



[INSERT COMPANY LOGO]

Dear [INSERT NAME],

We are writing to ask for your support for Trucking Moves America Forward, an industry-wide movement to heighten trucking's visibility, economic necessity and vibrancy.

This important initiative is bringing 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 almost 7 million jobs in the U.S., we have more than 30,000 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 and sustainability. All of these important industry benefits must be promoted to the general motoring public and lawmakers.

Despite the industry's growth and outstanding performance, it is not fully understood by policymakers at the federal and state levels. This movement will inform legislators and regulators about the essentiality of trucking and build support for policies that will grow our industry, create more jobs and strengthen our economy.

Thanks to the generous support of many of the founding members and state trucking associations, fundraising efforts have been ongoing since initial donations in late 2013, with continuing contributions through 2014, and as recent as March 2015. However, this is a long-term movement that needs the continued and dedicated support of the industry. Our goal is to raise \$1 million each year for a five-year education and awareness initiative, which will include 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 internal initiative to honor the pride we have for the men and women of our industry who make it all possible.*

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.

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]