

# ACCOMPLISHMENTS SINCE 9/12/18 LAUNCH

## IN THE MEDIA AND ONLINE

- Since coalition launch we have generated **545 tracked Tariffs Hurt the Heartland clips** including stories focused exclusively on the campaign in the New York Times, Wall Street Journal, USA Today, Reuters and others.
- Launched @tariffshurt and have since gained **1,400 followers and over 352,000 impressions**. Generate 100 tweets monthly.
- Launched a Google Adwords campaign in **11 targeted states** that has reached **5 million impressions**.
- Launched TariffsHurt.com which includes a searchable map with **over 300 stories of tariff pain**, press releases, statements, video content, and one-pagers on state tariff impact.

## ON THE HILL

- The coalition has **completed 36 hill meetings** with targeted lawmakers' offices and a broad array of coalition participants. We currently have over 20 scheduled meetings with more landing each day.
- The coalition sent **three letters to Congress, USTR, and the White House**, including requesting an exclusion process and encouraging a deal at G20. Those letters have each included over 100 signers.
- The coalition is organizing a **fly-in during February 2019** for members to take the message to Capitol Hill and present the impact of tariffs to new members of congress

## IN THE HEARTLAND

- The coalition has **completed ten town hall events** since launch in Philadelphia, Indianapolis, Columbus, Nashville, Chicago, Dallas, Milwaukee, Seattle, Atlanta, and Louisiana.
- These events have put us in touch with thousands of members of the public and allowed us to build a list of **over 350 third-party validators** that we have entered into our new advocacy platform Phone2Action.
- The **over 100 tracked TV, print and radio stories from the townhalls** have been seen by millions in target media markets across the country.
- The coalition has also placed op-eds from impacted Americans illustrating the pain caused by tariffs in outlets across the country.

## AS A COALITION

- **Grown the coalition to over 200 members.**
- The coalition has partnered with the Trade Partnership to launch a branded "**Tariff Tracker**" that is now recognized as one of the leading sources for import and export tariff impact data. The "Tariff Tracker" has been featured in **over 60 tracked clips** including exclusives on the data in the Wall Street Journal and on CNBC.
- Brought on a full time spokesperson in former Congressman Dr. Charles Boustany.

AMERICANS FOR  
**FREE ★ TRADE**