



American Airlines Should Care Campaign, 2019

February 20, 2019

Dear valued TWU Member,

Today is an exciting day that we've been looking forward to for quite some time. Today is the day we launch the *American Airlines Should Care Campaign* to the nation.

I want to first thank you for the support you've given that has made this campaign possible. I assure you that we have done everything together with TWU local leadership to help ensure its success. To that end, I'd like to talk to you candidly about campaign messaging, the components that support it, and what we ask of you.

Messaging

We are passionate about your cause. We've met Members in person, been on the picket line, and sat through many discovery meetings so that we might have the best possible understanding of the issues you face without actually being in your shoes. Simply stated, the issues you're facing with American Airlines are truly unjust, and it's understandable that you want to make the greatest impact in the shortest amount of time. We do, too.

This campaign is different. The approach is new for TWU, and this is very intentional. Our philosophy is that it's time to stop trying the same tactics, all the while expecting different results. It's time to get the community to care about your cause in a way that will resonate with them and help make your voice louder. I ask you to keep in mind:

- Even though for you as members this is a 3+ year old battle, the general public has not been exposed to the depth of issues that are second nature to you. This campaign is about *educating* them on the issues you've experienced with American Airlines so we can get the public to understand what's happened, and ultimately, care about your cause too.
- To get the public to care about your plight, unfortunately, it's about more than what's happening to you. It's about how all of this impacts them, too—including their safety, their family's safety, the impact in their community, etc. We know that most people don't stop to take notice of an issue until it directly impacts them or someone close to them. That's what we're trying to do with the Care Campaign—show people this is more than just a TWU Member "battle."
- We cannot use scare tactics or hate language to reach the public. Marketing campaigns are about allowing the public to see how the issues impact them, which will make them care and take action.
- Legal professionals have helped us shape these words. To avoid lengthy and expensive legal action, we've been told not to use words that are accusatory or presume facts not supported by third-party reports. Using the wrong words in our message could set us up for a libel lawsuit from American Airlines, which of course directly hurts your cause.

Campaign Components

This campaign includes these communication tools:

- [Website](#) that provides the public with details about what's happening and links to get involved.
- [Petition page](#) that will give Members and the public a combined voice to show American Airlines that we collectively care about their unfair and potentially unsafe practices.
- Twitter and Facebook profiles to create social awareness for your cause.
- Social media content, posted daily to both Facebook and Twitter.
- Digital ads on Facebook and Twitter, designed to drive traffic to the profiles, website and petition page.



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Links to pages/profiles and example graphics are included in the pages that follow.

What We Ask

As a TWU Member, your role is critical to the success of this campaign. We cannot do it without you. We need you to show you care too and support our campaign efforts. So, we ask that you LIKE and FOLLOW the social media pages, sign the petition, and share the pages and posts as often as you can on your own personal social media pages. This is important because:

1. Information can't be shared from a private group to a public page.
2. While it's great that we share with each other, the purpose of this campaign is to get it outside of Union Members.

Making sure the message is widespread is how we will make the greatest impact.

We appreciate your contributions to this industry and campaign. Thank you for trusting us with this opportunity to help secure the best possible contract for you, our important TWU members. Thank you for caring about us. Let's show the country you matter so they can care about you in return.

Sincerely,

Amy Day, President & The Team at Cowtown Creative



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Campaign Components:

- The campaign hashtag is #PowerofCaring
- The slogan is *Discover the #PowerofCaring*

Logo:



Badge:



Website:

<https://aashouldcare.com>

Change.org Petition Page:

<http://chng.it/thyrmtmzJb>

Facebook:

<https://www.facebook.com/AmericanAirlinesShouldCare>

Twitter:

<https://twitter.com/AAShouldCare>