

SMARTER

New-Member Packet

Included in this mailing are the following:

- **Your member identification card.**
- **An association patch.**
- **Two reflective decals.**
- **Five SMARTER informational cards.** Please pass these cards out to fellow motorcyclists so they remember to visit our Web site to learn more about our association.
- **One each of three trifold brochures created by SMARTER:** Motorcycle Helmets: Common Myths and the Facts, Motorcycle Helmets: Know the Facts, and Motorcycle Helmets: Dollars and Cents. Use the information in these brochures to help inform other motorcyclists about the importance of wearing a helmet.
- **A go-to resource document:** Motorcycle Helmets and Helmet Laws: The Facts, the Claims Debunked, and the Conclusions. This seven-page document presents in a nutshell the reasons for wearing a helmet and why the arguments for not wearing one are invalid.
- **A poster page.** This basic design with our logo, message, and Web address is what we will be printing on fliers, brochures, T-shirts, etc. The 8½-by-11 format can be easily printed for placement on bulletin boards at motorcycle shops, grocery stores, or malls. We encourage you to distribute this simple poster. Copy it in black and white if you want, make color copies of it, or e-mail us at smarterusa@gmail.com and ask for the “logo poster,” and we will attach this page to an e-mail to you.
- **A membership application.** Please photocopy and share with others to save them the trouble of downloading an application.
- **A bumper sticker.** The bumper sticker is designed to help us do two important things:
 - (1) Deliver our main message to motorcyclists to wear “***All the Gear All the Time!***” We encourage you to include this message in all your communications; simply add it to your outgoing e-mail.
 - (2) Let people know about us by promoting our Web address, www.smarter-usa.org.