My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, the (enter State) Highway Safety Office Employer Outreach Coordinator. Our Highway Safety Office is in the process of establishing an employer-based traffic safety program, and our goal is to protect the health and safety of families, employees, and the community by preventing motor vehicle crashes. We’ve found that a combination of education, enforcement and policy activities can make a significant difference!

Our program will work with (enter STATE)-based employers to provide them with valuable tools and materials they can use to change driver attitudes, improve driver and occupant behavior. Together, we can build a statewide culture of traffic safety.  
  
In order to be successful, we need an up-to-date database of employers to contact with important traffic safety information they can use with their employers. I understand that you may have an established list of (STATE) companies/organizations. Would you be willing to share this information with us for this important mission? Your help will allow us to save lives by promoting traffic safety.  
  
Please respond by (DATE), and feel free to contact me via phone or email if you have any additional questions.

Thank you for your attention to this important message. Your collaboration can truly help to save lives in our great state!

Sincerely,

NAME, TITLE

ADDRESS

CITY, STATE, ZIP

PHONE NUMBER

EMAIL ADDRESS