



WSWA MEMBER TOOLKIT - TRUCK DRIVER APPRECIATION WEEK 2020

This year's National Truck Driver Appreciation Week is **September 13-19, 2020** and takes on special significance considering the essential role truck drivers are playing during the COVID-19 pandemic. The goal for WSWA is to create positive awareness around member company truck drivers by engaging wine and spirits wholesalers throughout the country to share the positive economic impact they make in every state.

WSWA has partnered with National Truck Drivers Association to celebrate the **nearly 19,000 truck drivers employed by WSWA members** that continued to deliver wine and spirits to licensed retailers around the country throughout the COVID-19 pandemic. From media engagement to coordinated social media posts, WSWA will maximize exposure through low-cost methods that work well in a virtual environment.

WSWA has created a toolkit to help you join in the digital effort to honor our truck drivers!

- **Media Outreach Materials** including a press release template, sample email pitch and supporting materials highlighting the impact wine and spirit wholesaler truck drivers have on local economies and communities.
- **Daily Coordinated Social Media Posts** with appropriate language and images optimized for each platform (Twitter, Facebook and LinkedIn)



MEDIA OUTREACH MATERIALS

Truck drivers across the country have worked on the front lines of a global pandemic this year. We hope to highlight our drivers' efforts in local and national media. Below you'll find a template press release for you to highlight your drivers as well as a sample pitch email you can send to local transportation reporters.

We recommend sending your pitch to reporters on the local transportation beat about a week before National Truck Driver Appreciation Week. If you need help finding a local contact, please reach out to Christina Sartori at christina@swa.org.

SAMPLE PITCH EMAIL

Subject: National Truck Drivers Appreciation Week

[Reporter's First Name] –

You may not know that next week (September 13 – 19, 2020) is Truck Driver Appreciation Week. This year, America's more than 3.5 million truck drivers played a critical role, working on the front line of a global pandemic and maintaining supply chains for essential businesses across the country.

America's Wine and Spirits Wholesalers employ nearly 19,000 truck drivers, and here at [COMPANY NAME] we employ [XX] truck drivers supporting [XX -number of retailer partners] local, essential businesses in our community. [YOUR COMPANY NAME] truck drivers are an integral part of an industry that provides [XX] jobs and [\$xx] million in wages to [STATE] wholesaler employees.

[EXECUTIVE QUOTE FROM PRESS RELEASE]

I welcome the opportunity to connect with you by phone or in person to discuss our essential workers more. Please see the attached press release for more information.

Best,

[YOUR NAME HERE]

SAMPLE PRESS RELEASE

Download a sample press release template [here](#).

SOCIAL MEDIA TOOLKIT

To celebrate our industry's nearly 19,000 truck drivers, we are asking our member companies to participate in a social media campaign with themed, coordinated posts and images throughout the week.

SOCIAL MEDIA CALENDAR

Monday, September 14, 2020: Celebrating National Truck Driver's Appreciation Week

Tuesday, September 15, 2020: Celebrating our industry's essential workers

Wednesday, September 17, 2020: State Economic Impact Data

Thursday, September 16, 2020: Federal Economic Impact Data

Below are examples of posts that can be shared to your company's social media accounts to highlight the work of our truck drivers. Each platform has a unique audience and the below language and images are optimized for best effect. You can use the sample social media posts found below or make them your own! We ask that you amplify the hashtag **#WholesalersDeliver** when possible. You can also share posts from WSWA's [Twitter](#), [Facebook](#) or [LinkedIn](#) profiles throughout the week.

Contact Christina Sartori at christina@swa.org if you have any questions

MONDAY, SEPTEMBER 14, 2020:

Celebrating National Truck Driver's Appreciation Week

TWITTER

America's family-owned wine & spirit wholesalers employ nearly 19K truck drivers across the country. This week, we celebrate the critical role these men and women play in our industry!

 #WholesalersDeliver #TruckDriverAppreciationWeek [\[TDAW Twitter Image 01\]](#)

Download TDAW Twitter Image 01 [here](#).

FACEBOOK

America's family-owned wine and spirit wholesalers employ nearly 19,000 truck drivers across the country. This week, we celebrate the critical role these men and women play in our

industry!  #WholesalersDeliver #TruckDriverAppreciationWeek [\[TDAW Facebook Image 01\]](#)

Download TDAW Facebook Image 01 [here](#).

TUESDAY, SEPTEMBER 15, 2020:
Celebrating our industry's essential workers

We highly recommend sharing images of your truck drivers wearing PPE as well as the attached image below!

TWITTER

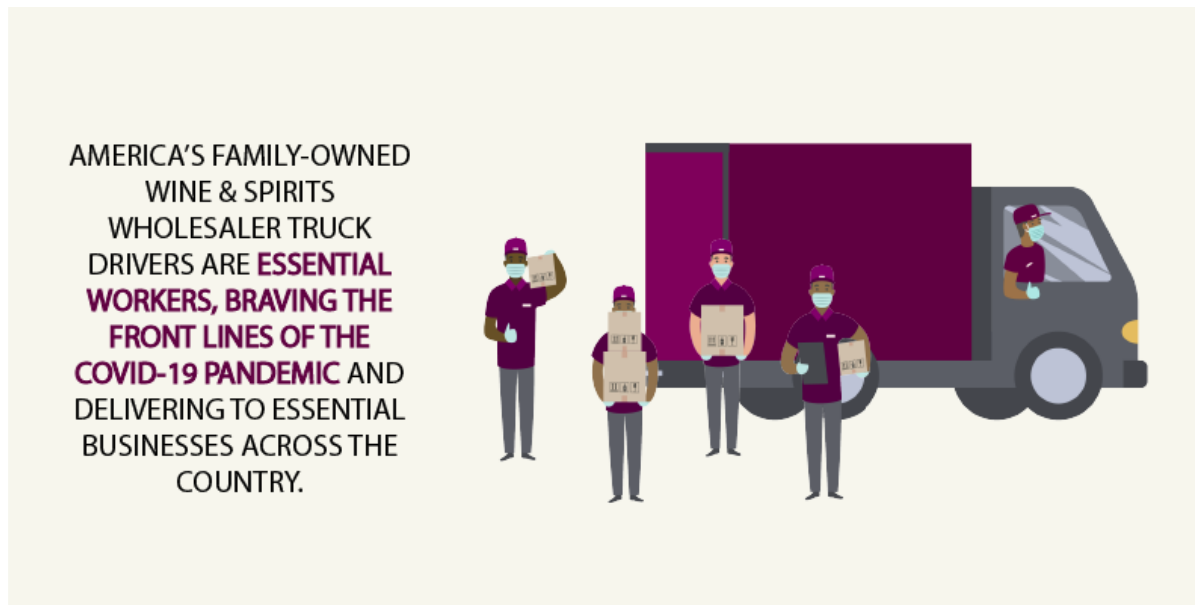
Our industry's nearly 19K truck drivers have been on the frontlines of the COVID-19 pandemic, maintaining critical supply chain infrastructure & supporting local businesses in communities across the country. #WholesalersDeliver #NationalTruckDriverAppreciationWeek [TDAW Twitter Image 02]

Download TDAW Twitter Image 02 [here](#).

FACEBOOK

Our industry's nearly 19K truck drivers have been on the frontlines of the global COVID-19 pandemic, maintaining critical supply chain infrastructure & supporting local businesses in communities across the country. #WholesalersDeliver #NationalTruckDriverAppreciationWeek [TDAW Facebook Image 02]

Download TDAW Facebook Image 02 [here](#).





WEDNESDAY, SEPTEMBER 16, 2020:

State Economic Impact Data

Today we're celebrating the wider impact our industry and our industry's truck drivers have on state economies across the country. You can find individualized state-by-state data through [WSWA's Economic Impact Database](#) or in the images below.

Click on your state to download the appropriate Twitter and Facebook images for your state!

Alabama	Illinois	Montana	Rhode Island
Alaska	Indiana	Nebraska	South Carolina
Arizona	Iowa	Nevada	South Dakota
Arkansas	Kansas	New Hampshire	Tennessee
California	Kentucky	New Jersey	Texas
Colorado	Louisiana	New Mexico	Utah
Connecticut	Maine	New York	Vermont
Delaware	Maryland	North Carolina	Virginia
Washington, D.C.	Massachusetts	North Dakota	Washington
Florida	Michigan	Ohio	West Virginia
Georgia	Minnesota	Oklahoma	Wisconsin
Hawaii	Mississippi	Oregon	Wyoming
Idaho	Missouri	Pennsylvania	

TWITTER

[COMPANY NAME] employs [XX] truck drivers that support [XX -number of retailer partners] local, essential businesses in our community. [YOUR COMPANY NAME] truck drivers are an integral part of an industry that provides [XX] jobs and [\$xx] million in wages to [STATE] wholesaler employees. #WholesalersDeliver #TruckDriverAppreciationWeek

Download the appropriate TDAW Twitter Image above

FACEBOOK

[COMPANY NAME] employs [XX] truck drivers that support [XX -number of retailer partners] local, essential businesses in our community. [YOUR COMPANY NAME] truck drivers are an integral part of an industry that provides [XX] jobs and [\$xx] million in wages to [STATE] wholesaler employees. #WholesalersDeliver #TruckDriverAppreciationWeek

Download the appropriate TDAW Facebook Image above.

THURSDAY, SEPTEMBER 17, 2020:
Federal Economic Impact Data

TWITTER

America's family-owned wine & spirits wholesalers employ nearly 19K truck drivers from over 3K locations nationwide and are an integral part of an industry that creates 88K jobs & \$7.46 billion in wages to hard working Americans. #WholesalersDeliver #TruckDriverAppreciationWeek [TDAW Twitter Image 03]

Download TDAW Twitter Image 03 [here](#).

FACEBOOK

America's family-owned wine & spirits wholesalers employ nearly 19,000 truck drivers from over 3,000 locations nationwide and are an integral part of an industry that creates nearly 88,000 jobs and \$7.46 billion in wages to hard working Americans on the frontlines of the COVID-19 pandemic. #WholesalersDeliver #TruckDriverAppreciationWeek [TDAW Facebook Image 03]

Download TDAW Facebook Image 03 [here](#).



AMERICA'S FAMILY-OWNED WINE & SPIRITS WHOLESALERS HAVE **3,120 LOCATIONS** NATIONWIDE.

AMERICA'S FAMILY-OWNED WINE & SPIRITS WHOLESALERS EMPLOY **87,722 WORKERS** ACROSS THE COUNTRY.

AMERICA'S FAMILY-OWNED WINE & SPIRITS WHOLESALER EMPLOYEES RECIEVE **\$7.46 BILLION** IN WAGES ANNUALLY.

The infographic consists of three vertical columns separated by dashed lines. The left column features a purple delivery truck with a driver. The middle column shows four truck drivers in purple uniforms carrying boxes. The right column shows a driver pushing a hand truck with boxes. The text in each column is in a mix of black and purple fonts, with key statistics in bold purple.