlets:

- Transport Topics
- Road Dog Trucking Channel
- Land Line Radio
- Land Line Magazine
- Commercial Carrier Journal
- Heavy Duty Trucking
- POLITICO Transportation
- Roll Call
- The Hill
- MAXIM Magazine
- American Trucker
- The Trucker
- The Memphis Business Journal
- Dave Nemo Show



## Digital & Social Media

TMAF has greatly bolstered its marketing presence online through several channels. TMAF launched an interactive website ([www.truckingmovesamerica.com](http://www.truckingmovesamerica.com)) to inform and capture members and subscribers, gaining more than 1,500 subscribers to the site and 3,000 who receive email updates. A membership-only page is currently being created, which will provide “how-to” documents and downloadable content.

We also created the social media channels that have grown organically:

- **Facebook:** More than 2,300 page “LIKES” ([facebook.com/TruckingFWD](https://facebook.com/TruckingFWD))
- **YouTube:** Six videos demonstrating the safety, essentiality and economic impact of the industry, with more than 24,000 total views ([youtube.com/TruckingFWD](https://youtube.com/TruckingFWD))
- **Twitter:** 870 followers (@TruckingFWD)

To further to promote the day-to-day positive trucking news in a visually creative manner, TMAF shares its news through developing social media “shareable” images, in which twenty have been created, to date, and have been reposted by up to 15,000 users each time.

As the movement builds, TMAF plans to be a significant and distinguished voice supporting the trucking industry by establishing policy and promoting its advocacy, while advancing the perception of the industry by highlighting its essentiality, safety, technology and sustainability throughout the country.

### ***TMAF Founding Members***

Founding members of the movement include: Allied Committee for the Trucking Industry (ACT1), Allison Transmission, American Trucking Associations (ATA), Bendix Commercial Vehicle Systems, Bridgestone Commercial Solutions, Bulldog Hiway Express, Castrol Heavy Duty Lubricants, Combined Transport, Inc., Cummins Inc., Daimler Trucks North America, Dana Holding Corporation, Detroit Diesel Corporation, Eaton Corporation – Roadranger, GE Capital, Goodyear, Great West Casualty Company, Hahn Transportation, Inc., Hendrickson, International, J.J. Keller & Associates, Inc., Jet Express, Inc., Kenworth Truck Company, Longistics, Love’s Travel Stops, Mack Trucks, Inc., Meritor, Michelin, Motor Carrier Service, Inc., Old Dominion Freight Lines, Omnitracs Inc., Owner-Operator Independent Drivers Association (OOIDA), National Tank Truck Carriers (NTTC) Pegasus, Peterbilt Motors Company, Pilot Flying J, Randall Reilly, Tennant Truck Lines, Tennessee Express, Inc., TransTech, Trucking Associations Executive Council, Truckload Carriers Association (TCA), TRW and Volvo Trucks.

[www.truckingmovesamerica.com](http://www.truckingmovesamerica.com)