



## Sample Partner Outreach Materials | B2B Newsletter Copy

*Incorporate information about the Let's Go There Coalition and campaign on your web pages dedicated to your partners/stakeholders to encourage their participation. Share the campaign assets with them so that they can join the movement on their social media channels.*

[Download editable version >](#)

### Get Involved with the Let's Go There campaign

Earlier this year, a group of travel leaders came together to form the Let's Go There Coalition, focused on rebuilding the travel industry. Together they developed a plan to reignite a sense of wanderlust and inspire Americans to look ahead to their next adventure.

The Let's Go There campaign, and by extension, the Let's Go There, Soon iteration, encourages Americans to do what is exciting, safe and productive: make plans to travel. Through a phased and layered approach, this integrated, multi-channel consumer campaign will fill the media ecosystem and create an echo chamber across the industry.

The Let's Go There, Soon iteration of the campaign heavily emphasizes inspiration as a precursor of planning, with a focus on future travel. Destinations who are currently unable to market out of state—or are discouraged from marketing at all—should be able to join the larger campaign through this messaging.

There are a few ways to get involved:

- **Activate on your owned channels:** Resources and sample materials are available in the toolkit available at [ustravel.org/LetsGoThere](https://ustravel.org/LetsGoThere)
- **Become an official supporter of the campaign:** By making a financial contribution, no matter the amount, you will be officially recognized for your commitment to help fund the Let's Go There campaign. To learn more, contact [info@letsgethere.travel](mailto:info@letsgethere.travel)
- **Help spread the word:** Share the Let's Go There campaign with your network, inform them of the resources that will be available or ask them to consider joining the coalition