

DEAR AMERICA, LET'S MANU- FACTURE A BETTER FUTURE.

Let's get back to looking for "Made Right Here" on the things we buy. Let's bring back domestic manufacturing. Let's build the factories and warehouses, large and small, that build community, that give the recent grad a shot at a new career and the family down the street a decent paycheck with real benefits—the kind that benefit us all. Let's give our economy a shot in the arm. And let's take care of the environment while we're at it. Let's all join in. The reshoring conversation is happening all around us. Let's commit. Let's take care of each other. Let's make it here.

DEAR CONSUMERS, CONSUME THIS.

What if we made buying choices that encouraged manufacturing the things we want and need right here in this country? What if where something was produced mattered to every shopper? What if big-box stores put in a “Made in the USA” aisle? What if the kid down the block pursued her dream of starting a business because she found herself surrounded by future customers who care about buying domestic? What if the home buyer wanting to go green asked the real estate agent where the solar panels were made? What if we better understood a simple fact: Every purchase decision we make, as a consumer or a business, is a chance to better care for our neighbors and families, for our community and everyone in it.

**DEAR
MAKERS,**

**LET'S
MAKE
IT HERE.**

Let's reboot the maker mentality in this country. Let's refurbish the old and put up new plants to manufacture in and distribution centers to send our goods on their way. Let's restore and reshore. Let's keep people employed and contributing right here at home so that we can begin to strengthen local economies and our sense of community. Let's manufacture a better future. Let's give the people right here what they want right here — chances are, that's the stuff you want to make.

DEAR SHOPPERS, "CHEAP" IS EXPENSIVE.

Purchasing decisions have power and consequences. When what we buy is made overseas, frequently by exploited people working in sweatshop conditions, we encourage those practices, and we deny our neighbors opportunity. We also quietly go along with countries whose environmental rules and regulations are not up to our own. We have very little say in what happens beyond our borders, except when we speak with our pocketbooks. Let's make it better for our kids' kids' kids. Let's make it here.