



# NATIONAL APPRENTICESHIP WEEK EVENT PROMOTION TOOLKIT 2026

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## Introduction

Thank you for your interest in hosting a National Apprenticeship Week 2026 event! The year 2026 marks the 12<sup>th</sup> annual **National Apprenticeship Week (NAW)**, which will take place from **April 26 – May 2**. NAW is a nationwide celebration where ApprenticeshipUSA partners – including 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 in meeting critical industry workforce needs. This proven, industry-driven workforce strategy drives economic growth across all industries. Registered Apprenticeship develops the highly skilled workforce that employers need and creates pathways for career seekers to catapult into in-demand, high-paying careers. This year provides an opportunity to recognize the Trump Administration’s efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

In response to partner feedback, the Department is shifting NAW to the spring starting this year from **April 26 - May 2, 2026**! Future NAW celebrations will take place during the dates noted below.

- April 25 - May 1, 2027
- April 23 - April 29, 2028

The theme for NAW 2026 is ***America at Work: Making America Skilled Again Through Registered Apprenticeship.*** As the nation celebrates its 250<sup>th</sup> year and continues its reindustrialization under President Trump’s leadership, the NAW 2026 theme reflects Registered Apprenticeship’s prominence as a key strategy to ensure the American worker is equipped for the skilled jobs of today and tomorrow. Apprenticeship events and proclamations this year will also highlight how Registered Apprenticeship has gained increased recognition worldwide as a tool to get America skilled again. Expanding Registered Apprenticeship will address some of our nation’s most pressing workforce challenges, such as filling the growing demand for skilled trades, manufacturing, shipbuilding, artificial intelligence, nuclear energy, and other industries and occupations.

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](http://Apprenticeship.gov).

## Media & Publicity

This section provides resources and information to get local media coverage for your National Apprenticeship Week 2026 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.

There are three key elements to building a media story:

### 1. Media List

As a first step, you'll need to create a media list. Here are the steps to building a media list:

1. Compile a list of local newspapers, magazines, websites, blogs, podcasts, 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.

### 2. 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.

You can 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 (more details below). This format helps highlight specific visuals that may be available for camera crews.

### 3. 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. Avoid attaching images to pitches as this could cause the emails to get caught in spam folders. Instead, sign up for a free file-sharing service (e.g., Dropbox, Google Drive) and share a link to relevant images and videos. Examples of types of images and videos to include:

- National Apprenticeship Week 2026 logo
- Your organization's logo
- Real photos/videos of your apprentices
- Real photos/videos of your facilities

## Media Pitch Templates

### Local Print/Online Media Pitch Template

**SUBJECT:** Local Business Hosts [Event Type] for National Apprenticeship Week 2026

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 hosting a [National Apprenticeship Week](#) 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 and creating pathways for career seekers to catapult into in-demand jobs. This year provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

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 economy.

**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]

### Media Alert Template

**SUBJECT:** Media Alert: [Local Business] Hosts [Event Type] for National Apprenticeship Week 2026

\*\*\*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 visuals of apprentices, educators, or speakers]

**CONTACT:** [Insert your name, phone numbers, 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 2026**

[CITY, STATE ABBREVIATION] – [Organization Name] today announced its recognition and celebration of the 12<sup>th</sup> Annual National Apprenticeship Week 2026 with an event at [location] on [date and time].  
[Include a brief description of the event.]

[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 Registered Apprenticeships have on building the workforce in this country.”

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

National Apprenticeship Week (NAW) is a nationwide celebration where employers, apprentices and graduates, industry representatives, labor organizations, community-based organizations, workforce partners, educational institutions, and 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 and creating pathways for career seekers to catapult into in-demand jobs. This year marks the first full weeklong celebration in the spring, from **April 26 to May 2, 2026**.

NAW 2026 will include both apprenticeship events and proclamations across the country, reflecting the theme of **“America at Work: Making America Skilled Again Through Registered Apprenticeship.”** As the nation celebrates its 250<sup>th</sup> year and continues its reindustrialization, the NAW 2026 theme reflects Registered Apprenticeship’s prominence as a key strategy to ensure the American worker is equipped for the skilled jobs of today and tomorrow. This year also provides an opportunity to recognize the Trump Administration’s efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

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

## Email Marketing

Email is an easy and effective way to reach potential event attendees. 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 2026
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 2026***

Join us this [insert month of event] to celebrate the 12<sup>th</sup> Annual National Apprenticeship Week 2026! 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**

National Apprenticeship Week (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. Events highlight Registered Apprenticeship's role in strengthening our economy by developing a highly skilled workforce to meet industry needs and creating pathways for career seekers to catapult into in-demand jobs.

This year marks the first full week celebration in the spring, from **April 26 to May 2, 2026**, after the U.S. Department of Labor decided to move NAW to April in response to stakeholder feedback. This year also provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

Learn more at <http://www.apprenticeship.gov>.

#### Sample Email #2

##### ***SUBJECT: You're invited! Join us for National Apprenticeship Week 2026***

Dear [insert name],

In honor of the 12<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 to our economy. This year also provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

**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. Skill-building through apprenticeship creates new opportunities for **#NAW2026** and **#ApprenticeshipUSA**.

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 [Apprenticeship.gov](http://Apprenticeship.gov) for information, including history, state apprenticeship contacts, and the 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: [www.apprenticeship.gov/national-apprenticeship-week](http://www.apprenticeship.gov/national-apprenticeship-week)

### Sample Email #3

**SUBJECT: Join Us for National Apprenticeship Week 2026**

Dear [insert name],

Join us next month to celebrate the 12<sup>th</sup> Annual 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]. This year also provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

**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 [website](#) for information including history, state apprenticeship contacts, and the 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: [www.apprenticeship.gov/national-apprenticeship-week](http://www.apprenticeship.gov/national-apprenticeship-week)

Sample Email #4

***SUBJECT: National Apprenticeship Week 2026 is Quickly Approaching!***

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]. This year also provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs. [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: [www.apprenticeship.gov/national-apprenticeship-week](http://www.apprenticeship.gov/national-apprenticeship-week)

## Website/Blogs

You can use the content below for websites, blogs, and internal newsletters to promote your event and to encourage participation in National Apprenticeship Week 2026.

### Sample Web Content

National Apprenticeship Week (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. Events highlight Registered Apprenticeship's role in strengthening our economy by developing a highly skilled workforce to meet industry needs and creating pathways for career seekers to catapult into in-demand jobs. This year marks the first full week celebration in the spring, from **April 26 to May 2, 2026**, after the U.S. Department of Labor decided to move NAW to April in response to stakeholder feedback. This year also provides an opportunity to recognize the Trump Administration's efforts to expand Registered Apprenticeship and exceed the 1 million active apprentice goal to meet industry needs.

- **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 recommended hashtags for this year's National Apprenticeship Week are **#NAW2026** and **#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.
- 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 that educate your online community about the impact of Registered Apprenticeship.

- **Ask/answer a question:** Throughout the week, many aspiring apprentices, current apprentices, businesses, and government leaders will be watching the **#NAW2026** 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 recommended hashtags to help educate audiences nationwide.

## Shareable Apprenticeship Facts

You can share these facts on your social media accounts leading up to and during National Apprenticeship Week 2026.

- In a [recent study](#), over 60 employer sponsors reported a 44% return on investment for Registered Apprenticeship.
- Workers who have completed Registered Apprenticeship programs earn an average of \$300,000 more over their career when compared to peers who did not.
- Sample Social Posts
- **X:** We will be celebrating National Apprenticeship Week 2026 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 to our economy. **#NAW2026, #ApprenticeshipUSA** [\[LINK\]](#)
- **Facebook:** As America celebrates 250 years, we are committed to helping Americans access apprenticeship pathways to high-paying jobs in growing industries. Join us as we celebrate National Apprenticeship Week 2026 with a(n) [insert event name/type] on [insert date and time]. **#NAW2026, #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]. **#NAW2026, #ApprenticeshipUSA** [\[LINK\]](#)
- **Instagram:** We will be celebrating 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 role they play in our economy. **#NAW2026, #ApprenticeshipUSA**

## Social Media 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 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.](#)