

# AMERICANS FOR FREE ★ TRADE

## JOIN OUR EFFORT TO END THE TARIFFS TODAY

### Americans for Free Trade

- [\*Americans for Free Trade\*](#) is a bipartisan coalition of over 200 prominent business organizations representing U.S. retailers, manufacturers, farmers, 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 of tariffs.
- Americans for Free Trade advocates against the continuing imposition of harmful tariffs through events in communities across the country, media outreach, grassroots and grassroots organizing, and direct contact with members of Congress, their staffs and the Trump administration.
- While we agree that there are issues that need to be addressed with key trading partners, we believe that tariffs are the wrong approach to solve these issues. **Tariffs are taxes that American businesses and consumers pay.** Our coalition works every day to reinforce the painful impacts tariffs have had by sharing the stories of businesses and farmers, our own data and through conversations with lawmakers.

### The Tariffs Hurt the Heartland Campaign

- **In order to build an impactful nationwide advocacy and grassroots campaign,** Americans for Free Trade joined in 2018 with [Farmers for Free Trade](#), which is supported by the nation's largest agriculture commodity groups, to launch the [Tariffs Hurt the Heartland](#) campaign.
- The *Tariffs Hurt the Heartland* campaign is dedicated to showing how American families and communities are feeling the impacts of tariffs across all sectors and industries. To that end, the campaign focuses on amplifying the diverse and powerful voices of families, farmers, businesses through local events, digital advertisements, earned media, grassroots organizing, op-eds and more.

### **To date, the Tariffs Hurt the Heartland campaign has:**

- **Held 16 town hall events** in Philadelphia, Indianapolis, Columbus, Nashville, Chicago, Dallas, Milwaukee, Seattle, Atlanta, Louisiana, South Carolina, Jacksonville, Houston, Cleveland, Iowa and Denver. Each town hall gathers local businesses, farmers and community leaders to discuss how the tariffs are hurting the economy of that region. The events have generated over 100 news clips in local outlets.

They have also put us in touch with members of the public and allowed us to build a list of thousands of tariff opponents that we have gathered in the [Phone2Action](#) platform.

- **Produced over 750 tracked Tariffs Hurt the Heartland clips** including stories focused on our campaign activities and stories of the tariff pain from businesses large and small in the New York Times, Wall Street Journal, USA Today, Reuters Fox Business News and many others.
- **Launched a comprehensive digital hub at [TariffsHurt.com](https://tariffshurt.com) that includes an array of resources and content opposing the tariffs.** The site includes a searchable map with over 600 stories of tariff pain from communities across the nation; one-page summaries of the impact of tariffs for every state that are updated monthly; and a tariff tracker counter that constantly calculates the rising cost of the trade war and much more.
- **Released [34 campaign branded videos](#)** telling the stories of businesses and farmers impacted by tariffs
- **Launched four paid digital campaigns in over a dozen targeted states that has reached over 7 million impressions.**
- **Built an active social media advocacy network** including the [@tariffshurt](https://twitter.com/tariffshurt) twitter account that regularly pushes out content used by businesses, trade organizations and journalists opposing the tariffs.
- **Have issued 300 press releases, statements and posts with content opposing the tariffs, data on impact, and other key collateral.**
- **Released nearly one hundred infographics, animations, and one-pagers with valuable data on tariff consequences.**
- **Placed op-eds from impacted Americans** in dozens of media outlets across the country.
- **Completed over 150 hill meetings** with targeted lawmakers' offices and a broad array of coalition participants.
- **Sent six letters to Congress, USTR, and the White House**, including requesting an exclusion process, encouraging a deal at G20, and laying out priorities in negotiations. Those letters have each included roughly 150 trade association signers. The last letter had over 650 businesses and trade associations opposing the List 4 tariffs.
- **Held a fly-in that included over 100 manufacturers, farmers, retailers, and other businesses doing meetings with over 150 Congressional offices.** The coalition also released a new study with four Senators during the fly-in on the impact of tariffs on American jobs.

### **How to Join**

Please email Jon Gold at [goldj@nrf.com](mailto:goldj@nrf.com) for full details on how to join this important effort.