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ASSOCIATION STEERS DRIVERS TO CDA MEMBERS

A4DD emerges as promising and inexpensive new driver recruiting channel

The [Association for Delivery Drivers](https://www.a4dd.org) (A4DD.org) has launched a new service that directs delivery drivers seeking more work to check out the members of CDA and other "traditional" industry associations.

According to A4DD Executive Director, Peter Schlactus, "an alarming number of delivery drivers are only vaguely aware that the traditional courier and last-mile delivery industry exists, never mind how to plug into it. The big online platform and gig companies dominate ads and social media. Drivers who would benefit from the advantages that local and regional delivery companies offer aren't necessarily aware that these opportunities exist or how to find them."

What is certain is that delivery companies struggle to find enough quality drivers. "At a time of driver shortage, the industry needs to reach out and raise its profile," Schlactus contends. "A4DD is trying to help by informing drivers about CDA and other delivery company associations. Schlactus explains, "We share the benefits of working with CDA members versus typical gig work, and then we coach drivers on how to find the right CDA members to approach for work."

A4DD also refers drivers seeking work contracts to delivery companies that are registered with the Association. [Registration](#) costs less than \$100 for all but the largest delivery companies. "We also give registered companies access to thousands of ads from unaffiliated members," adds Schlactus. "Drivers from around the country. So, I'd say we're about the most cost-effective recruiting channel out there for the same-day, last-mile, and package delivery sector."

A4DD will promote the new Delivery Company Associations service in the coming year and hopes to generate a sizeable number of new driver leads for CDA members. Visit www.a4dd.org to learn more.

***The Association for Delivery Drivers** ([A4DD.org](https://www.a4dd.org)) is a non-profit organization that's equipping America's delivery drivers to be safe and successful. A4DD makes it easy and affordable for drivers to meet contract standards on their own by bringing together low-cost, high-quality solutions for insurance, training, safety and business-building tools, equipment and supplies, etc. Dues are barely \$1 per week. A4DD also provides carriers with services to address their need for driver recruiting and retention, cost and risk reduction, and improved service levels.*

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