***Directions for this document:*** *This is text that you can copy and paste for a company-wide email or intranet post that lets your employees know that they are a member of Auto Care Association, what Auto Care is, and how to access their resources, which is included in membership.

If you’re looking for some images to jazz up the communication,* [*here is a link to our downloadable Auto Care Association logo*](https://www.autocare.org/logos/) *as well as a “proud member” logo should you want to include either of those.*

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*Suggested Subject Lines:*

* *Welcome to the Auto Care Association family, [INSERT COMPANY NAME]!*
* Employee Resource: Auto Care Association Membership
* Tools You Can Use

[INSERT COMPANY NAME] is a member of the Auto Care Association – an organization which protects and advances the interests of businesses like ours every single day. A brief overview of the Association can be found [here](https://www.autocare.org/who-we-are/). Simply put, Auto Care [advocates](https://www.autocare.org/government-affairs/) for policies that benefit the auto care industry and fight those that don’t, while providing the entire [INSERT COMPANY NAME] team with valuable [resources](https://www.autocare.org/what-we-do/), [education](https://www.autocare.org/membership/benefits-and-resources/#market-intelligence) and [networking](https://www.autocare.org/events/) opportunities. No matter where you are, Auto Care has your back.

**What do I need to do next?** Create your account at my.autocare.org to access and start taking advantage of your new member benefits!  Here’s a brief video: <https://youtu.be/zB_fEXHp_1o>

You will be automatically subscribed to their Tuesday morning newsletter, *Auto Care Insider Weekly* to get the latest updates on resources, services, and actions the association taking on your behalf. **PRO TIP:** [Update your communications preferences](https://youtu.be/EBn9QHI1_KM) in the preference center located in your account to customize which comms you’d like to receive.

Our membership with the Association gives you the keys to exclusive benefits that not only accelerate the industry, but also your professional development. Here are just a few member favorites you should explore:

* **Networking and events**: We offer a host of ways to stay connected, find new business partners and engage in professional development at autocare.org/events. Additionally, members can participate in communities and committees to advance the industry and to network among their peers. Get involved and take advantage of community-and-committee-specific benefits at [autocare.org/networking-and-development](https://www.autocare.org/networking-and-development).
* **Market intelligence and industry data**: Access interactive industry data at your fingertips! TrendLens™, Auto Care’s interactive data platform, allows members to understand how market-influencing factors are affecting the industry and your business, with the most complete and up-to-date data sets available. Log in using your autocare.org credentials at [trendlens.autocare.org](https://trendlens.autocare.org). Explore our Digital Hub where you can access webinars, tutorials and more at [digital.autocare.org](https://digital.autocare.org/).
* **Get educated about advocacy**: The association’s government affairs team meets with state and federal policymakers daily, pushing for pro-auto care industry policies. However, advocacy greatly depends on you for success. From supporting fundraising efforts to reaching out to your elected officials, we have the tools and resources to empower you to become the most effective advocate for our industry. Learn how your company can become an advocate through writing your elected officials, hosting these officials at your place of business, and more.
* **Stay connected**. As a member, you will be automatically subscribed to our Auto Care Insider Weekly email newsletter to receive the latest updates on resources, industry news and actions we’re taking on your behalf.

*Questions about our new Auto Care Association membership?* Email membership@autocare.org.

...and stay connected on social media:

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