



EMPLOYER'S CHECKLIST

It's up to us to help spread the message. Together, we can help attract the brightest and the best to our industry. Join the movement and help elevate perceptions of the construction industry. Here are some ideas:

- ☐ Put the I Build America - Ohio (IBAOhio) logo on your website
- ☐ Co-brand your marketing materials for trade shows, job fairs and more
- ☐ Download and print our materials for trade shows, job fairs and more
- ☐ Bring stickers to job fairs or school outreach events and direct students to the website for more information
- ☐ Package kits with wristbands, stickers and handouts for events
- ☐ Put the logo on safety shirts and vests
- ☐ Add the logo to company gear such as coats and other items
- ☐ Add the logo to job signs and banners (especially at schools, zoos, park projects and more)
- ☐ Add a page to your website showing your support of the I Build America and IBAOhio movements (use the included press release for wording)
- ☐ Link to our pages in your website footer
- ☐ Add stickers to hardhats
- ☐ Include the logo in any advertising or event sponsorship
- ☐ Play the I Build America & IBAOhio videos on the TV in your lobby
- ☐ Add the logo to your company email signature and letterhead
- ☐ Use [#IBuildAmerica](#) and [#IBuildAmericaOHIO](#) in your social media posts, and follow and share I Build America and IBAOhio social media content

If we all reinforce the same message of the benefits of a construction career, our message will spread further!