



GORAIL 2025

Rail Champions Checklist

How Your Company Can Mobilize Employees to Support Freight Rail Advocacy

The future of freight rail depends on strong, engaged voices advocating for investment and policies that support a robust rail network. By encouraging your employees to sign up as Rail Champions, you can help ensure that policymakers hear directly from the people who make rail run every day.

Why employee advocacy matters:



Freight rail supports hundreds of thousands of jobs, fuels American industry, and contributes billions to local and national economies each year.



Rail investments keep supply chains moving, ensure safety innovation, and help make U.S. railroads the most cost-effective and productive in the world.



State and federal policymakers are not rail experts. They rely on constituent input to help develop policy. Sharing your insight elevates the entire industry.

Ways to Encourage Employee Participation

LAYING THE TRACKS

○ Leverage Internal Channels

Share the Rail Champions sign-up via email, intranet, newsletter, or other company channels. Contact **Betsy Cantwell** (bcantwell@gorail.org) for a unique sign-up link to track your company's success.

○ Shout it Out

Have leadership mention the program during regularly scheduled all-staff meetings or departmental updates.

○ Utilize Signage

Display Rail Champions posters on digital signage, bulletin boards, and in common areas.

○ Add the Email Signature

Encourage employees to include the “I’m a Rail Champion” email signature in their correspondence.

○ Get Social

Encourage employees to follow and share GoRail's updates on social media and ask leadership to set the example by joining Rail Champions and sharing their support (for example on LinkedIn).

KEEP IT ROLLING

○ Make it an Event

Host a Rail Champions **Kickoff Event** to introduce employees to the campaign. For example, during a themed “**Advocacy Week**” you could share daily tips, sign-up reminders, and other opportunities to engage.

○ Make it Interesting

Work with GoRail to organize an in-person or virtual **Lunch & Learn** on why rail advocacy matters and how to get involved.

○ Make it Fun

Create a friendly **sign-up competition** between teams or locations, or feature a “**Rail Champion of the Month**” spotlight. GoRail can offer branded swag for prizes.

○ Make it Creative

Challenge employees to **share short quotes** or **record a brief, 20-second video** on their phone about why they're a Rail Champion. Share these responses with GoRail for featuring across the campaign.

Join us at
RailChampions.org 

Empowering your employees to become **Rail Champions** ensures a stronger rail industry—and a stronger future for freight rail.

powered by **GoRail.org**



DOWNLOAD THE TOOLKIT