

Americans for Free Trade:

- *Americans for Free Trade* is a growing, bipartisan coalition representing U.S. manufacturers, farmers and agribusinesses, retailers, technology companies, service suppliers, natural gas and oil companies, importers, exporters, and other supply chain stakeholders, who are united in their concern about the negative impacts that the new tariffs are and will continue to have on U.S. businesses, workers and consumers.
- While we agree that there are issues that need to be addressed with key trading partners, we also believe tariffs are the wrong approach to bring about meaningful change and will be making that clear to elected officials and stakeholders using the voices of American businesses, workers, and consumers.

The Tariffs Hurt the Heartland Campaign:

- In order to build a unified, nationwide advocacy and grassroots campaign, Americans for Free Trade will be joining with Farmers for Free Trade, which is supported by the nation's largest agriculture commodity groups, in the Tariffs Hurt the Heartland campaign.
- The mission of the *Tariffs Hurt the Heartland* campaign is to show how American families and communities are feeling the impacts of tariffs across all sectors and industries. To that end, the campaign's focus will be on amplifying the diverse and powerful voices of the families, farmers, factory workers, manufacturers, retailers, energy and technology companies, importers, exporters, and other supply-chain stakeholders hurt by tariffs.
- Together, as a large and unified block of trade organizations, companies, and industries we can effectively illustrate not only the unified opposition among our ranks, but also the growing opposition in communities across the country. This will be particularly important and impactful in the coming months as the pain from tariffs becomes more pronounced.

Our work to advocate against tariffs:

The campaign will highlight opposition to current and new tariffs by:

- **Holding events in states** across the country that bring together farmers, business owners and factory workers to discuss how tariffs are directly hurting them;
- **Featuring op-eds, blogs and statements** from Americans bearing the brunt of tariffs;
- **Launching a digital media campaign** explaining the economic harm of tariffs to a wide online audience;
- **Conducting direct outreach** to key members of Congress on behalf of grassroots voices from across the nation;
- **Operating a rapid response “war room”** that will fact check and respond to tariff announcements; and
- **Running paid TV, radio and online advertisements** highlighting how tariffs are affecting families, farmers, factory workers and businesses of all sizes.

Why we need your help:

- In order to show the diversity, and breadth of opposition to tariffs we need your support and your voice. Our plan is to show how the average American family and community is bearing the brunt of these tariffs, and that can only be done by every industry and sector banding together to share their stories.
- We also believe there is strength in numbers. By joining together and pooling our resources we can focus on supporting bipartisan events and advocacy efforts in the states and communities that matter most.