

[Date]

Manufacturing CEO
Company
Street Address
City, State ZIP

Dear :

U.S. manufacturing, long the backbone of the American economy, is in trouble. Much of our manufacturing base is struggling to remain competitive, and many of their challenges can be laid at the feet of U.S. policymakers. I hope you'll join me in a campaign to save American manufacturing.

Manufacturing productivity is recognized as the key to our increased living standards. For more than a century U.S. manufacturers have led all economic sectors in productivity gains. Without manufacturing, America would be a far less prosperous nation, and much less secure.

But serious challenges to manufacturing's survival in this country have arisen in recent years. Manufacturers are laying off workers, outsourcing and relocating overseas, even going out of business. Yet many Americans, policymakers included, don't seem to care.

It's up to us to educate them. In conjunction with the National Association of Manufacturers (NAM), a growing number of manufacturers are preparing to fight this apathy and create a better climate for manufacturing in this country. First, we need to raise the public's awareness of the importance of manufacturing. Then we must get policymakers to focus on the manufacturing crisis. They need to know:

- Costs in this country associated with non-industrial processes – such as regulatory compliance, litigation, and healthcare expenses – are rising dramatically. In fact, they easily are outpacing manufacturers' profits.
- At the same time, global competition is forcing manufacturers everywhere to keep prices low. With the cost of business escalating in the U.S., manufacturers are looking elsewhere to build their factories and invest their research dollars.

If manufacturing disappears, so will millions of good-paying jobs, our high living standards, and tax revenues that fund our schools, roads and police forces. To reverse this manufacturing exodus, we must reach out to policymakers at all levels of government, tell them their actions – and inaction – have consequences, and urge them to help us compete.

We're not asking for money. We're asking for action. Attached is a checklist of action items for you to consider. If you want to join our campaign for manufacturing, please send that back to the NAM. They will supply you with tools to help you make a difference.

I hope you'll join us in this campaign to ensure the future of manufacturing in the U.S.

Sincerely,