



## THE MANUFACTURING DAY ENDORSER KIT





Dear Endorser,

Thank you so much for signing on as an official Endorser of Manufacturing Day.

We rely on Endorsers to help spread the word about MFG DAY by encouraging their audiences to host MFG DAY events, as well as attend events in their area.

You can help promote MFG DAY however you see fit, but we wanted to give you some concrete activities to plug into your existing communications program.

This kit includes the following assets, which have been designed specifically for MFG DAY Endorsers:

- An official MFG DAY Endorser badge to add to your website
- Official MFG DAY Endorser graphics for Facebook, Google+, Instagram, LinkedIn, Twitter, and YouTube
- 15 posts for Facebook, Google+, and LinkedIn
- 15 posts for Twitter
- 3 emails to send to your email marketing list

We've also included links to additional MFG DAY resources you can use to develop your own materials to promote MFG DAY.

Reciprocally, we're always on the lookout for Endorser-made content to share through our communications channels. At the end of this kit you'll find a section outlining how to tell us about things you'd like to share with the MFG DAY audience.

Thanks again for all your help in making MFG DAY a success!

Sincerely,  
The Manufacturing Institute

## WEBSITE BADGE

We created a special badge for Manufacturing Day Endorsers as a way for you to advertise your status with the national movement on your website.

### WHAT THIS IS FOR

Letting your website visitors know that you have been named as an official Endorser of MFG DAY.

### HOW TO USE IT

Find an appropriate spot on your website to add a badge. A good place is usually in the footer of your website where you might put other graphics calling out affiliations or certifications.

### WHEN TO USE IT

Anytime.



## SOCIAL MEDIA GRAPHICS

Social media graphics often get rotated on a regular basis to reflect different themes. Below are Manufacturing Day-themed graphics sized for each of the major social media channels MFG DAY is involved in. Add these graphics to your social media profiles to show your support for the movement.

### WHAT THESE ARE FOR

Updating your social media profiles to show your social community that you are a proud Endorser of MFG DAY.

### HOW TO USE THEM

Talk to the team that administers your social media program and ask them to add these graphics to your relevant profiles. All graphics have been designed to fit each social media channel's latest specifications.

### WHEN TO USE THEM

Anytime before October 5, 2018.

FACEBOOK



Profile Image



Cover Image

LINKEDIN



Profile Image



Cover Image

GOOGLE +



Profile Image



Cover Image

TWITTER



Profile Image



Cover Image

INSTAGRAM



Profile Image

YOUTUBE



Profile Image



Cover Image

## FACEBOOK, GOOGLE+ & LINKEDIN POSTS

Manufacturing Day has an active presence on social media. To help raise awareness about MFG DAY, publish these pre-written posts (or adaptations of them) on Facebook, Google+, and LinkedIn.

### EVENT CREATION

#### WHAT THESE ARE FOR

Encouraging hosts to register their events on MfgDay.com.

#### HOW TO USE THEM

Copy the content below into the program(s) you use to schedule your Facebook, Google+, or LinkedIn social posts and designate dates and times for release.

#### WHEN TO USE THEM

August and September 2018.

1. Aren't sure where to begin with your #MFGDay18 event? Start here: <http://www.mfgday.com/resources/host-resources>
2. Everyone wants their #MFGDay18 event to be a success. Check out these in-depth guides from experienced organizers. <http://www.mfgday.com/resources/event-organizers>
3. Don't forget to officially register your #MFGDay18 event! It only takes a few minutes. <http://www.mfgday.com/blog/register-your-event-minutes>
4. Ready to put your #MFGDay18 event on the map? Register today. <http://www.mfgday.com/user/register>
5. Hosting an #MFGDay18 event just for your company? You can designate your event as "Private" on mfgday.com. Register today to help increase visibility for #manufacturing! <http://www.mfgday.com/user/register>

### EVENT ATTENDANCE

#### WHAT THESE ARE FOR

Motivating attendees to find an MFG DAY event in their area.

#### HOW TO USE THEM

Copy the content below into the program(s) you use to schedule your Facebook, Google+, or LinkedIn social posts and designate dates and times for release.

#### WHEN TO USE THEM

September 2018 and the week leading up to October 5.

1. Register today for an #MFGDay18 event to see what modern #manufacturing is all about! <http://www.mfgday.com/events>
2. #MFGDay18 events happen throughout the year. Filter events by date to find one that fits your schedule. <http://www.mfgday.com/events?country=US&sort=date#filter>
3. We're excited about #MFGDay18 in just a few weeks! Where will you be celebrating? <http://www.mfgday.com/events>
4. Planning to participate in #MFGDay18? It's not too late to register for an event in your area. Check out the events map to find one! <http://www.mfgday.com/events>
5. Can't make it to a live #MFGDay18 event? Join the celebration by attending a virtual one! <http://www.mfgday.com/events?virtual=1#filter>

### GENERAL AWARENESS

#### WHAT THESE ARE FOR

Speaking to the larger importance of MFG DAY.

#### HOW TO USE THEM

Copy the content below into the program(s) you use to schedule your Facebook, Google+, or LinkedIn social posts and designate dates and times for release.

#### WHEN TO USE THEM

Anytime before October 5, 2018.

1. Why do we need #MFGDay18? To inspire the next generation of manufacturers and change public perceptions of #manufacturing! <http://www.mfgday.com/>
2. #MFGday17 events convinced 81% more students that #manufacturing careers are interesting and rewarding. How many will learn from #MFGday16? <http://www.mfgday.com/resources/2015-event-survey-results>
3. Look at all these great photos of last year's MFG DAY. Can't wait to see how we celebrate #MFGDay18! <http://www.mfgday.com/galleries>
4. The list of #MFGDay18 events continues to grow! See all the places where you can get a first-hand look at modern #manufacturing on 10/5! <http://www.mfgday.com/events>
5. Can't make it to an #MFGDay18 event on 10/5? Any day can be MFG DAY! <http://www.mfgday.com/>

Posts are divided into three categories: event creation, event attendance, and general awareness.

## EVENT CREATION TWITTER POSTS

### WHAT THESE ARE FOR

Encouraging hosts to register their events on mfgday.com.

### HOW TO USE THEM

Copy the content below into the program you use to schedule your Twitter posts and designate dates and times for release.

### WHEN TO USE THEM

August and September 2018.

1. Aren't sure where to begin with your #MFGDay18 event? Start here: <http://www.mfgday.com/resources/host-resources>
2. Everyone wants their #MFGDay18 event to be a success. Here are some tips from experienced organizers. <http://www.mfgday.com/resources/event-organizers>
3. Don't forget to officially register your #MFGDay18 event! It only takes a few minutes. <http://www.mfgday.com/blog/register-your-event-minutes>
4. Ready to put your #MFGDay18 event on the map? Register today. <http://www.mfgday.com/user/register>
5. Hosting a private #MFGDay18 event? Register today and designate your event as "Private!" <http://www.mfgday.com/user/register>

## EVENT ATTENDANCE

### WHAT THESE ARE FOR

Motivating attendees to find an MFG DAY event in their area.

### HOW TO USE THEM

Copy the content below into the program you use to schedule your Twitter posts and designate dates and times for release.

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September 2018 and the week leading up to October 5.

1. Register today for an #MFGDay18 event to see what modern #manufacturing is all about! <http://www.mfgday.com/events>
2. #MFGDay18 events don't just happen on 10/7. Filter events by date to find one that fits your schedule. <http://www.mfgday.com/events?country=US&sort=date#filter>
3. We're excited about #MFGDay18! Where will you be celebrating? <http://www.mfgday.com/events>
4. Participating in #MFGDay18? It's not too late to join an event in your area. Check out the events map to find one! <http://www.mfgday.com/events>
5. Can't make it to a live #MFGDay18 event? Join the celebration by attending a virtual one! <http://www.mfgday.com/events?virtual=1#filter>

## GENERAL AWARENESS

### WHAT THESE ARE FOR

Speaking to the larger importance of MFG DAY.

### HOW TO USE THEM

Copy the content below into the program you use to schedule your Twitter posts and designate dates and times for release.

### WHEN TO USE THEM

Anytime before October 5, 2018

1. Why #MFGDay18? To inspire the next generation of manufacturers and change public perception of #manufacturing! <http://www.mfgday.com/>
2. #MFGday17 showed 81% more students that #manufacturing careers are rewarding. How many will #MFGDay18 convince? <http://www.mfgday.com/resources/2015-event-survey-results>
3. Look at all these great photos from #MFGday17. Can't wait to see how we celebrate #MFGDay18! <http://www.mfgday.com/galleries>
4. The list of #MFGDay18 events is growing! Where will you get a first-hand look at modern #manufacturing on 10/5? <http://www.mfgday.com/events>
5. Can't make it to an #MFGDay18 event on 10/5? Any day can be MFG DAY! <http://www.mfgday.com/>

## EMAILS

Nearly everyone has email, which makes it a great way to broadcast information. Even if you don't have a formal email marketing program, we'd appreciate it if you sent at least one of these messages about Manufacturing Day to your organization's contacts.

### EVENT CREATION

#### WHAT THIS IS FOR

Encouraging your audience to host an MFG DAY event.

#### HOW TO USE IT

Copy or version this content in an email to your audience.

#### WHEN TO USE IT

August and September 2018.

#### **SUBJECT: JOIN US ON MFG DAY!**

*You're doing great work. So why not show off a little?*

*Manufacturing Day — an annual celebration that motivates millions to learn about manufacturing — is a great opportunity.*

*The premise is simple: Every fall, manufacturers across America open their doors to show their communities what manufacturing really looks like.*

*To get involved, visit [MfgDay.com](http://MfgDay.com) and [sign up to host an event](#), which can be as grand or as modest as you like.*

*Whatever your style, don't miss this opportunity to show the world what you're made of!*

*Host an MFG DAY Event*

## EMAILS

### EVENT ATTENDANCE

#### WHAT THIS IS FOR

Encouraging your audience to attend an MFG DAY event.

#### HOW TO USE IT

Copy or version this content in an email to your audience.

#### WHEN TO USE IT

September 2018 and the week leading up to October 5.

#### **SUBJECT: EXPERIENCE MANUFACTURING FIRST HAND**

*Last year, more than 600,000 people attended [Manufacturing Day](#) events.*

*They happen all over North America — generally on the first Friday in October — and offer the public a rare public glimpse into the behind-the-scenes world of the manufacturing centers that supply many of the goods we use every day.*

*Aren't you curious to see what gets made in your community? To learn how it's made? And who makes it?*

*Take this once-a-year opportunity to meet your neighborhood manufacturer and show your support for this important industry.*

[Attend an MFG DAY Event](#)

## EMAILS

### GENERAL AWARENESS

#### WHAT THIS IS FOR

Speaking to the larger importance of MFG DAY.

#### HOW TO USE IT

Copy or version this content in an email to your audience.

#### WHEN TO USE IT

Anytime before October 5, 2018.

#### **SUBJECT: IMPROVING PUBLIC OPINION OF MANUFACTURING**

*The Deloitte and Manufacturing Institute (MI) [Public Opinion of Manufacturing study](#) shows that there is overwhelming support for manufacturing.*

*And yet, only one out of three parents would encourage their children to pursue manufacturing careers.*

*Why the gap? Most people simply don't have much first-hand knowledge of manufacturing.*

*Help us encourage the next generation of manufacturers to step up by [hosting](#) or [attending](#) an event on [Manufacturing Day](#).*

*Let's show the world what today's manufacturing is really like and change public opinion!*

*Get Involved in MFG DAY*

## OTHER RESOURCES FOR SPREADING THE WORD

MfgDay.com features scores of resources for planning and promoting Manufacturing Day, including many that will be of use to Endorsers. Here are three you may find especially useful, depending on the nature of your organization and its audience.

### FLYERS

We have flyers geared toward both event creation and attendance. Choose the one that fits your audience best and send it to them via email. Or, print it out and distribute it like you would any other flyer.

#### WHAT THIS IS FOR

Encouraging manufacturers to host MFG DAY events.

#### HOW TO USE IT

Download the PDF and email it. Or, print either one or both sides and distribute copies.

#### WHEN TO USE IT

Anytime before October 5, 2018.

#### WHAT THIS IS FOR

Prompting non-manufacturers to participate by visiting local MFG DAY events.

#### HOW TO USE IT

Download the PDF and email it. Or, print either one or both sides and distribute copies.

#### WHEN TO USE IT

Anytime before October 5, 2018.



#### Host An Open House

##### As a manufacturer it's your opportunity to:

- Tell your company's story
- Dispel outdated myths about manufacturing
- Inspire a new generation of manufacturers
- Connect with potential customers in your community
- Learn about manufacturing extension partnerships that can improve your efficiencies and work force skills and boost your profits.
- Visit other manufacturers to initiate business relationships and learn what is being made in your community

**The core element** to Manufacturing Day is the schedule of manufacturers' open houses. Manufacturing Day producers will promote the open house schedule through general and trade media campaigns which will alert thousands of people to visit manufacturers and see their North American manufacturing in a vibrant career path and employee-reveling workers. The event will also make it possible for manufacturers to visit other participating companies in their region that may be potential business partners – either as customers or suppliers.

Register to host an open house at your company  
Sign up to visit other manufacturers' open house events [www.mfgday.com](http://www.mfgday.com)



#### Attend an Open House

If you are employed in a non-manufacturing service industry such as accounting, business and MRO supplies, business services, education, media or if you are a student or a parent.

##### Visit manufacturers on Oct. 5, 2018 and learn:

- What modern manufacturing facilities are really like these days
- What the companies located in your community make and who they sell to
- What kinds of jobs are available in manufacturing
- What skills and education are needed to qualify for today's manufacturing jobs

\*Students under age 18 must be accompanied by an adult or participate with a school group.

Sign up to visit manufacturer's open house events  
[www.mfgday.com](http://www.mfgday.com)

## BANNERS

We've created a set of Manufacturing Day banner ads that can be added to websites that feature standard-sized advertising modules, such as publishers' sites. If your site fits this mold, please consider adding a web banner.

### WHAT THESE ARE FOR

Including banner ads on your website.

### HOW TO USE THEM

Cut and paste the code for the appropriate banner onto your site.

### WHEN TO USE THEM

Anytime.



Example Banner

## LOGOS

In case you want to create your own Manufacturing Day banners, emails, flyers, or other collateral, we've made both color and black-and-white MFG DAY logo files available for use.

### WHAT THESE ARE FOR

Making your own MFG DAY collateral.

### HOW TO USE THEM

Download the logo files and use them in the assets you plan to create.

### WHEN TO USE THEM



Color Logo



Black and White Logo

Anytime.

## LET'S TALK ABOUT YOU

We're sure that there are lots of things your organization does that would be of interest to the Manufacturing Day audience.

So please tell us what's happening in your world and we'll do our best — communications schedule permitting — to share the news with everyone involved in MFG DAY.

Here are four concrete ways to get our attention:

### GUEST BLOG

The [MfgDay.com blog](#) is always looking for contributions. If you have an article idea, please email [Jake Gerli](#) at INDUSTRIAL.

### ADD A RESOURCE

We've started a section on MfgDay.com devoted to free resources that can help educators, employers, students, and parents foster interest in manufacturing careers. If you have a publication that serves this purpose, please email [Jake Gerli](#) at INDUSTRIAL to see about adding it to MfgDay.com.

### USE THE #MFGDAY18 HASHTAG

Have a blog post of your own, a news item, or just something fun to share? Post about it on social media and use the official MFG DAY hashtag — #MFGDay18 — to get our attention. We'll like, comment on, or recirculate your content.

### CONTACT US

For ideas that don't fit any of the above scenarios, you can always [contact us](#) to start a conversation.

We hope you've found this kit useful.

If you have any questions or any special ideas for promoting MFG DAY that you'd like to share, please [contact us](#).

Thanks again for your support. And happy Manufacturing Day!

Sincerely,  
The Manufacturing Institute

