

# 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.

- **TMAF shows your drivers and employees that you, as their employer, care.** Your participation sends a personal message to employees that their careers and the long-term stability of the industry are just as important as the bottom line.
- **TMAF promotes a positive image for the industry, which makes jobs in trucking even more attractive to prospects.** Ultimately, your employees will feel a greater sense of pride for their work, which helps with retention. When employees see their employer recognizing their contributions to society, that will support future recruitment efforts as well.
- **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.
- **TMAF shows your support for a movement, support for your team, and support for all trucking industry professionals.** Joining the movement reinforces your role in a trucking family of 7.95 million people nationwide.
- **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 colleagues. More educated motorists will make better, life-saving decisions. It’s our industry and improving its image is the right thing to do.
- **TMAF is an opportunity for employee 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. Who better than your own employees on the front line to talk about what they do? TMAF provides an additional avenue for you to share your name and message while promoting an overarching goal.

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

**TMAF trailer wraps**, available for purchase, act as “moving billboards” that showcase your employees, bring a human element to the industry, and educate the public.

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

- Backdoor decals for purchase
- Videos
- Social media shareables
- Advertisements with your brand and messaging
- Pledge cards
- Hats, polo shirts, tumblers and more at [ShopTMAF.com](http://ShopTMAF.com)

**TMAF strengthens your ties to your community.** The movement can be leveraged to connect your company to local chambers of commerce, other business leaders.



## TOGETHER WE CAN!