

**I BUILD AMERICA** 

# **CONSTRUCTION APPRECIATION WEEK**

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**Marketing & Event Resources**  
**“We Build America”**  
**September 2022**



# WELCOME TO CONSTRUCTION APPRECIATION WEEK!

## 2022 Theme: We Build America

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 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 11-17, 2022, 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 - Kentucky [here](#).





# CAW CHECKLIST

Here are the steps to take to establish your organization's I Build America - Kentucky program. We recommend completing the items below to set your program up for success.

- Follow I Build America Kentucky online:
  - Facebook: [IBuildAmericaKY](#)
  - Instagram: [ibuildamerica\\_ky](#)
  - Twitter: [I Build America - 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 IBA Kentucky messages on social media every day this week.
- Tag IBA Kentucky on social media in relevant photos and articles.
  - Be sure to use the following hashtags:
    - #WeBuildAmerica
    - #IBuildAmericaKY
    - #CAW2022
- 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@ibuildamerica-kentucky.com](mailto:info@ibuildamerica-kentucky.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 Kentucky logo to your company website.
  - OR: Work with your web team to create an I Build America KY page on your company website.
- Add an IBA Kentucky Construction Appreciation Week visual to your email footer.
- 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 [IBAK Champion Toolbox](#)

# MESSAGES TO SHARE

## Vision

To enhance the supply and diversification of Kentucky'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 11-17, people across the nation will stop to do something that doesn't happen nearly enough: appreciate construction. The 2022 Construction Appreciation Week theme is: **We Build America.**

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 our states. 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 as a way 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 Post 1



Together, We Build America.

During this year's Construction Appreciation Week, I Build America is thanking the men and women who help to build America. From shift to shift and crew to crew, our nation is built by construction.

Show some [#constructionappreciation](#) by saying [#thanksforbuilding](#) to the men and women of construction! [#ibuildamerica](#) [#CAW2022](#)

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

## Sample Post 2

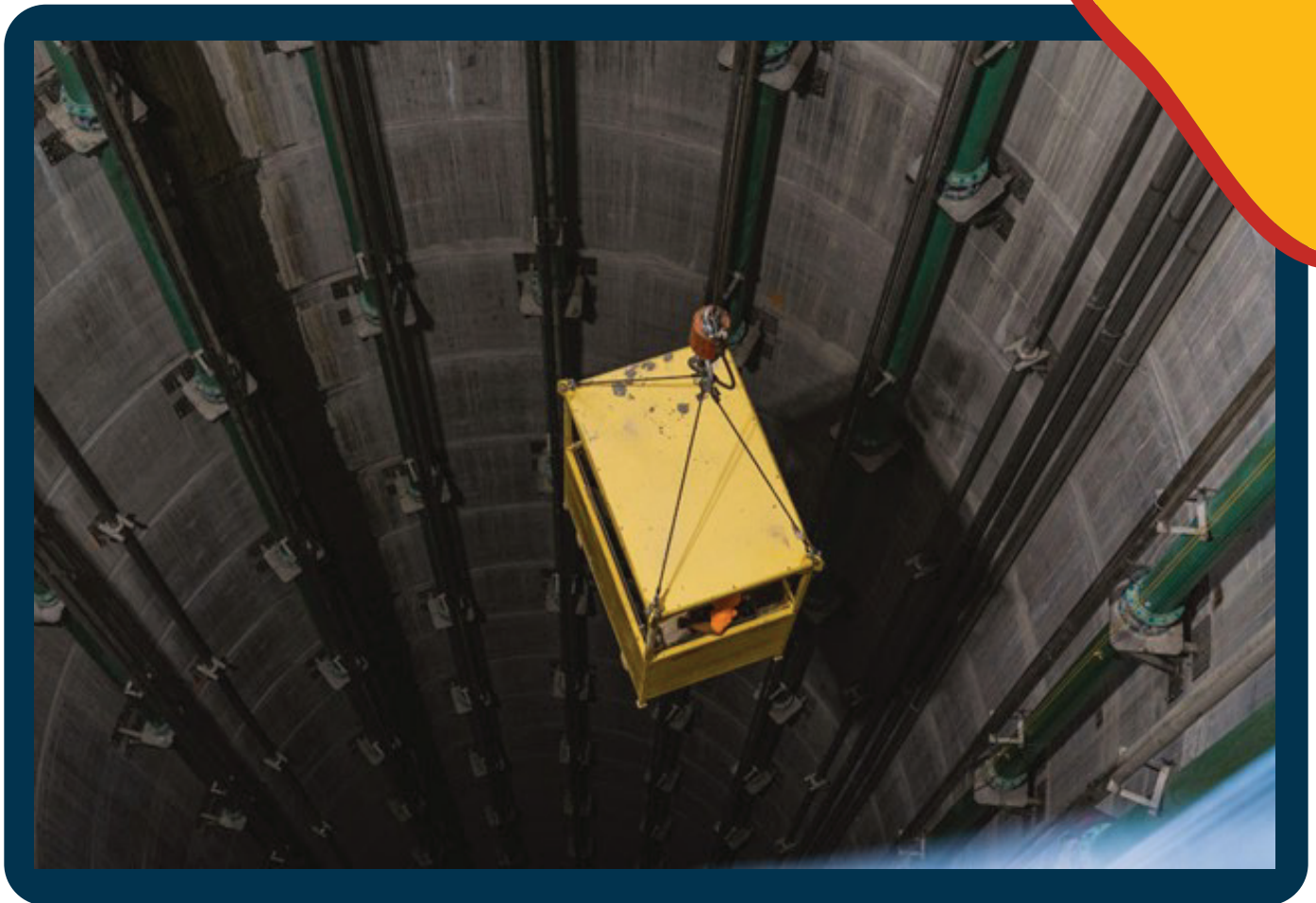


Every community across the nation is impacted by construction. From schools and homes to stadiums and highways, the skylines and roadways of our country are made by the hard work, commitment, skill, and passion of millions of construction workers and their teams.

#thanksforbuilding #webuildamerica #buildamerica #CAW2022 #constructionappreciation

**Goal:** Show the people/places of your company or the projects that you're working on.

## Sample Post 3



The construction industry of today isn't the same industry from 25 or 50 years ago. It's built on the knowledge and history of the past, but modern construction is safer, smarter, and more high-tech than ever before.

Do you know the REAL construction industry—the one that builds America every day?

#thanksforbuilding #webuildamerica #ibuildamerica #CAW2022 #constructionappreciation

**Goal:** *Encourage pride in construction*





## Sample Post 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!

#thanksforbuilding #webuildamerica #ibuildamerica #CAW2022 #constructionappreciation

Video link: [https://youtu.be/F\\_ZsVXh0Ze4](https://youtu.be/F_ZsVXh0Ze4)

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

## Sample Post 5



The pride on our crew's faces shows. From office jobs to on-site skilled trades, every person involved in construction makes a difference—and it's visible. Construction provides an opportunity to do honorable work that truly changes our communities.

Building America doesn't just happen. We MAKE it happen.

#thanksforbuilding #webuildamerica #ibuildamerica #CAW2022 #constructionappreciation

## Sample Post 6



We Build America.

Check out some of the projects and landmarks across Ohio and Kentucky that were built by construction.

#thanksforbuilding #webuildamerica #ibuildamerica #CAW2022 #constructionappreciation

## Sample Post 7



Today's construction industry is growing quickly, and there are jobs, training, and advancement opportunities in nearly every area of construction.

If you or someone you know wants to help build America, we are counting on you.

Connect with I Build America – Ohio or I Build America - Kentucky to learn more about how you can get involved.

Together, We Build America.

#thanksforbuilding #webuildamerica #ibuildamerica #CAW2022 #constructionappreciation

**Goal:** *Wrap up Construction Appreciation Week.*



# SHARE WITH US!

## How to Connect with I Build America - Kentucky

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 - Kentucky

General Information:

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

Follow I Build America Kentucky online:

[Facebook: IBuildAmericaKY](#)

[Instagram: ibuildamerica\\_ky](#)

[Twitter: I Build America - KY](#)

