

Subject: Join HotelsACT and Help Save Our Industry

Dear XXXX,

The COVID-19 pandemic has been one of the most devastating times in our nation's history and the economic and human toll on the hotel industry has been particularly catastrophic. Now more than ever, we need your engagement to help save our industry. AHLA, the national association representing the hotel industry, has launched a campaign to target general managers across the country to join their grassroots advocacy organization – HotelsACT.

Through HotelsACT, hoteliers that are interested in promoting the common interests of the hotel industry can engage with their elected officials on the federal, state, and local level. This engagement is key to ensuring that our industry recovers and rebuilds when the pandemic ends. HotelsACT allows you to share your message with your elected officials who will be shaping policies that will directly affect you and your team. As a leader in our industry, we need your voice to make a true difference. HotelsACT is open to everyone in the hospitality sector and is free to join.

To sign up, simply follow [this link](#) to the latest HotelsACT action alert. From there you can contact your Senators and Representatives and let them know that they must act NOW to save our industry. We have a limited window to make a real difference. Can we count on you to act?

If you have any additional questions, AHLA has provided an [FAQ](#) on the basics of the program.

Thank you for your consideration and leadership during this difficult time.

Sincerely,

XXXXX