



The goal of this document is to provide member companies pre-crafted content they can easily use to promote ARMA's Excellence in Asphalt Roofing Awards Program. Below is a prepared email for preferred contractor outreach and social media posts members may copy/paste to their channels. A key component of our launch plan includes activating ARMA members to help amplify the message through direct email and social media efforts. As such this is the first of several documents with recommended content; the ARMA communications team will provide documents such as this with fresh content regularly throughout October, November and December.

This first phase is focused on "spreading the word." Subsequent documents will diversify our outreach messaging with focuses such as key reasons contractors should submit, what's new?, and shedding light on the actual awards process (submission, awards criteria, judging process). If you have any questions about the awards, please do not hesitate to contact the communications team. (Zach Harris – [zharris@kellencompany.com](mailto:zharris@kellencompany.com)) (Bonnie Sonnenschein – [bsonnenschein@kellencompany.com](mailto:bsonnenschein@kellencompany.com))

**I. Email to Preferred Contractors** – Please feel free to send this message to your roofing contractor customers.

*Hello [xxx],*

*As a recognized contractor, we'd like to invite you to share your asphalt roofing craftsmanship and skill! The Asphalt Roofing Manufacturers Association (ARMA) recently launched its new awards program, [Excellence in Asphalt Roofing](#), which honors the top asphalt roofing projects from across North America. Formerly known as QARC, the program is completely free to enter and crowns three winners (Gold, Silver and Bronze) who receive a monetary prize, portfolio building materials to help grow business, national trade media recognition, local media coverage, social media promotion, and a permanent spot on the ARMA website for the winning projects.*

*Are your asphalt roofing projects among the best? Whether it's a major commercial installation or a small local project, we encourage you to use ARMA's easy-to-use submission form to show your roofing pride and [enter your work!](#)*

*Sincerely,*

*[member company]*



**II. Sample Social Media Posts** – Please feel free to copy/paste these examples to your social media channels.

- Do your #asphalt roofing projects have what it takes to be crowned by @ARMA's Excellence in Asphalt Roofing Awards Program? Show your asphalt roofing craftsmanship and #roofing pride



by entering your work! Submissions are completely free and are open until December 31.

<https://bit.ly/2ICgw5f>

- The Excellence in Asphalt Roofing Awards Program honors North America's top #asphalt roofing projects, all for free! Visit @ARMA's website today to submit the project(s) you're most proud of! <https://bit.ly/2ICgw5f>
- Want to see your top #asphalt roofing project featured in a national roofing publication? Enter your best steep or low slope project(s) in @ARMA's Excellence in Asphalt Roofing Awards Program! Submissions are free and open until December 31. <https://bit.ly/2ICgw5f>