# Three Easy Steps:
# Running a Company Right to Repair Email Campaign

You can launch a companywide Right to Repair campaign—and we're here to help you make it happen! This short and sweet guide has you covered. With step-by-step instructions and all the necessary links to campaign resources like document templates, materials, and graphics, you can confidently support the Right to Repair movement while also amplifying your company's voice on a critical issue facing hundreds of millions of Americans. Join us now and make a lasting impact with your campaign!

- **Step One**: *Identify your audience.* Who would you like to connect with to spread your message: your employees, customers, suppliers, or all of the above?

- **Step Two:** *Tailor your message.* Using the Right to Repair media toolkit, you have the ability to customize the look, feel and voice of your Right to Repair campaign message. The easy-to-use and customizable email template includes a link to our web form, which only takes a few seconds to fill out.
    - **Shops and consumers:** You can find shop- and consumer-focused materials, including graphics, on our website that you can use to promote your campaign.

- **Step Three**: *Inspire your audience to action.* Once your custom Right to Repair email is sent to your audience, they will be directed to fill out the web form mentioned above. After submitting the form, an email will be sent to each individual's elected members of Congress: their representative in the United States House of Representatives and both of their U.S. Senators.

- **Recommended:** Send a follow-up email one week after your first email thanking those who have already taken action and also reminding others to follow the link to contact their elected officials.

**Need help getting started?** If you have any questions or need assistance with your campaign, please contact govaffairs@autocare.org. Remember to share photos from your campaign with the Auto Care team so we can celebrate your efforts!