



# MOTORCOACH AFFILIATE PROGRAM

*Join the mobile army of motorcoach companies  
taking a leadership role in combating human  
trafficking across North America!*



## Introducing the TAT Motorcoach Affiliate Program

As motorcoach companies continue to take a leadership role in combating human trafficking across North America, TAT developed the Motorcoach Affiliate model to meet the industry's calls for recommendations and guidance on how to become anti-trafficking allies above and beyond implementing training. The model is comprised of five components with a menu of action options from which companies can build their individualized path to TAT Affiliate status. (See page two for model components.)

## Why become a TAT Motorcoach Affiliate?

As a TAT Affiliate, your company will join the ranks of motorcoach companies setting the gold standard for how the industry is responding to and combating human trafficking. Upon completion of the model, TAT will provide each motorcoach company:

- 'TAT Affiliate' stickers they can place on buses
- Digital 'TAT Affiliate' badge they can use on their website/social media
- Recognition on TAT's social media channels
- Media sheet for company press release to announce the achievement of becoming a 'TAT Affiliate' company
- Short video created by TAT celebrating our partnership combating human trafficking that can be shared with staff and public
- Annual impact report illustrating the achievements and impact of your company's efforts and the network of Affiliate companies

## Get started today!

TAT will provide technical assistance, guidance and consultation in the implementation of the model. The affiliate journey consists of these steps:

1. **Sign up as an affiliate** by filling out the online form:  
<https://forms.gle/6SPSUDc4Ukx7oPpW8>.
2. **Complete required steps** (TRAIN + ADOPT).
3. **Choose the optional actions** (DISPLAY, INVEST, MULTIPLY) you will complete.
4. **Submit documentation** to TAT confirming completion of the above.
5. **Celebrate!** Earn affiliate recognition by receiving stickers for your buses, badge, etc.
6. **Renew/report.** Affiliate status is valid for 2 years, with a renewal process requiring updated reporting and evidence of continued activity.

# TAT AFFILIATE MODEL COMPONENTS

		ACTIONS	TAT RESOURCES
REQUIRED	TRAIN	<ul style="list-style-type: none"> <li>• Train all staff with TAT resources and make training part of onboarding.</li> <li>• Report training numbers to TAT on an annual basis.</li> </ul>	<ul style="list-style-type: none"> <li>• 16-minute training video</li> <li>• 22-minute corporate video</li> <li>• Online learning portal</li> <li>• Motorcoach toolkit</li> <li>• Wallet cards and app</li> </ul>
	ADOPT	<ul style="list-style-type: none"> <li>• Add human trafficking scenarios to your reporting protocols.</li> <li>• Implement a company-wide, anti-trafficking policy with a demand-reduction focus.</li> </ul>	<ul style="list-style-type: none"> <li>• Response protocol template</li> <li>• Sample policy language</li> </ul>
MINIMUM 1 OF 4	DISPLAY	<ul style="list-style-type: none"> <li>• Post TAT's employee posters in breakrooms, offices, locker rooms, etc.</li> <li>• Post TAT's victim-centered posters on buses/at bus stations.</li> <li>• Post TAT's youth-focused posters on buses/at bus stations.</li> <li>• Post TAT's youth-focused stickers on buses.</li> </ul>	<ul style="list-style-type: none"> <li>• Employee breakroom poster design (self-print)</li> <li>• Victim-centered poster designs (8.5x11" or self-print, can be co-branded)</li> <li>• Youth-focused poster designs (self-print, can be co-branded)</li> <li>• Youth stickers (3 designs, 3" diameter)</li> </ul>
MINIMUM 1 OF 3	INVEST	<ul style="list-style-type: none"> <li>• Financially invest as a corporate sponsor and help TAT further its mission.</li> <li>• Host an internal employee fundraiser or offer options for employee deductions or other giving platforms.</li> <li>• Host a passenger/client fundraiser.</li> </ul>	<ul style="list-style-type: none"> <li>• TAT sponsorship levels flyer</li> <li>• Employee donation ideas flyer</li> </ul>
MINIMUM 2 OF 5	MULTIPLY	<ul style="list-style-type: none"> <li>• Incorporate TAT resources into ongoing employee training.</li> <li>• Share your commitment to fight human trafficking alongside TAT on social media throughout the year.</li> <li>• Add information about your partnership with TAT to your website.</li> <li>• Include your TAT partnership in your newsletter, sustainability report or corporate social responsibility report.</li> <li>• Introduce TAT to industry-related organizations and explore opportunities to invite TAT to present.</li> </ul>	<ul style="list-style-type: none"> <li>• TAT Partner Communications Plan</li> <li>• TAT social media guide</li> <li>• Connecting the Dots webinar series</li> </ul>

# FREQUENTLY ASKED QUESTIONS

## How will TAT support affiliates in maintaining momentum year over year?

TAT will provide technical assistance, guidance and consultation to all affiliates on an ongoing basis. Communications throughout the year will include regular updates on TAT programs and resources, periodic webinars and learning opportunities, as well as an annual impact report. TAT is also available for check-ins and consultation at any time upon request.

## What metrics will be used to evaluate affiliate success?

TAT is regularly identifying ways to illustrate the impact of our work and the strengths of our partners. To track the success of the TAT Motorcoach Affiliate program, TAT will track metrics including, but not limited to: the number of affiliate companies, the number of individuals trained with TAT materials by each affiliate company, the reach of TAT's public-facing materials through affiliate partnerships, financial investment totals and any case studies/incident reports shared by affiliate companies.

## Can affiliates collaborate with each other to share best practices?

TAT will offer opportunities for affiliates to collaborate with each other virtually and at industry events whenever possible, to include, at minimum, an annual virtual roundtable discussion. There may also be opportunities to share your company's achievements as a TAT Motorcoach Affiliate as a part of industry presentations and panels.

## How can we learn more?

Please email [info@tatnonprofit.org](mailto:info@tatnonprofit.org) to be connected to our team for more information or to get started on your company's affiliate journey!

# SAMPLE AFFILIATE ASSETS

STICKER



WEBSITE BADGE



SOCIAL MEDIA GRAPHIC

