Workforce Development Month: A Guide for Success

This toolkit will help you promote your workforce development efforts prior to and during Workforce Development Month.
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NAWDP provides the professional development, resources, and certification credibility to individuals seeking to thrive in the workforce development industry as thought leaders and innovators. As the leading advocate for workforce development professionals, NAWDP builds relationships and connections with other industry-leading organizations to challenge and collaborate for the advancement of the industry.

Contact NAWDP

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Workforce Development Month was created in 2005 by The National Association of Workforce Development Professionals (NAWDP) to raise awareness about the importance of our industry to a growing national economy. Originally celebrated in May, NAWDP moved the designation to September in 2012.

Each September, we celebrate Workforce Development Month to recognize, honor, and publicize the contributions of our nation’s workforce professionals. It is a great opportunity to heighten public awareness, strengthen alliances, leverage resources, and increase the number of people who understand the vital role workforce development plays in our nation’s economy.
Before you launch into any endeavor that raises awareness of your programs and the need for workforce development, review how you currently “make your case” about workforce development to your stakeholders:

- Use current resources and statistics
- Statistics take on more meaning when you combine them with personal stories or testimonials from customers
- Be consistent in the use and meaning of terms and language.
- Remember your audience. Avoid jargon and provide examples that help explain to the general public what your mean by “workforce development”
- Keep informed about federal policy and state trends. What is happening in Washington, D.C., and in your state capital? Commit to taking timely and persistent action over the long term.
Answer the Following Questions:

What do you want to communicate?

Identify three main points that you want to convey and let that guide your activities. Is it your overall success with your job seekers? Maybe you had a successful engagement with a local employer. Do you simply want to promote the variety of services that you provide?

Who needs to hear the message?

Is it local officials, the public, federal policymakers? Determining this key factor will help you define the issues and create the message in a way that will resonate with the audience.

How should the message be delivered?

Will it be an open house at your center? An op-ed piece in the local newspaper? A speech at the local chamber of commerce or rotary club? A letter writing campaign to educate federal policymakers about the impact your program has on the local community?

Who is the best messenger?

Maybe it is you. Maybe a better strategy would be to let your business partners and jobseekers tell their story. Perhaps you may want to consider partnering with other local workforce organizations.
Write a letter to the editor or an op-ed piece focusing on Workforce Development Month and the importance of workforce development and send it to local news outlets.

Research local radio and television talk shows in your area. Contact hosts and make yourself available to discuss workforce development programs during Workforce Development Month. Arrange to have a customer participate.

Contact your governor, mayor, or leading city or county official, and ask them to sign a Workforce Development Month proclamation (see Samples section). Create a fact sheet highlighting key statistics about your program or initiative. Send that fact sheet to your local elected officials and their staff as a resource.

Encourage customers in your workforce programs to write letters to your community representatives and to Congress about the importance of workforce development and the need to support workforce development programs. Use NAWDP’s Workforce Development Month page to find contact information for elected officials.

Use social media to raise awareness about workforce development.
This section provides resources and information to get local media coverage for your 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 anything has done a story about your organization 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
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.

**Media Pitch Templates:**
- [Local Print/Online Media Pitch Template](#)
- [Local Broadcast Media Alert Template](#)

**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:

- Workforce Development Month logo ([available here](#))
- Your organization’s logo
- Real photos of your program participants
- Real photos of your facilities
Local Print/Online Media Pitch Template

SUBJECT: Local Business Hosts [Event Type] for Workforce Development Month

Dear [Insert Name]

[Insert customized intro based on relevant reports insight. E.g., “I saw your recent article about alternative career paths for high school students and though 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 [insert event type] at [location]. This event is part of a nationwide celebration showcasing the impact Workforce Development has in building the American Workforce as well as highlight the successes and value of workforce development programs for re-building our economy, building a pipeline to good, quality jobs, 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 workforce development and how these unique work-based training programs make a difference in our community.

Date:  
Time:  
Location:

If you are interested in attending or in speaking with someone from our organization to learn more, please let me know.

Best,  
[Insert Name]
Local Broadcast Media Alert Template

SUBJECT: Media Alert: [Local Business] Hosts [Event Type] for Workforce Development Month

***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 customers signing up for programs; speaker name giving a presentation to a small audience; Program participants talking with job seekers.

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

Write press releases that get noticed – publicity is priceless! Knowing how to write a release in a format that will be read by reporters can be more effective than advertising and is inexpensive. Press releases must be well-written, newsworthy, and presented in a factual manner. Most of all, they must be credible.

Important factors in establishing credibility are:
- The press release is well-written and presented properly
- Information is presented in a factual manner. The media does not accept sales pitches or embellishments. Don’t write an advertisement.
- The information is relevant to the recipient.

Writing the content:
- Keep it short. News stories are made up of simple, short sentences with simple words. Break up long sentences into two. The release should be between 300-500 words and no more than two pages.
- Make it newsworthy and timely. Identify the current need for the service
- Be factual. Do not embellish the facts with opinions.
- Write it from the reader’s perspective. The information must be relevant to the recipient.
- Write a powerful headline. What you say here determines whether the reporter will continue reading the release.
- Write a strong opening paragraph. It should contain the “who, what, where, when, why, and how” of the service.
- Give a detailed explanation. This will help establish the value of readers. If you’re announcing a new program, be sure to include information on all key points.
- Don’t use important words more than once in a paragraph.
- Don’t begin a sentence with the same word with which you just finished the previous sentence.
- Edit the story and take out any unnecessary or redundant words. Have other people proof it as well. Remove typos.
- Be careful with your facts, spelling, and grammar.
- Include photos if you can, or make them available digitally on a website.
[ORGANIZATION NAME] Hosting [Type of Event] For Workforce Development Month

[CITY, STATE ABBREVIATION] – [Organization Name] today announced that in honor of Workforce Development Month, they will be celebrating the impact of workforce development programs with an event at [location] on [date and time].

Workforce Development Month was established by the National Association of Workforce Development Professionals (NAWDP) to celebrate the significant impact workforce development programs have had in re-building our economy, building a pipeline to good, quality jobs, and supporting underserved communities.

[Customize this quote for your organization and event] “Workforce development programs are a proven way for community members to obtain pathways to secure, high-paying careers in [field],” said [organization spokesperson]. “We are proud to support Workforce Development Month and to showcase the impact our workforce programs have on building the workforce in this country.”

[Insert history of your workforce program, successes, and goals for your event].

To learn more about [organization] and how to participate in Workforce Development Month, visit [event/organization website].

About Workforce Development Month
Workforce Development Month is a nationwide celebration established by the National Association of Workforce Development Professionals to bring together leading business, labor, education, and other critical partners to showcase the impact workforce programs have on building the American workforce, as well as highlight the successes and value of workforce development for re-building our economy, building a pipeline to good, quality jobs, and supporting underserved communities.

Workforce Development Month gives the opportunity to showcase workforce programs, facilities and program participants so that job seekers can learn more about the benefits of workforce development programs and what is available in their communities.
Tips for Writing and Submitting

A Letter to the Editor is an easy way to make a BIG impact. While editors do not publish every letter, they do pay attention — especially to letters that are well-written and connected to an article they just published.

Writing your Letter to the Editor

• Remember, LTE’s are concise and to the point. The publication will tell you the word count cap, e.g., 200 words or 450 words. Do not go over the word count cap.
  ○ Make it relevant. Relate your LTE to an issue recently (within the last day or two) discussed in the publication to which you are writing.
  ○ Be concise. The first sentence should summarize your position. Most editors read 2-3 sentences before making a decision to go on.
  ○ Mind your word count. Check the LTE guidelines for the paper you are targeting. If they give a word count, follow it. If they don’t, 200 is generally considered the maximum length.

Submitting Your Letter to the Editor

• Many newspapers have specific format requirements, so please check the paper’s website before submitting. Always include full contact information for the author(s).
  ○ Follow the guidelines. Follow the outlet’s rules regarding letters and make sure to adhere to the guidelines on length.
  ○ Spell everything correctly and pay close attention to grammar — letters are not usually edited, rather the outlets select well-written letters that meet their guidelines.
  ○ Email your letter by pasting the text into the body of the email — DO NOT SEND AS AN ATTACHMENT. You may also fax it, but sending it electronically is generally the preferred way to receive letters.
  ○ Follow up. Once you have submitted your Letter to the Editor, you can follow up with a call 24 hours later to find out if it will be printed.
Submitting an opinion piece to your local or state press is a great way to bring attention to workforce funding issues and/or highlight the great work that your program is doing to help re-train or employ workers in your area.

Remember, an op-ed is short. The publication typically tells you the word count cap, e.g., 750 words. Think of op-eds you’ve read. They’re to the point, impactful, and written in clear language.

- Get to the point. The first sentence should be 12 words or less summarizing what’s at stake. One of the biggest mistakes in op-ed writing is using the first paragraph (or the entire op-ed) to build to the point. Most editors read 2-3 sentences before making a decision to go on.
- Who is often more important than what. Op-eds can have more impact — and a greater chance of publication — if you have the right people listed as authors. In the current battle, the voices of employers are crucial. Consider having industry partners submit your op-ed. Having an op-ed co-signed by business and labor representatives packs a particularly good punch.
- Mind your word count. Check the op-ed guidelines for the paper you are targeting. If they give a word count cap, follow it. If they don’t, 750 is generally considered the maximum length. Many papers will not consider op-eds over their word count. If the paper accepts your oped and edits it to meet their guidelines, you’ll have no control over what they cut.
- Make it relevant and accessible. We’ve provided sample language but it’s essential that you tailor your submission with local examples of impact. It’s also essential to avoid workforce jargon and acronyms.
- Learn from others. Review the op-eds that have been published over the last month.

Many newspapers have specific format requirements, so please check the paper’s website before submitting. Always include full contact information for the author(s).

- Road rules. In general, if you have multiple papers in one media market, you cannot submit the same op-ed to more than one paper at a time. Submit to one and if it gets rejected, submit it to the other outlet. This applies to national outlets as well. If you are submitting to different markets throughout your state (but not within the same city), you can typically submit to all papers at once. That said, some papers will have it in their guidelines that you cannot submit anything that has been submitted to another paper.
- Follow up. Once you have submitted the op-ed, you can follow up with a call 24 hours later to pitch the piece and find out if it will be printed.
This section will provide you with the necessary tools to effectively market your event and achieve your goals.

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.

<table>
<thead>
<tr>
<th>Timing</th>
<th>Type</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Weeks Out</td>
<td>Save-the-Date</td>
<td>Save the Date: Workforce Development Month</td>
</tr>
<tr>
<td>3 Weeks Out</td>
<td>Invitation</td>
<td>You’re Invited! Join us for Workforce Development Month</td>
</tr>
<tr>
<td>2 Weeks Out</td>
<td>Event Details</td>
<td>Join Us for Workforce Development Month 2023</td>
</tr>
<tr>
<td>1 Week Out</td>
<td>Event Reminder</td>
<td>Workforce Development Month is almost here!</td>
</tr>
</tbody>
</table>
Subject: Save the Date: Workforce Development Month 2023

Join [organization name] this September [date] to celebrate Workforce Development Month! Learn about our workforce programs, meet some of our current and former program participants, tour our facilities, and find out about upcoming workforce development program opportunities.

Date: [insert]
Time: [insert]
Location [insert address + city, state]

Visit [insert event URL] to learn more.

About Workforce Development Month
Workforce Development Month is a nationwide celebration to showcase the impact workforce development has in re-building our economy, building a pipeline to good, quality jobs, and supporting underserved communities.
Subject: You’re invited! Join us for Workforce Development Month

Dear [insert name],

In honor of Workforce Development Month, [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 workforce development and how our 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].

Please let me know if you have any questions about the event or [insert entity’s name]’s workforce development programs. We look forward to hearing from you and hope you can attend.

Best,
[Insert Name]
[Insert Signature and Contact Information]
Subject: Join Us for Workforce Development Month 2023

Dear [insert name],

Join us next month to celebrate Workforce Development Month at [insert event name/type]. You’ll hear from [insert speaker], who will talk about how [entity’s] workforce development program impacted his/her life.

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’s name]’s workforce development programs. We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]
[Insert Signature and Contact Information]
Subject: Workforce Development Month Starts [Insert Day]!

Dear [insert name],

Workforce Development Month is just one week away!

[Insert entity name]’s Workforce Development Month 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 workforce development programs, meet some of our current and former program participants, tour our facilities, and find out about upcoming workforce development 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]
Use the content below for websites, blogs, and internal newsletters to promote your event and participation in Workforce Development Month.

Sample Web Content
Workforce Development Month is a nationwide celebration to showcase the opportunities that Workforce Development offers for Americans to develop workplace experience and skills that employers value.

Throughout the month of September, leaders in business, labor, workforce, education, and other critical industries have the opportunity to showcase their workforce development programs, participants, and facilities in their local communities. Additionally, program participants have a platform to share their experience with workforce services and programs, and how it has transformed their lives.

Join [organization] in celebrating workforce development at our Workforce Development Month 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 visting [insert URL]
Social Media

Social media is an effective and efficient way to spread your message. If you’ll be using social media during Workforce Development Month, here are some general guidelines to follow:

- Be concise and to-the-point so audiences can quickly understand the value of the post.
- Use hashtags to help further your reach and to connect with others. Workforce Development Month’s hashtag is #WorkforceDevelopmentMonth. You might also consider using #WorkforceDevelopment, a popular hashtag used for workforce development content.
- Make your content visual by including photos, videos and quotes.
- Ask questions on social media and invite people to respond to engage your audiences. Make sure to acknowledge users when they respond to you.
- Make sure your social media profiles are on-brand and the look and messages are consistent with your website and other materials.

Social Media Content Ideas:

1. **Share your success**: Show the positive benefits of Workforce Development by sharing stories of real customers who have benefited from the program; or share how customers have contributed to the growth and success of your organization/industry.
2. **Share a picture or video**: Post a photo or short video showcasing your organization’s event or program.
3. **Educate users with shareable assets**: Post shareable assets on Facebook or Twitter that educate your online community about the impacts of Workforce Development in America.
4. **Ask/answer a question**: Questions encourage engagement with your followers and create discussion around your chosen topic. Answering a question gives you an opportunity to promote your services and provide solutions to your community.
5. **Share a tip**: Have insight into Workforce Development opportunities or resources? Share them on social using the #WorkforceDevelopmentMonth hashtag to help educate audiences nationwide about Workforce Development.
Posting times don’t follow hard and fast rules and are dependent upon many factors such as your audience, industry, and goals. You can use the following posting times and frequency guidelines as a starting point.

Posting Times

- **Facebook**
  - Thursdays and Fridays from 1 pm to 3 pm are the best times to post
  - Post 1-2 times daily

- **Twitter**
  - Between 12 pm and 6 pm on weekdays are the best times to post. Good times are 12 pm, 5 pm and 6 pm
  - Start at 3-5 tweets daily. More is better since tweets have a short life cycle.

- **Instagram**
  - Weekdays between 6 am and 12 pm and 2 pm and 5 pm are best times to post
  - Post 1-2 times daily

- **LinkedIn**
  - Tuesday, Wednesday, Thursday during business hours are the best times to post
  - Post 1-2 times daily

Helpful Tools

These tools can help you manage your social media channels, and with publishing and scheduling content to social networks.

**Canva** ([canva.com](http://canva.com))

- Canva is a service that allows users to create images to use on social media. It allows you to pick the image size you need based on where you will post it, find an image, overlay text, and add a logo or other graphic.

**Bitly** ([bitly.com](http://bitly.com)) or **TinyURL** ([tinyurl.com](http://tinyurl.com))

- Bitly and TinyURL are services that allow you to shorten links. You can utilize them so long URLs don’t waste precious character counts in social media posts.
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 to Facebook.
- If possible, test your tweet with assistive technology before posting it.

For more detailed guidance, read DigitalGov’s social media accessibility toolkit.
Sample Social Posts

Use the following social media post samples as guidelines or ideas for what to post on LinkedIn, Facebook, and Twitter. You'll want to include an image or video that supports the message. Tag you local, state and federal elected officials and use the following hashtags: #WorkforceDevelopmentMonth #WDM2023

- Workforce development isn't just about individuals and companies – it's about communities. When people are empowered to pursue meaningful careers, it creates a positive ripple effect. Strong local economies, reduced unemployment rates, and improved quality of life are just a few of the benefits that come from a well-developed workforce.
- Our world is changing faster than ever, and so are the skills required to thrive. Workforce development is all about embracing lifelong learning and staying adaptable. By upskilling and reskilling, you're not just keeping up, you're leading the charge towards progress!
- Workforce development stands as a powerful driver of economic progress. For every dollar invested in workforce development programs, there is an estimated return of $4.41 in increased productivity and decreased social assistance costs.
- In a world of constant evolution, workforce development isn't just an option – it's essential. Let's invest in upskilling, fostering innovation, and building stronger communities together by fully funding the workforce system.

Use one of NAWDP's YouTube videos along with your post:

- Workforce Development Is
- Impact Stories
Sample Posts to Facebook Pages of Members of Congress

How do I use these tips?

- Your Facebook post to the Facebook page of your Member of Congress might say something similar to the samples below. We’ve even included placeholders for you to enter the name of your Member of Congress and other helpful information such as an event photo or video link.

Thank you Post:

- [Your Org name] thanks [Rep. Name], [Sen. Name] for supporting the Workforce Innovation and Opportunity Act. Such critical support allowed us to serve our [State or City].

Urgency Post:

- There are 5.8 million unemployed Americans, yet employers across the country report that they struggle to find qualified workers to fill the 9.6 million current jobs openings. Workforce development professionals help connect employers with jobseekers, and jobseekers with training resources to bridge this divide. <Rep. Name>, <Sen. Name>: Keep Supporting WIOA.

- Protect workforce funding in FY24! <insert link to photo or video of training program in action or employer partners talking about how training programs help their business’ labor challenges.>

How do I find out the name of my Member(s) of Congress?

- Senators:
  http://www.senate.gov/senators/contact.
- House of Representatives:
- For state legislatures, search Google with keywords, e.g.: Maine state legislature directory
- Go to their website to link to their social media.

Where do I find employment current, national, and state employment numbers?

- See the U.S. Department of Labor website: https://www.dol.gov (especially press release section.)
How to Find Your Elected Officials:


- U.S. Senators: Use the Find Your Senator search box at [www.senate.gov](http://www.senate.gov). Find their local office information on the website.


- Search for your mayor by name or by city on the U.S. Conference of Mayors website. If your mayor can’t be found there, search your city’s webpage or call city hall to get their contact information.

- Search for your county’s elected officials at [ce.naco.org](http://ce.naco.org) by selecting your county.
Activities that Include Elected Officials

1. Initiate a local, regional, or statewide virtual meeting to develop an action plan mapping out where workforce development will be in your state by next year, in five years, and in 10 years.

2. Educate and inform elected officials at all levels about workforce efforts. This includes:
   - Governors. Research your governor’s position on workforce development. Was it mentioned in his or her state-of-the-state address?
   - Candidates running for federal, state, and local office. In particular, note the states where competitive Senate and gubernatorial races are occurring. Work with all candidates and parties to help them incorporate the (nonpartisan) workforce development concepts in their official positions.
   - State legislators
   - County executives/supervisors
   - Mayors and local councilors

3. Identify and contact local and state people and groups who sponsor candidate forums and get your question about where candidates stand on workforce development on the forum agenda. Often, newspapers, radio and television stations, and League of Women Voters groups sponsor candidate forums. Be prepared to educate them about the purpose of your organization.

4. Work with state and national political parties to help them incorporate workforce development concepts into the labor portion of the party’s official platform (official stand on all the issues). Work with as many groups as possible, including but not limited to: League of Women Voters, labor unions, Urban League, special language-related or culturally focused groups, health councils, faith-based groups, youth groups, and civic organizations. Make a special effort to connect with regional or state groups devoted to workforce. Work to get your message about workforce development included in their official published position on the issues.

5. Ask your governor and mayor to work to get workforce development on the agenda of the National Governor’s Association and the U.S. Conference of Mayors.
[DATE]
Office of the Honorable [Member’s Full name]
[District Office Address]

Dear [Member’s Name]:

I am writing to request a meeting at your district office [or to invite you and your staff to our training program] to share our story about how [your organization’s name] bolsters our economy. Federal investments in the public workforce system continues to be a life line for job seekers and employers looking to fill open positions with skilled workers.

[Insert Your Organization Name] wants to show you [why continued funding is needed and/or a success story via a tour or invite to an event.] Now is not the time to stop investing in our nation’s primary system for getting people back to work.

I look forward to discussing with you in greater detail the impact our programs have on our community and how our local economy has improved from [specific funding or can be improved by xyz]. I will be joined by: [list names and organizations of those intending to you join in this meeting or site visit]. Thank you for considering our request. I will be in touch with your staff to determine your availability.

Sincerely,

[Insert Your Name]
[Insert Title/Organization]
[Insert Contact Info]
WORKFORCE DEVELOPMENT MONTH 2023
BY THE (elected official) OF THE (city/county/state) OF (name)
A PROCLAMATION

WHEREAS, the economic development of every region in our country and the ability of our businesses and industries to compete in the global economy are more than ever before dependent on the availability and quality of a skilled workforce and robust talent pipeline; and

WHEREAS, the complexity and fast-paced change in our economy and labor markets puts new demands on individuals and employers at all levels; and

WHEREAS, employers depend on similar levels of professional services to help them recruit and retain a competitive workforce and continually upgrade the skill sets of their incumbent employees;

NOW THEREFORE BE IT RESOLVED that (XYZ County Board of Commissioners, ABC Governor, etc.) joins with the National Association of Workforce Development Professionals in designating the month of September as Workforce Development Professionals Month to honor all those individuals in all the Workforce Development organizations and partnerships who play such a vital role in our economy.

ADOPTED this __________ day of __________, 2023
Congressional Town Hall Meetings and other public events provide an opportunity to get in front of your Member of Congress and other elected officials and express your organization’s concerns about workforce development.

Town Halls in this regard are planned by elected officials. All you have to do is follow the rules for participating, prepare to participate, arrive, and voice your message.

How to Find Events Hosted by your Elected Officials

1. Check your elected official’s website, Facebook page or Twitter feed to find out the date and location of future meetings.
2. If no information is listed on the website, call your elected official’s local office in your town/state. The phone number should be listed on his/her website.
3. You can also check your local newspaper for announcements about upcoming town hall meetings, in-district “office hours” or special events for constituents. Town hall meetings are often not announced very far in advance and additional events are sometimes added to the schedule at the last minute.
4. Note any instructions about registering for the meeting or sending an RSVP and follow them carefully.
5. Be prepared to provide your name, address and phone number which will be used to verify that you are a constituent.
Day of the Meeting

- Arrive a few minutes early and make sure you have your questions ready.
- Sign-in if asked to do so by the Congress person’s staff. Introduce yourself to the staff and offer your business card or other contact information.
- Ask if you need to sign-up in advance to ask a question.
- Sit in front of the audience. If microphones are set up in the aisle, sit as close to the aisle as possible so you can quickly get to the microphone when it is time to ask questions.
- If time is set aside for photographs afterward, take one with your phone and upload to your organization’s social media, along with your question and the response you received.

How Do I Ask Questions?

- Frame your question politely, professionally, and informatively. Use the opportunity to ask a question while also educating people about the issue behind the question.
- Ask the question in a way that informs the elected official and his or her staff about the issue so that you can get a serious response from them. They may thank you for bringing up the issue and say they need more information. Follow up with them. This is your organization’s chance to educate them.

Sample:

- America’s economic future depends, at least in part, on the skills of its workforce. Although policymakers face difficult decisions, our nation must continue to invest in those skills to maintain our competitiveness in the global economy. Would you oppose FY24 appropriations proposals that reduce funding for workforce development programs, or that would alter these programs’ funding structure in a way that would result in less money?
- America’s economic future depends, at least in part, on the skills of its workforce. Although policymakers face difficult decisions, our nation must continue to invest in those skills to maintain our competitiveness in the global economy. Will you work to protect funding for programs, such as education and training programs?