



# NAW EVENT PROMOTION TOOLKIT 2024

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## Introduction

Thank you for your interest in hosting a National Apprenticeship Week (NAW) event! This year marks the 10th Annual [National Apprenticeship Week \(NAW\)](#), which will take place from November 17-23! NAW is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity.

The theme for NAW 2024 is “**National Apprenticeship Week 2024: Celebrating 10 Years of Engagement, Expansion, and Innovation.**” This theme reflects the transformative power of Registered Apprenticeship and its ability to bring together key national, regional, state, and local stakeholders across the country to meet critical workforce needs. Since NAW’s inception in 2014, Registered Apprenticeship has gained increased recognition as a tool to create the highly skilled workforce necessary to modernize our country’s infrastructure, build clean energy technologies, address cybersecurity threats, and build a stronger care economy, while also creating essential on-ramps for job seekers to enter into robust career pathways.

This year offers us a unique opportunity to spotlight the significant progress made not only nationally as a whole, but also within individual regions and states – thanks to the hard work of so many ApprenticeshipUSA partners. Registered Apprenticeship is recognized as a key strategy to improving job quality, and creating access to good-paying, family-sustaining jobs for all. We intend to especially highlight how the role of Registered Apprenticeship has grown exponentially both in relevance and stature while continuing to be a key component of our nation’s sustained economic growth.

This toolkit includes tips, templates, and guidance for promoting your event to the media, the public, and potential event attendees. If you have any questions or need any help along the way, please email us at [NationalApprenticeshipWeek@dol.gov](mailto:NationalApprenticeshipWeek@dol.gov).

For more information about Registered Apprenticeships, please go to [Apprenticeship.gov](https://www.apprenticeship.gov).

## Media & Publicity

This section provides resources and information to get local media coverage for your NAW event. Local media coverage will enable you to tell the public and internal and external stakeholders who you are, what you’re doing, and why they should attend your event.

### How to Use Local Media to Promote Your Event

There are three key elements to building a media story:

1. Media List
2. Media Pitches & Media Alerts
3. Creative Assets

## Media List

As a first step, you'll need to create a media list. A media list includes the reporter's name, email address, outlet name, and relevant notes. Here are the steps to building a media list:

1. Compile a list of local newspapers, magazines, websites, blogs, radio, and television stations.
2. Create a spreadsheet that includes a contact person, phone number, and email address for each outlet. See if anyone has done a story about your organization – or Registered Apprenticeship – in the past.
3. Call each outlet to ask for these details to ensure you do not have outdated information.
  - a. Newspapers: When possible, ask for the contact who covers local events, careers, and/or business.
  - b. Magazines: Ask for the local event, business, or career writer.
  - c. Radio: Ask for the news director.
  - d. TV: Ask for the assignment desk or the dayside producer.

## Pitching

Pitches are short emails that describe something new and interesting to gauge a reporter's interest in writing about it for a story online, in print, or on TV. Pitches are personalized to each reporter's beat/interest areas and include important details about your event.

Use the pitch template below as a starting point and update the [highlighted areas] with relevant information. This format is primarily used for print media.

To reach local television affiliates, you should use a slightly different format called a media alert. This format helps highlight specific visuals that may be available for camera crews.

## Creative Assets

When possible, it's always a great idea to provide images and videos to reporters when pitching to help them visually tell the story. You should avoid attaching images to pitches as this could cause the emails to get caught in spam folders. Instead, you can sign up for a free file-sharing service (e.g., Dropbox, Google Drive) and share a link to relevant images and videos. Examples to include:

- NAW logo (available [here](#))
- Your organization's logo
- Real photos of your apprentices
- Real photos of your facilities

## Media Pitch Templates

### Local Print/Online Media Pitch Template

**SUBJECT:** *Local Business Hosts [Event Type] for National Apprenticeship Week*

Dear [insert name],

[insert customized intro based on relevant reporter insight. E.g., "I saw your recent article about alternative career paths for high school students and thought you'd be interested in an upcoming event in Tampa on exactly that topic.]

On [insert date and time], [insert entity name] will be holding a [National Apprenticeship Week \(NAW\)](#) event at [location]. This event is part of a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity.

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information.]

We urge you to join us to learn more about our commitment to Registered Apprenticeships and how these unique work-based learning programs make a difference in our community.

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

If you are interested in attending or in speaking with someone from our organization to learn more, please let me know.

Best,

[Insert Name]

[Insert Signature and Contact Information]

## Local Broadcast Media Alert Template

**SUBJECT:** Media Alert: [Local Business] Hosts [Event Type] for National Apprenticeship Week

\*\*\*MEDIA ALERT\*\*\*

[TITLE]

**WHAT:** [Insert a short description of your event. Include details like the type of activities that will be available, who should attend, notable speakers, etc.]

**WHERE:** [Insert location name and address]

**WHEN:** [Insert time and date of event]

**VISUALS:** [Insert visual opportunities like career seekers applying for a Registered Apprenticeship; speaker giving a presentation to a small audience; apprentices talking with career seekers]

**CONTACT:** [Add your name, phone number, and email address]

## Press Release

A press release is another effective method to gain media attention for your event. A press release can be distributed through a wire service, shared with local media in your pitch, posted on company

websites, and sent to key stakeholders. Use the template below as a guide to develop your own press release that is customized to your organization and industry.

## Press Release Template

[ORGANIZATION NAME] Hosting [Type of Event] For National Apprenticeship Week

[CITY, STATE ABBREVIATION] – [Organization Name] today announced its recognition and celebration of the U.S. Department of Labor’s 10th Annual National Apprenticeship Week (NAW) with an event at [location] on [date and time].

NAW was established by the U.S. Department of Labor to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. NAW is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity.

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This year offers us a unique opportunity to spotlight the significant progress made not only nationally as a whole, but also within individual regions and states – thanks to the hard work of so many ApprenticeshipUSA partners. Registered Apprenticeship is recognized as a key strategy to improving job quality, and creating access to good-paying, family-sustaining jobs for all. We intend to especially highlight how the role of Registered Apprenticeship has grown exponentially both in relevance and stature while continuing to be a key component of our nation’s sustained economic growth.

[Customize this quote for your organization and event] “Registered Apprenticeship is a proven way for community members to obtain pathways to secure, high-paying careers in [field],” said [organization spokesperson]. “We are proud to support National Apprenticeship Week and to showcase the impact apprenticeships have on building the workforce in this country.”

[Insert history of your apprenticeship program, successes, and goals for your event].

To learn more about [organization] and how to participate in NAW, visit [event/organization website].

## Email Marketing

Email is an easy and effective way to reach potential event attendees in addition to those who have RSVP’d. Use the sample calendar and content below to get started or create your own.

## Sample Email Calendar

Timing	Type	Subject
6 Weeks Out	Save-the-date	You're Invited! Join us for National Apprenticeship Week
2 Weeks Out	Event reminder	National Apprenticeship Week is almost here!
1 Week Out	Final reminder	See You Next Week!

## Sample Email Content

### Sample Email #1

**SUBJECT: Save the Date: National Apprenticeship Week 2024**

Join us this November [date] to celebrate the 10<sup>th</sup> Annual National Apprenticeship Week! Learn about our Registered Apprenticeship program, meet some of our current and former apprentices, tour our facilities, and find out about upcoming apprenticeship opportunities.

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

Visit [insert event URL] to learn more.

#### About National Apprenticeship Week

This year marks the 10th Annual [National Apprenticeship Week \(NAW\)](#), which will take place from November 17-23! NAW is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity. Learn more at [apprenticeship.gov/NAW](http://apprenticeship.gov/NAW).

### Sample Email #2

**SUBJECT: You're invited! Join us for National Apprenticeship Week**

Dear [insert name],

In honor of the 10<sup>th</sup> Annual National Apprenticeship Week, [insert entity name] will be hosting a(n) [insert event name/type]. We invite you to join us and learn more about our commitment to Registered Apprenticeship and how these unique work-based learning programs make a difference in our community.

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

**Contact:** [insert]

The event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information].

Registered Apprenticeship provides a critical talent pipeline that can help to address some of our nation's pressing workforce challenges. Additionally, Registered Apprenticeship provides an opportunity to make good jobs more accessible to populations that have been underrepresented in the workforce, including women, people of color, people with disabilities, and others. We have a historic opportunity to address these inequities and must take steps now to ensure that everyone has access to these high-quality, well-paying, good jobs.

Please let me know if you have any questions about the event or [insert entity name]'s Registered Apprenticeship initiative. If you'd like more details about National Apprenticeship Week, visit the [NAW website](#) for information, including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [apprenticeship.gov/NAW](https://apprenticeship.gov/NAW)

### Sample Email #3

***SUBJECT: Join Us for National Apprenticeship Week 2024***

Dear [insert name],

Join us next month to celebrate National Apprenticeship Week at [insert event name/type]! You'll hear from [insert speaker], who will talk about [how [entity]'s Registered Apprenticeship program impacted his/her life and how you can become an apprentice].

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

**Contact:** [insert]

Please let me know if you have any questions about the event or [insert entity name]'s Registered Apprenticeship initiative. If you'd like more details about National Apprenticeship Week, visit the [NAW website](#) for information including history, state apprenticeship contacts, and the NAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [apprenticeship.gov/NAW](https://apprenticeship.gov/NAW)

### Sample Email #4

***SUBJECT: National Apprenticeship Week Starts Monday!***



Dear [insert name],

National Apprenticeship Week is just one week away!

[Insert entity name]'s National Apprenticeship Week celebration will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information].

Come learn about our Registered Apprenticeship program, meet some of our current and former apprentices, tour our facilities, and find out about upcoming apprenticeship opportunities.

**Date:** [insert]

**Time:** [insert]

**Location:** [insert address + city, state]

**Contact:** [insert]

We look forward to seeing you at our [insert event name/type].

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [apprenticeship.gov/NAW](https://www.apprenticeship.gov/NAW)

## Website/Blogs

Use the content below for websites, blogs, and internal newsletters to promote your event and to encourage participation in NAW.

### Sample Web Content

This year marks the 10th Annual [National Apprenticeship Week \(NAW\)](#), which will take place from November 17-23! NAW is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and Federal, State, and Local government agencies host events to showcase the successes and value of Registered Apprenticeship for strengthening our economy by developing a highly skilled workforce to meet industry needs, creating pathways for career seekers to catapult into good jobs, and advancing racial and gender equity.

This year's NAW will be celebrated at over a thousand events across the country. Join [organization] in celebrating Registered Apprenticeships at our NAW event!

- **Date:** [insert]
- **Time:** [insert]
- **Location:** [insert address + city, state]
- **Who:** [insert information on who should attend]
- **Why:** [insert information about what's happening at your event and why people should attend]

Learn more and register to attend by visiting [insert URL].

## Social Media

Social media is an effective and efficient way to raise awareness for your event.

The official hashtag for this year's NAW is **#NAW2024**, and we encourage you to also use **#ApprenticeshipUSA**. Include these hashtags in social posts to drive apprenticeship conversation and support the positive impact of Registered Apprenticeship.

### Social Media Best Practices

- Be concise and to-the-point so audiences can quickly understand the value of your post.
- Make your content visual by including photos, videos, and quotes.
- Ask questions to engage your audience.

### Social Media Content Ideas

- **Share your success:** Show the positive benefits of Registered Apprenticeship by sharing stories of real apprentices who have benefited from the program; or share how apprenticeships have contributed to the growth and success of your organization/industry.
- **Share a picture or video:** Post a photo or short video showcasing your organization's Registered Apprenticeship event or program.
- **Educate users with shareable assets:** Post shareable assets on Facebook and X (formerly Twitter) that educate your online community about the impact of Registered Apprenticeship. Use these [apprenticeship and NAW factsheets](#) for inspiration.
- **Ask/answer a question:** Throughout the week, many aspiring apprentices, current apprentices, businesses, and government leaders will be watching the **#NAW2024** and **#ApprenticeshipUSA** hashtags. Ask questions to engage these audiences, and answer questions when possible.
- **Share a tip:** Have insight into Registered Apprenticeship opportunities or resources? Share them on social using the **#NAW2024** and **#ApprenticeshipUSA** hashtags to help educate audiences nationwide about Registered Apprenticeship.

### Shareable Apprenticeship Facts

Share these facts on your social media accounts leading up to and during NAW.

- The median estimate of the employer's return on investment in Registered Apprenticeship is 44.3 percent.
- The average starting wage after completing a Registered Apprenticeship program is \$80,000.
- About 94% of apprentices retain employment after completing an apprenticeship program.
- Workers who complete Registered Apprenticeship programs earn an average of \$300,000 more over their career when compared to peers who do not.
- Recent evaluations also show that pre-apprenticeship, supportive services, and other strategies are effective in promoting greater equity and inclusion in Registered Apprenticeship.

### Sample Social Posts

- **X (formerly Twitter):** We will be celebrating the 10<sup>th</sup> Annual National Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase our commitment to Registered Apprenticeships and the difference they make in our community. **#NAW2024 #ApprenticeshipUSA** [LINK]

- **Facebook:** We are committed to helping Americans access pathways to well-paying jobs in growing industries. Join us as we celebrate the 10<sup>th</sup> Annual National Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. **#NAW2024 #ApprenticeshipUSA** [LINK]
- **LinkedIn:** To raise awareness of the impact and value of Registered Apprenticeships, we are hosting a(n) [insert event name/type] on [insert date and time]. Our event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information]. **#NAW2024 #ApprenticeshipUSA** [LINK]
- **Instagram:** We will be celebrating the 10<sup>th</sup> Annual National Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase our commitment to Registered Apprenticeships and the difference they make in our community. **#NAW2024 #ApprenticeshipUSA**

### Social Media Accessibility Tips

- Make sure your profile page includes accessible contact options.
- Use [plain language](#). Whenever possible, avoid abbreviations and spell out acronyms.
- For multi-word hashtags, capitalize the first letters of each word #LikeThisExample.
- Provide closed captioning for YouTube videos [automatically](#) or [manually](#).
- [Add captions to Facebook video posts](#). Make sure captions are turned on for live videos.
- Link to pages with full captions or transcripts of photos, videos, or audio.
- Limit emoji use and don't use them as substitutes for words.
- Describe your photos in the caption of social media posts on Instagram.
- Turn on [image description settings](#) in X (formerly Twitter) and compose descriptive text to make images accessible. Note that this setting doesn't work for GIFs.
- Add and edit [alternative text descriptions](#) to images posted on Facebook.
- If possible, test your tweet with assistive technology before posting it.

For more detailed guidance, [read Digital.gov's social media accessibility toolkit](#).