



I BUILD AMERICA - OHIO

CONSTRUCTION APPRECIATION WEEK RESOURCES

SEPTEMBER 2019





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WELCOME TO CONSTRUCTION APPRECIATION WEEK!

The construction industry is one of the nation's largest industries, employing millions of people and contributing significantly to America's bottom line. And with the need for new schools, hospitals, housing, and other commercial buildings increasing, we are going to need more and more quality workers to get all of the work done. I Build America - Ohio is on a mission to build the construction workforce and signal to companies, organizations, lawmakers, current employees, and prospective employees that we are devoted to the future of our industry. We are joining together hundreds of employers who represent all aspects of skilled labor and construction work to form one unified voice to share a message: careers in construction offer great opportunities for great people.

Construction Appreciation Week will be celebrated September 16-20, 2019, to acknowledge and thank the more than 11 million hardworking men and women in the industry who contribute to the development of our infrastructure, facilities, products, and services. We are proud of these professionals who are Building America Together. Founded in 2018, Construction Appreciation Week brings together the entire industry, regardless of company size or specialty, and shows appreciation for the work that they do every day. It touches people at all levels, from students thinking about joining the industry to current professionals to company leadership.

Construction Appreciation Week is sponsored by I Build America, a national movement focused on building pride in the construction industry, educating the public on the value of construction, and recruiting the next generation of construction professionals. I Build America was founded in 2016 by HCSS CEO Mike Rydin to tell the story of American construction workers.

[Click here](#) for more information about I Build America and learn more about I Build America - Ohio [here](#).



CONSTRUCTION APPRECIATION WEEK CHECKLIST

Here are the steps to take to get involved in I Build America – Ohio and follow along throughout the 2019 Construction Appreciation Week.

- Follow I Build America Ohio online:
 - Facebook: [IBuildAmericaOHIO](#)
 - Instagram: [IBuildAmerica_OHIO](#)
 - LinkedIn: [I Build America OHIO](#)
- Send a version of the email/letter in this packet to your employees, customers, local press, and important partners.
- Plan a celebration event to recognize your employees and show appreciation for their commitment to the industry
- Share IBAO messages on social media every day this week (follow our examples provided if you need ideas!)
- Tag IBAO on social media in relevant photos and articles
 - Be sure to use the following hashtags:
 - #ThanksForBuilding
 - #IBuildAmericaOHIO
 - #IBuildAmerica
- Invite local customers, students, and community organizations to your office to celebrate construction and its role in your community
- Submit your Construction Appreciation Week events, photos, and celebrations to info@ibuildamericaohio.com to promote in the newsletter
- Send an email to your customers, contractors, unions, and other affiliates regarding the importance of appreciating the honor and dignity in our work
- Add the I Build America Ohio logo to your company website
- Add an IBAO Construction Appreciation Week visual to your email footer
- Make a commitment to getting more involved with I Build America - Ohio's workforce development initiatives: Take the first step by downloading and exploring the [IBAO Champion Toolbox](#)



MESSAGES TO SHARE

Vision

To enhance the supply and diversification of Ohio's skilled workforce in support of the state's dynamic construction industry needs.

Mission

Generate pride and respect for the construction industry and to recruit people into the industry as a rewarding and valuable career.

Our Message

A career in construction offers good pay and benefits, ability to continue education, potential to advance, and opportunities to be your own boss. In the next 10 years, the construction industry will need additional workers to cover new work and a retiring workforce. And it's not just careers in the skilled trades. Administrative, design, and construction management careers are all on the rise, and we're here to build the future workforce of America.



SAMPLE EMAIL/LETTER

Dear employees, colleagues, and partners,

Today begins an important week in our industry: Construction Appreciation Week. This year from September 16-20, people across the nation will stop to do something that doesn't happen nearly enough: appreciate construction.

As an industry, we are powering our nation. There are more than 11 million construction professionals who work together to complete projects safely. We build roads, schools, businesses, community centers, churches, universities, stadiums, homes, government buildings, bridges, monuments...the list goes on. We literally build the communities we live in, and that's something we should all be proud of. Together, we're building Ohio. Together, we're building America.

This week, our company will be sharing images and messages that showcase the pride that we have as part of the construction industry. Please take the time to share them online with friends, family, and your connections. We are not sharing these to increase our bottom line. Rather, we want to celebrate everything that our industry stands for: hard work, commitment, integrity, pride, and duty.

As we begin this Construction Appreciation Week, please know that you are appreciated! You will find other forms of appreciation in our offices and worksites this week.

>>Insert any company-specific events or celebrations<<

Enjoy, and share the message of the importance of building the construction workforce so we can continue to do great work at home, in our communities, and across the nation.

Sincerely,

>>Name<<

>>Title<<

SAMPLE SOCIAL MEDIA POSTS



Sample 1

This week is #ConstructionAppreciationWeek, and we're showing the workers of our industry how truly valuable they are. Show some #constructionappreciation by saying #thanksforbuilding to the men and women of construction! #ibuildamerica #ibuildamericaOHIO

Direction: Use this image or another available from I Build America – Ohio. View available images [here](#).

Goal: Raise awareness about Construction Appreciation Week and use the appropriate hashtags. Get your company's social media platforms moving!



Sample 2

Let's celebrate #ConstructionAppreciationWeek! Here is our team hard at work at <<INSERT PROJECT>>. We want to say #thanksforbuilding!

- .
- .
- .

#ibuildamerica #ibuildamericaOHIO

Direction: Find an image of your company's projects and insert a similar message to thank your team for their work and dedication.

Goal: Show the people/places of your company or the projects that you are working on and encourage shared appreciation.



Sample 3

Meet Alex, a #pipelayer for the #GeorgelgelCompany. Without skilled tradespeople like Alex, we don't get new homes, hospitals, schools or anything that makes the future possible.

@ibuildamerica_ohio met up with Alex and many other workers in the trades to ask them what kind of pride it gives them knowing that they are #Building #America. Help us say #thanksforbuilding to Alex and all of the other men and women of construction!

Direction: Do you have a young person on your team? Get permission to share their name and image on social media to promote the future of construction and tell a bit more about their story. The above is a real example, but it will be powerful to see an original story from your own company!

Goal: Encourage pride in construction, especially among the next generation of workers.

Sample 4



The future of our nation depends on the men and women who build it. This week, we're saying [#thanksforbuilding](#) to everyone who has chosen a career in construction. Let's encourage our young people, military veterans, career changers, and skilled men and women to explore the possibilities of a career in construction! [#constructionappreciationweek](#) [#ibuildamerica](#) [#ibuildamericaOHIO](#)

<https://www.youtube.com/watch?v=qaLbB8rc4jU>

Direction: Feel free to use this post (both content and the video) as-is to promote pride in our industry and celebrate our existing workforce.

Goal: Remind your audience that our workforce needs to be reinforced with talent.

Sample 5



Our country is built by the men and women of construction. To you, we say #thanksforbuilding.

.
. .

#constructionappreciationweek #ibuildamerica #ibuildamericaOHIO

<https://www.youtube.com/watch?v=GI6PDfyFFYo>

Direction: If your company has its own unique video or team photo, swap that in for the image/video used above. The message can remain similar: say thank you to the men and women of construction!

Goal: Wrap up Construction Appreciation Week.



I BUILD AMERICA – OHIO: RESOURCES

Below are links to resources I Build America - Ohio has developed specifically for employers, contractors, and construction industry professionals in the Ohio area. Please feel free to share these resources!

- Construction Appreciation Week Social Media Images
 - [Available here](#)
- Videos to support the construction industry: www.ibuildamerica-ohio.com/videos
- Blogs to help spread the message: www.ibuildamerica-ohio.com/blog

Please refer to the following websites and resources for more information and tools to develop your I Build America - Ohio program:

- I Build America - Ohio: www.ibuildamerica-ohio.com
- Resources for Parents: <https://www.ibuildamerica-ohio.com/for-parents/>
- Resources for Students: <https://www.ibuildamerica-ohio.com/for-students/>
- Resources for Influencers: <https://www.ibuildamerica-ohio.com/for-educators/>
- Resources for Employers: <https://www.ibuildamerica-ohio.com/for-employers/>
- I Build America: www.ibuildamerica.com
- Jobs Ohio: <https://www.jobsohio.com/>
- Office of Workforce Transformation: <https://workforce.ohio.gov/>



I BUILD AMERICA NATIONAL RESOURCES:

Resources and more information about Construction Appreciation Week are available online at <http://www.constructionappreciationweek.com>.

Resources for Construction Professionals:

- [Download all Construction Appreciation Week materials to celebrate your pride on social media](#)

Resources for Employers:

- [Explore all Construction Appreciation Week materials to celebrate your pride on social media](#)
- Host events all week for your employees to show your appreciation
 - [Download this flyer with ideas on how to celebrate](#)
- Brief your staff on why you're participating in Construction Appreciation Week
 - [Download this flyer with suggested messages](#)



SHARE WITH US!

How to Connect with I Build America - Ohio

I Build America - Ohio is here to help! If you are in need of materials, resources, or connections with other IBAO supporters in your community or across the Ohio region, please connect with us. We are here to serve you and the greater mission of developing the future workforce of construction.

I Build America - Ohio

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Follow I Build America Ohio online:

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