Sample Draft letter of support from State Governor

**Suggested Approach:**

1. Send to directly to company safety leaders.
2. Send copy to company leaders (President, CEO level).
3. Send both **email** and **regular mail**.
4. Personalize the greeting to avoid feel of form letter.
5. Set up an online registration portal to make it easy for employers to be added to the SHSO database and opt-in to receive SHSO emails and updates, ex. Constant Contact <https://www.constantcontact.com/trial-home>

Dear [NAME],

As a safety leader, you are no doubt aware that that motor vehicle crashes are the leading cause of workplace death and injury in the United States today. That holds true here in the state of \_\_\_. In addition to the personal impact on these employees and their families, each on-the-job crash costs the employer **nearly $25,000 per property damage crash** and **$671,000 per fatal crash[[1]](#footnote-1)**.

Most people affected by motor vehicle crashes are employed. Even if your employees do not drive as part of their jobs, they likely commute to and from work, and those who die or are injured in a motor vehicle crash have a profound impact on your company. Imagine how much pain, suffering and expense could be saved by *preventing* these crashes. That goal is possible, and we can help.

**Join the [STATE] Employers for Traffic Safety Coalition [ADD HYPERLINK for email messages]**

**[ADD web link for regular mail]**

I encourage you to take just a few minutes to join this effort in raising awareness to your employees about the dangers of risky driving behaviors, and thereby potentially saving lives in our communities. To join, [click/go to] the link above and following the prompts to register. By doing so, you will receive ongoing and timely messages connecting you to a wealth of powerful (and FREE) traffic safety campaigns covering the leading causes of traffic-related injuries. These materials have been developed based on evidence-based research conducted by traffic safety professionals from respected national organizations. These organizations include National Highway Traffic Safety Administration ([NHTSA](https://www.nhtsa.gov/)) and the Network of Employers for Traffic Safety ([NETS](http://trafficsafety.org)), the only organization dedicated exclusively to traffic safety in the workplace.

Please join me in making a significant impact on the lives of your employees and their families. This truly is a life or death issue, and it can be addressed with education and training that **has already been developed** and is **available at no cost**.

I’m committed to connecting [STATE] employers with these resources. I hope you will do your part by registering to receive access to these valuable training resources.

Sincerely,

[NAME]

Governor, State of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_cc: [Company Leaders – CEO, President]

1. U.S. Department of Transportation and NETS, Cost of Motor Vehicle Crashes to Employers, 2015 [↑](#footnote-ref-1)