

*National*

**APPRENTICESHIP WEEK**

**NOVEMBER 15-21, 2021**

**EVENT PROMOTION TOOLKIT**



# 2021 National Apprenticeship Week Event Promotion Toolkit

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## Introduction

Thank you for your interest in hosting a National Apprenticeship Week event! Your participation will highlight the importance of Registered Apprenticeship in building the American workforce as well as highlight the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity and supporting underserved communities, including women, people of color, and persons with disabilities.

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

For more information about Registered Apprenticeships, please go to [Apprenticeship.gov](https://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 apprenticeship – in the past.
3. Call each outlet to ask for these details to ensure you do not have outdated information
  - Newspapers: When possible, ask for the contact who covers local events, careers, and/or business
  - Magazines: Ask for the local event, business, or career writer
  - Radio: Ask for the news director
  - TV: Ask for the assignment desk or the dayside producer

### *Pitching*

Pitches are short emails that describe something new and interesting in order 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.



## 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 showcasing the impact Registered Apprenticeship programs have in building the American workforce as well as highlight the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity and supporting underserved communities.

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 training 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 the time and date of the event]

**VISUALS:**

- [Insert visual opportunities like *Career seekers applying for apprenticeships; speaker name giving a presentation to a small audience; Apprentices talking with career seekers*

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

## 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



## 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 that they will be celebrating the U.S. Department of Labor’s seventh 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 celebrate the significant impact Registered Apprenticeship programs have had in re-building our economy, advancing racial and gender equity, and supporting underserved communities. Hundreds of NAW events and activities will be taking place all over the country, to include open houses, skill competitions, community forums, apprentice graduations, business open houses, high school and college career fairs, apprenticeship signing days, industry roundtable events, diversity and inclusion dialogues, and more.

[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 National Apprenticeship Week, visit [event/organization website].

#### **About National Apprenticeship Week**

National Apprenticeship Week (NAW) is a nationwide celebration that offers established by the U.S. Department of Labor to bring together leading business, labor, education, apprentices, and other critical partners to showcase the impact Registered Apprenticeship programs have on building the American workforce, as well as highlight the successes and value of Registered Apprenticeship for re-building our economy, advancing racial and gender equity and supporting underserved communities. Registered Apprenticeships provide the opportunity to assist and propel individuals who have been historically underserved, marginalized, and adversely affected by persistent poverty and inequality by allowing apprentices to earn while they learn and providing a pathway to well-paying careers.

NAW gives employers, including sponsors and providers, the opportunity to showcase their programs, facilities, and apprentices so that career seekers can learn more about the benefits of Registered Apprenticeship and the programs that are available in their communities. During NAW events, apprentices have a platform to share their apprenticeship experience and how it has transformed their lives. For more information, visit [apprenticeship.gov/NAW](https://apprenticeship.gov/NAW).



## 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
4 Weeks Out	Save-the-date	Save the Date: National Apprenticeship Week
3 Weeks Out	Invitation	You're Invited! Join us for National Apprenticeship Week
2 Weeks Out	Event details	Join Us for National Apprenticeship Week 2021
1 Week Out	Event reminder	National Apprenticeship Week is almost here!

### Sample Email Content

#### **Subject: Save the Date: National Apprenticeship Week 2021**

Join [organization name] this November [date] to celebrate the seventh annual National Apprenticeship Week! Learn about our 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 to showcase the impact Registered Apprenticeships have in re-building our economy, advancing racial and gender equity and supporting underserved communities. Learn more at [apprenticeship.gov/NAW](https://apprenticeship.gov/NAW).





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

Dear [insert name],

In honor of the seventh 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 training 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].

The benefits of Registered Apprenticeship are substantial for both career seekers and employers. These “earn and learn” models enable employers to fill open jobs, improve productivity and profitability, and reduce turnover while providing the American workforce with pathways to start new careers and acquire the skills needed for 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](http://apprenticeship.gov/NAW)



**Subject: Join Us for National Apprenticeship Week 2021**

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 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](http://apprenticeship.gov/NAW)



**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 participation in NAW.

### *Sample Web Content*

[National Apprenticeship Week](#) (NAW) is a nationwide celebration to showcase the opportunities that Registered Apprenticeships offer for Americans to develop workplace experience and skills that employers value.

The seventh annual NAW will take place November 15-21, 2021, at hundreds of events across the country. These events give leaders in business, labor, workforce, education and other critical industries the opportunity to showcase their Registered Apprenticeship programs, apprentices, and facilities to career seekers in their local communities. Additionally, apprentices have a platform to share their apprenticeship experience and how it has transformed their lives.

Join [organization] in celebrating 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 National Apprenticeship Week is **#NAW2021**. Include this hashtag in social posts to drive apprenticeship conversation and support the positive impact of Registered Apprenticeship in America.

### *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 audiences.

### *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 apprenticeship event or program.
- **Educate users with shareable assets:** Post shareable assets on Facebook and Twitter that educate your online community about the impact of Registered Apprenticeship in America. 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 **#NAW2021** hashtag. 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 **#NAW2021** hashtag to help educate audiences nationwide about Registered Apprenticeship.

### *Shareable Apprenticeship Facts*

Share these facts on your social media accounts leading up to and during National Apprenticeship Week.

- 92% of apprentices retain employment after completing a Registered Apprenticeship program.
- The average starting wage after completing a Registered Apprenticeship program is \$72,000.
- Workers who complete Registered Apprenticeship programs earn \$300,000 more over a career than their peers who don't.
- Apprentices earn while they learn, reducing the potential to take on debt.



## Sample Social Posts

- Twitter:
  - We will be celebrating the 7th 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. #NAW2021 [LINK]
- Facebook:
  - We are committed to helping Americans access pathways to well-paying jobs in growing industries. Join us as we celebrate the 7th annual National Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. #NAW2021 [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]. #NAW2021 [LINK]
- Instagram:
  - We will be celebrating the 7<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. #NAW2021

## 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 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 [DigitalGov's social media accessibility toolkit](#).

