TRADE BUILDS VIRGINIA

BUILDING PARTNERSHIPS TO SUPPORT TRADE
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TEAM MEMBERS

J.C. HERNANDEZ
Virginia State Director
Americans for Prosperity

BRETT VASSEY
President & CEO
Virginia Manufacturers Association

JACOB FISH
Virginia Deputy State Director
Americans for Prosperity

JOHN PURCELL
Director of Strategic Partnerships
Americans for Prosperity
OUR MISSION

Trade Builds Virginia is working to highlight the importance of trade to Virginia by bringing together state business and community leaders across industries to build an enduring network of trade leaders. Working together, these trade leaders will help educate other federal, state and local lawmakers about how trade impacts Virginia consumers, manufacturers, businesses and taxpayers.
Why We Are Doing This

▶ TO BUILD STRONG PARTNERSHIPS
We want to build a sustainable network of long-term allies on trade who can speak out when beneficial trade policies are threatened and mobilize to support new trade opportunities on the horizon.

▶ TO EDUCATE DECISION-MAKERS
By working together, across industries and communities throughout Virginia, we can better educate Virginia lawmakers about trade’s impact on job creation, supply chains, emerging industries and business growth.

▶ TO ENSURE TRADE IS PART OF OUR RECOVERY
We know that at a time of economic insecurity trade can often be an easy scapegoat. However, ensuring Virginia small businesses, farmers and manufacturers have access to global markets and consumers will be a key component of our state’s economic recovery.

▶ TO TELL PERSONAL STORIES
We want to help provide a platform for our partners to amplify a pro-trade message across the state in the media, online and at events. We know that when businesses give first-hand accounts of how trade supports their employees and businesses it resonates with state leaders.
Activities

EVENTS
We will be working to provide the resources for virtual and in-person events that any partner is free to co-brand with us. These events will emphasize the importance of trade to the state’s businesses, farmers and economy.

SPOKESPEOPLE & STORIES
We would like to work with you to help recruit and shine a light on advocates for trade who will command the attention of lawmakers and leaders across Virginia.

DIGITAL MEDIA
We will work with you to create and distribute digital content - video testimonials, infographics, news articles and data - that can be easily shared among all partner organizations. We will also be funding a paid digital media campaign you can co-brand.

TRADE PROMOTION
We would provide all partners with the campaign content we create - op-eds, collateral, digital - to promote on their own websites, with lawmakers and on any other platforms.
Benefits of Partnership

IT'S FREE

Americans for Prosperity and Trade Builds America are committed to providing the resources to grow support for trade throughout Virginia. We know that the most effective way to do that is by building partnerships with respected business and community leaders. Our goal is to allow partners to easily plug in to campaign activities that they can lend their brand to without needing to expend their own financial resources.

IT'S OPEN SOURCE

We want this to be an open source campaign. As such, it will give your organization a chance to help guide our shared activities and will allow you to use the events and content we generate together to fuel your own trade activities.

IT'S TIMELY

As small businesses, farmers and manufacturers struggle to get back on their feet, its essential that we remind them and all Virginians that trade is a essential to rebuilding the state’s economy.
VIRGINIA VOICES
QUESTIONS & ANSWERS

CONTACT INFORMATION

J.C. Hernandez
jhernandez@afphq.org

Brett Vassey
bvassey@vamanufacturers.com

Jacob Fish
jfish@afphq.org