

Supplier R2R Pledge

Name: _____

On behalf of my company: _____

PLEDGE to support the message and principles of the REPAIR Act Campaign. I will activate my team by doing the following checked items:

What I Will Do:

	We Commit (Yes/No):
<p>Send an all-employee e-mail message requesting they contact their congressperson. (</p> <ul style="list-style-type: none"> • An example draft email can be provided by MEMA Aftermarket Suppliers. 	
<p>Include REPAIR Act messaging in my next employee message.</p>	
<p>Commit to host a 30-minute virtual lunch-and-learn with MEMA Aftermarket with my staff about why Right to Repair matters, what it will mean for the aftermarket, and how they can support.</p>	
<p>Coordinate a site visit by a member of Congress</p> <ul style="list-style-type: none"> • If interested, please contact Carter Salwin from our DC advocacy team at csalwin@mema.org 	
<p>I (or my designee – please specify) am willing to participate in media inquiries on the issue.</p>	
<p>Post on my social media/blog/or other channels my support for the REPAIR Act and link to how people can share their support with their Congressperson.</p>	
<p>Let the industry to know that you support the REPAIR Act by displaying your company’s logo on the MEMA website and MEMA</p>	

Aftermarket's industry communications on this issue.

We understand not all suppliers and leaders can do all, but we appreciate the education and support you can provide on this issue.

What I will ask my teams to do:

MARKETING	We Commit (Yes/No):
Post directly on the issue in your digital/social media and tag MEMA Aftermarket suppliers	
Have your Social Media lead follow repost and share REPAIR Act Messaging from MEMA Aftermarket Suppliers feeds	
Provide brief testimonial video (or other material): <ul style="list-style-type: none">● Explaining a specific repair restrictions, barriers, or limitations● OR sharing your thoughts on how lack of repair access will impact consumers, the aftermarket, or your customers	
When appropriate, provide us with your company logo so you can be cited as a supplier who is a "taken the pledge" supporter	
Identify opportunities, platforms, or relationships that could be utilized to be get out a positive message on Right to Repair - For example, podcasts, YouTube channels, or race drivers you sponsor where you can: <ul style="list-style-type: none">● Enlist them to support our cause● Include a REPAIR Act 'plug' in your advertising or sponsorship	

SALES	We Commit (Yes/No):
Educate my sales teams to speak to customers and shops about the REPAIR Act. <ul style="list-style-type: none">● Have them include the REPAIR Act slide and the "Contact your Congressperson" link in customer presentations to spread the word on the importance – and the supplier support – of this cause.	

Educate my training resources on the issue and have them include in their training materials (videos, classes, etc.) to get the word out.	
Ask every customer to support this issue, and to display REPAIR Act and contact your Congressperson materials in stores and shops.	

After completion, please submit this form to Cheryl Dry (cdry@mema.org).

Thank you for joining the fight for right to repair!