



ASSOCIATION OF
EQUIPMENT MANUFACTURERS



Association of Equipment Manufacturers (AEM) and the 811 Call Before You Dig Campaign

About 811

Common Ground Alliance (CGA) is the national association responsible for promoting the 811 “call before you dig” phone number, in partnership with more than 1,700 members and partners, including AEM. CGA has produced a [communications plan](#) and [toolkit with individual files](#) of the communications plan materials. The outline below offers ways AEM members can support the 811 campaign.

Promote 811 Throughout the Year

There are several ways to promote the 811 message throughout the year. **Start by downloading the [811 logo toolkit](#).** You can use the logo files in the following ways:

- Place on your website homepage and link to [Call811.com](#).
- Create stickers to place on your equipment.
- Incorporate logo and “Know what’s below.” tagline in operator’s/safety manuals.
- Create signs and distribute to rental company partners.

April is National Safe Digging Month

April marks the start of spring across the country each year, and for the past decade, CGA members have observed National Safe Digging Month (NSDM) during April. This special month brings damage prevention partners together to speak in one unified voice about the importance of 811 at a strategically important time of the year for this message. **Download the [NSDM Toolkit](#)** and consider using it to:

- Place the “We Support National Safe Digging Month” button on your website, linking to [Call811.com](#).
- Incorporate NSDM messages into your organization’s social media posts.
- Host a NSDM event at your office, manufacturing plant or in partnership with a dealer.

August 811 is 8/11 Day

There is no single date on the calendar that’s a better fit for the 811 message than Aug. 11 (8/11). CGA members work in unison on this day to conduct a variety of campaigns, which often originate from the [8/11 Day Toolkit](#). We recommend using these tools to:

- Draft an 8/11 Day reminder to all employees, using an internal email system or intranet.
- Host or participate in a local [8/11 Day event](#).
- Share messages about 811 on social media.

To learn more about CGA and 811, please visit [CommonGroundAlliance.com](#) or [Call811.com](#).