

International Association of Sheet Metal, Air, Rail and Transportation Workers

1750 New York Avenue, N.W.
Suite 600
Washington, DC 20006



Phone: (202) 783-5880
www.smart-union.org

July 28, 2021

RE: I Got Your Back Campaign

Dear Business Managers, Regional Council Presidents, and Railroad Local Presidents,

I am proud to launch the SMART I Got Your Back Campaign, which is designed to reinforce union solidarity and let our brothers and sisters know that as union members, we have each other's backs. This union is built on the foundation of mentorship, and we must support each other in the face of adversity – which may include the ongoing pandemic, difficult life events, or hardships on the job, such as hazing, bullying, and harassment.

As part of this campaign, you will receive stickers depending on the classifications of your membership. There is a building trades sticker with hardhats and a production/railroad sticker without hardhats. These stickers are for members to give to their ally or mentor, and when a member wears this sticker, it symbolizes to all members that they are a safe place to turn to when in need of support.

Below are the materials included in the **I Got Your Back Campaign Kit**, provided for each local. Please note that these kits are being distributed by email and by mail, and the stickers will only be provided by mail.

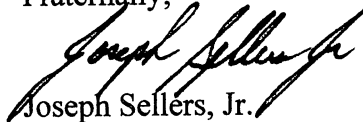
- **Stickers and Campaign Cards** – Please distribute these stickers along with the campaign cards to your membership and instruct them to give the sticker to their ally or mentor. Stickers can be distributed at union meetings, at your training center, to your local union women's or diversity committee, or on the jobsite if permissible.
 - Members should take pictures with the sticker and post to social media with the hashtag **#SMARTIGOTYOURBACK** and/or email to mentors@smart-union.org. Stories will be showcased in the SMART Journal and on SMART official social media.
 - We ask that you choose some of the stories from your local and showcase them on your local union's or training center's website/social media/newsletter and encourage contractors and employers to do the same.
- **Poster** – The poster can be displayed prominently in the local union hall, offices, jobsite, or training center, or given to those individuals who have lived up to the core values of the I Got Your Back Campaign.
- **Talking Points and PowerPoint Presentation** – These can be presented together or separately at local union meetings, at the Council and JATC levels, at apprenticeship meetings, and for local women or diversity committee/SMART Army/Diversity events.

To Business Managers, Regional Council Presidents, and Railroad Local Presidents
July 28, 2021
Page 2

- **Toolbox Talk** – Distribute the toolbox talk to business representatives or stewards for jobsite visits and safety personnel at signatory contractors or employers for their use in shops and on jobsites.

As a union, there is nothing more important than standing up for each other. I hope you will join me by participating in the I Got Your Back Campaign. If you have any questions or need more stickers, please do not hesitate to contact Assistant to the General President Donna Silverman at (202) 662-0810 or dsilverman@smart-union.org.

Fraternally,



Joseph Sellers, Jr.
General President