

Task Force goal: Develop strategy to ensure TRIP's ability to maintain a healthy and consistent operating budget.

TRIP Vision

To be the essential source of strategic messaging achieved through innovation and collaboration with a diverse group of stakeholders to achieve sustainable transportation infrastructure funding.

TRIP Mission

TRIP is a credible source of data and information for a diverse group of transportation stakeholders; delivers news and social media coverage of transportation issues and messages; and, informs and promotes discussion of policies that improve the movement of goods and people, make surface travel safer and enhance economic development and productivity.

- **Role of TRIP Director**
 - Facilitate his or her company and/or state/national association annual contribution
 - Promote TRIP within his or her organization and/or state/national association affiliations
 - Help staff to identify and/or recruit new contributors and directors.

- **Market Segment Contribution Goals**

Engage directors to develop a funding goal/suggested funding level from each stakeholder segment

 - Contractors
 - Manufacturers
 - Aggregate Industry
 - Distributors
 - Surety
 - Consulting Engineers
 - Others

- **Strategies to Expand Stakeholder Base**
 - Member-get-a-Member program
 - Directors approach peers and vendors
 - Directors help staff to identify prospects

- **Fundraising Resources**
 - **FUNDRAISING MATERIALS FOR PROSPECTIVE CONTRIBUTORS**
 - [Sample Language for Director Fundraising Letter/Introduction to Prospect](#) (October 2017) (updated regularly to reflect TRIP's latest efforts)
 - [2017 TRIP Program Report](#)
 - [2016 TRIP Program Report](#)
 - [TRIP Board Listing](#)
 - **DIRECTOR RESOURCES**
 - [Board of Directors by Industry Segment](#)
 - [Contributors by Market Segment \(2016\)](#)
 - [State Group Support Map](#)
 - [State Support and Board Representation \(with links to chapter volunteer boards\)](#)
 - [State Group Support by Year](#)