



# Construction Appreciation Week

September 13-17, 2021



I BUILD AMERICA 

20  
21

# Welcome

I Build America 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 13-17, 2021, to acknowledge and thank the more than 7.5 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 supported by I Build America's local chapters that support 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. Today, I Build America - Ohio and I Build America - Kentucky are leading the effort to raise awareness about the future of the construction industry through the I Build America movement.

**THE FUTURE OF  
CONSTRUCTION  
BEGINS TODAY.**





## CONSTRUCTION APPRECIATION WEEK CHECKLIST

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

- ☐ Follow I Build America Kentucky online:
  - ☐ Facebook: [IBuildAmericaKY](#)
  - ☐ Instagram: [IBuildAmerica\\_KY](#)
  - ☐ Twitter: [Build\\_KY](#)
- ☐ 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 I Build America - Kentucky messages on social media every day this week (follow our examples provided if you need ideas!)
- ☐ Tag I Build America - Kentucky on social media in relevant photos and articles
  - ☐ Be sure to use the following hashtags:
    - ☐ #ThanksForBuilding
    - ☐ #IBuildAmericaKY
    - ☐ #IBuildAmerica
- ☐ Invite local customers, students, and community organizations to your office to celebrate construction and its role in your community
- ☐ 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 - Kentucky logo to your company website
- ☐ Make a commitment to getting more involved with I Build America – Kentucky's workforce development initiatives: Take the first step by downloading and exploring the [I Build America – Kentucky Toolkit](#)



## MESSAGES TO SHARE

### **Vision**

To enhance the supply and diversification of America's skilled workforce in support of the nation'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 13-17, 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 7.5 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 Kentucky. 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<<



## SOCIAL MEDIA MESSAGES

<p><b>Monday, September 13</b></p> <p>From international corporations to local independent contractors, the US construction industry has more than 733,000 employers. These employers teach hardworking people the skills they need to build America, one project at a time.</p> <p>#thanksforbuilding #ibuildamerica #caw2021</p>	 <p><b>Monday, September 13</b></p> <p>From international corporations to local independent contractors, the US construction industry has more than 733,000 employers. These employers teach hardworking people the skills they need to build America, one project at a time.</p> <p>#thanksforbuilding #ibuildamerica #caw2021</p>
<p><b>Tuesday, September 14</b></p> <p>From mothers and sons to friends and neighbors, more than 7.5 million people in the United States work in construction. Each day, these people show up to offices and job sites across the country to build America together.</p> <p>#thanksforbuilding #ibuildamerica #caw2021</p>	 <p><b>Tuesday, September 14</b></p> <p>From mothers and sons to friends and neighbors, more than 7.5 million people in the United States work in construction. Each day, these people show up to offices and job sites across the country to build America together.</p> <p>#thanksforbuilding #ibuildamerica #caw2021</p>
<p><b>Wednesday, September 15</b></p>	

Each year, the construction industry creates more than \$1.4 trillion worth of structures. Those structures are safely built with technology, labor, and the skills of our workforce.

#thanksforbuilding  
#ibuildamerica  
#caw2021



**I BUILD AMERICA**

The construction industry generates **\$1.4 TRILLION** worth of structures each year.

[www.agc.org](http://www.agc.org)

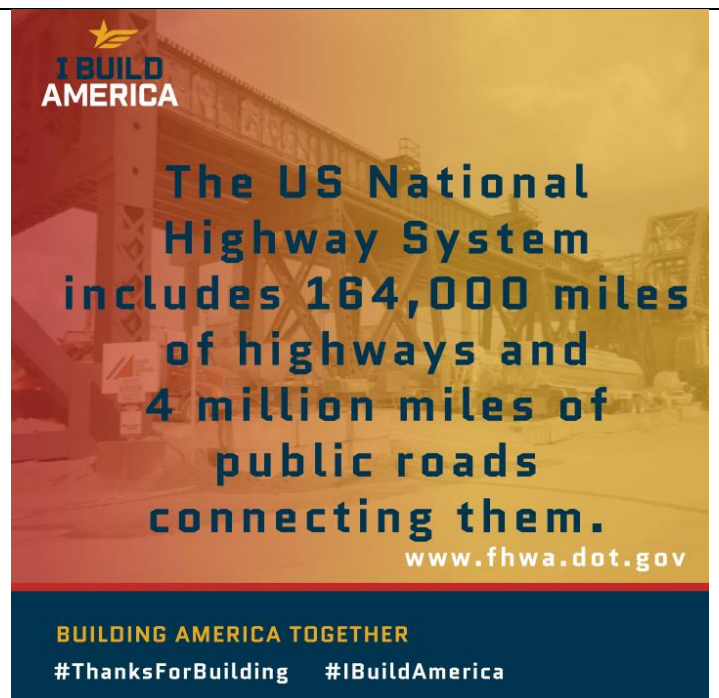
**BUILDING AMERICA TOGETHER**  
#ThanksForBuilding #IBuildAmerica

This graphic features a background image of construction workers and heavy machinery, overlaid with a semi-transparent orange and red filter. The text is in a bold, sans-serif font.

### Thursday, September 16

Millions of road trips each year are possible in thanks to the US National Highway System, which includes 164,000 miles of highways. These roads were planned, developed, and laid by crews. Slow down when you see the construction zones, don't drive distracted, and safe a life today.

#thanksforbuilding  
#ibuildamerica  
#caw2021



**I BUILD AMERICA**

The US National Highway System includes 164,000 miles of highways and 4 million miles of public roads connecting them.

[www.fhwa.dot.gov](http://www.fhwa.dot.gov)


**BUILDING AMERICA TOGETHER**  
#ThanksForBuilding #IBuildAmerica

This graphic features a background image of a highway construction site, overlaid with a semi-transparent orange and red filter. The text is in a bold, sans-serif font.

### Friday, September 17

Aggregate operations are closer to home than you might think. In fact, aggregates are likely the foundation of your home..and your street..and your favorite sports arena. They're everywhere, and aggregate operations are, too.

#thanksforbuilding  
#ibuildamerica  
#caw2021



**Every state, nearly every Congressional District, and 70% of the nation's counties are home to an aggregates operation.**

National Stone, Sand & Gravel Association

**BUILDING AMERICA TOGETHER**  
#ThanksForBuilding #IBuildAmerica

This week, we're thanking all of the men and women of today's construction industry. And we're calling on the next generation of the workforce. We have a place for you in construction. Join us.

#thanksforbuilding  
#ibuildamerica  
#caw2021



**Money.  
Job Security.  
Training.  
Opportunity.**

**BUILDING AMERICA TOGETHER**  
#ThanksForBuilding #IBuildAmerica





## I BUILD AMERICA – KENTUCKY: RESOURCES

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

- Video to encourage young people to consider the construction industry: [I Build America - Kentucky Student Video](#)
- Blogs to help spread the message: [www.ibuildamerica-kentucky.com/blog](http://www.ibuildamerica-kentucky.com/blog)

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

- I Build America - Kentucky: <https://www.ibuildamerica-kentucky.com/>
- Careers: <https://www.ibuildamerica-kentucky.com/careers/>
- Plantmix Asphalt Industry of Kentucky: <https://www.paiky.org/>
- Kentucky Association of Highway Contractors: [www.kahc.org](http://www.kahc.org)
- Kentucky Crushed Stone Association: [www.kycsa.org](http://www.kycsa.org)



## SHARE WITH US!

### How to Connect with I Build America - Kentucky

I Build America - Kentucky is here to help! If you need materials, resources, or connections with other supporters in your community or across the Kentucky 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 - Kentucky

General Information:

[info@ibuildamerica-kentucky.com](mailto:info@ibuildamerica-kentucky.com)

Follow I Build America Kentucky online:

- Facebook: [IBuildAmericaKY](#)
- Instagram: [IBuildAmerica\\_KY](#)
- Twitter: [Build\\_KY](#)