

**AMERICA'S**  
**RECOVERY**  
**FUND**  
**COALITION**



**Member Kickoff Packet**

May 4, 2020

## Introduction

During challenging economic times for the American business community, America's Recovery Fund Coalition will officially launch on Monday, May 4, 2020 to highlight the importance of providing relief for businesses who serve as a vital lifeline to our communities, workers, and local economies.

In advance of our launch, we created the following packet of materials for America's Recovery Fund Coalition members to help amplify the Coalition, drive coverage of the launch, and showcase the breadth of voices dedicated to helping the American economy get back on track.

The packet includes:

- **FAQs**: Frequently asked questions about America's Recovery Fund and the new Coalition.
- **Member Action Alert**: Sample action alert for Coalition members to use with their members and networks.
- **Member Sample Press Release**: Sample press release for Coalition members to send to media announcing the launch of the new coalition.
- **Member Sample Social Media**: Sample tweets and Facebook posts for Coalition members to share on their respective social media channels, directing to the new website and tagging the Coalition.

## FAQs

### 1. What is America's Recovery Fund Coalition?

- a. We are a Coalition asking for additional support from Congress.
- b. [Tell your story] The shutdown hurt our business .... And now that we're opening again, here are some of the things that are different that we need to pay for.... [share new costs and concerns].
- c. Bottom line, we need more help.

### 2. What are you asking for?

- a. We are asking for America's Recovery Fund – which will be another stream of funding to support businesses in the mid-term.
- b. It will help us make payroll, meet certain debt obligations, make our rent. It will pay for the costs of changes we need to make to adhere to social distancing and new safety rules. Without this support, we are worried about our businesses making it.

### 3. What is America's Recovery Fund?

- a. America's Recovery Fund provides mid-term relief to help America's businesses retain and rehire staff, pay rent, adapt to new requirements, meet certain debt obligations, and pay state and local taxes. The fund establishes a streamlined grant to empower businesses and will include strict federal oversight and anti-abuse mechanisms. America's Recovery Fund will be a vital lifeline to businesses, communities, workers, and state and local governments that rely on their success to support local economies.

### 4. Who is in America's Recovery Fund Coalition?

- a. We are American businesses – encompassing nearly every sector of the economy.
- b. Membership ranges from retail associations to endurance sports events to theaters to carwashes.
- c. Together, we employ over 58 million people – which equates to around 45 percent of the country's workforce.

## Member Action Alert

### Join America's Recovery Fund Coalition

Dear [Name],

In recent weeks, millions of small businesses across the country have been forced to close their doors in the wake of the COVID-19 pandemic. The sudden loss in revenue has been devastating – putting paychecks, employees, and hard-working families at risk. We need an urgent solution that will keep our businesses afloat and protect our communities in the long term.

That's why we created **America's Recovery Fund Coalition**, comprised of **more than 100 organizations** representing over **58 million American workers** and **45% of the American workforce**. We are calling on Congress to create America's Recovery Fund – a relief fund for businesses to operate during this unprecedented crisis, retain and rehire employees, pay rent, meet debt obligations, and pay taxes. **America's Recovery Fund will be a vital lifeline to business, communities, workers, and state and local governments which rely on our success to fund local economies.**

**Now more than ever, members of Congress need to hear how the economic downturn is affecting you.** We need your personal stories to show Congress small business owners are depending on them and a recovery fund is needed – now.

**If you have a member company that would be willing to share their story with the media and/or on social media, please reach out to Colleen Elson at [celson@forbes-tate.com](mailto:celson@forbes-tate.com).**

To keep up with the latest from America's Recovery Fund Coalition, please visit our [website](#), like us on [Facebook](#), and follow us on [Twitter](#). We encourage you to share our social pages and website with your members.

Thank you for taking action!

## Member Sample Press Release

[Organization Logo]



**FOR IMMEDIATE RELEASE**

**Press Contact:**

Britton T. Burdick  
Press@AmericasRecoveryFund.org

### **[Organization Name] Joins More Than 100 Business Organizations to Launch America's Recovery Fund Coalition**

*Group Comprised of 30 Business Sectors, Employing 58 Million American Workers, Will Advocate for Federal Direct Assistance Fund to Power an American Recovery*

**May X, 2020** – [Organization Name] today announced it has joined America's Recovery Fund Coalition, an alliance of more than 100 trade associations and business organizations advocating for a grant-based federal assistance program to power the resilience of American enterprise. Together, the Coalition's members span 30 business sectors and employ 45 percent of the nation's workforce – more than 58 million workers.

"[Quote on the importance of America's Recovery Fund and joining the Coalition]," said [Name of spokesperson], [Title of Spokesperson] of [Organization Name] ([Acronym]).  
"[Continued quote]."

In a letter sent to President Trump, congressional leaders, and the Secretary of the Treasury, the Coalition noted:

*"Today we are announcing the creation of America's Recovery Fund Coalition, a group of over 100 organizations advocating for a grant-based federal assistance program to power the resilience of American enterprise. America's Recovery Fund Coalition includes members representing more than 30 business sectors that together employ 58 million Americans and comprising more than 45 percent of the private workforce."*

The Coalition went on to state:

*"Existing programs like the Paycheck Protection Program were a well-intentioned effort to help defray the impact of the COVID-19 economic crisis, but we must build upon the current options and address the overwhelming need for additional capital support to businesses. A broad-based, efficient recovery fund that does not pick winners and losers is the best path forward. Without such a fund, our retailers, theatres, restaurants, and many other industries will be decimated – and our communities will be poorer both economically and culturally as a result."*

*"America's Recovery Fund Coalition believes Congress must urgently create a federal direct assistance fund to provide rapid liquidity to businesses impaired by the COVID-19 national emergency. We believe the fund should be designed to help businesses maintain ongoing"*

---

*capital obligations during the prolonged crisis and the next months of economic healing, enabling employees to continue receiving pay, maintain benefits, and helping employers rehire former employees while workplaces get back on their feet and safely reopen to the public.”*

To read the full letter, [click here](#).

To see the full list of America’s Recovery Fund Coalition members, [click here](#).

To learn more about America’s Recovery Fund Coalition visit [www.AmericasRecoveryFund.org](http://www.AmericasRecoveryFund.org).

## Member Sample Social Media

### Twitter

[INSERT COALITION MEMBER] is proud to join @ARFCoalition. Together, we're working to ensure 58 million American workers across retail, restaurants, theaters, the travel industry, and financial services have the resources they need to stay afloat in this national crisis.

[INSERT COALITION MEMBER] is dedicated to [INSERT INDUSTRY], especially during challenging economic times. To help protect our businesses and employees, we've joined America's Recovery Fund Coalition. Learn more about our efforts: <https://bit.ly/3d0Tpzh> #HelpAmericaRecover

As part of @ARFCoalition, we're asking for the creation of America's Recovery Fund so that businesses, communities, workers, and governments may continue to fund local economies. <https://bit.ly/3d0Tpzh> #HelpAmericaRecover

Every day, [INSERT COALITION MEMBER] is fighting for our members – that's why we've joined 100+ organizations as part of America's Recovery Fund Coalition. Learn more about the new coalition here: <https://bit.ly/3d0Tpzh> #HelpAmericaRecover

America's businesses are on the frontlines of the COVID-19 pandemic, and we need help. We're joining @ARFCoalition to call on Congress to provide more resources to safely open – and stay open – so we can get back to serving our communities. <https://bit.ly/3d0Tpzh>

### Facebook

[INSERT COALITION MEMBER] is proud to join America's Recovery Fund Coalition [TAG]. Together, we're working to ensure 58 million American workers across retail, restaurants, the travel industry, and financial services have the resources they need to stay afloat and safely reopen in this national crisis. Learn more about the work of the coalition and the organizations taking part: <https://americasrecoveryfund.org/>

In this difficult time, working together has never been more important. That's why we've joined America's Recovery Fund Coalition [TAG] to urge Congress to create America's Recovery Fund. The coalition represents 45 percent of the entire United States workforce, and we're united in asking for help. <https://americasrecoveryfund.org/>

Existing programs to help American businesses are a step in the right direction – but workers, small business owners, and local communities need more federal support. [INSERT COALITION MEMBER] is working with America's Recovery Fund Coalition [TAG] to ask Congress for help. Learn more about the new coalition here: <https://americasrecoveryfund.org/>

As part of America's Recovery Fund Coalition [TAG], [INSERT COALITION MEMBER] is ask Congress to create a recovery fund so that businesses and workers can continue to be the backbone of local communities. <https://americasrecoveryfund.org/>

[INSERT COALITION MEMBER] is dedicated to [INSERT INDUSTRY], especially during these challenging economic circumstances. To help protect our businesses and employees, we've joined America's Recovery Fund Coalition [TAG]. We're calling on Congress to create a new recovery fund to bring our economy and our country back: <https://americasrecoveryfund.org/>

Every day, [INSERT COALITION MEMBER] is fighting for our members. That's why we've joined 100+ organizations as part of America's Recovery Fund Coalition [TAG], advocating for additional support for American businesses affected by the COVID-19 crisis. Learn more about the new coalition and our efforts here: <https://americasrecoveryfund.org/>