



YOUTH APPRENTICESHIP EVENT PROMOTION TOOLKIT 2024





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2024 Youth Apprenticeship Week Event Promotion Toolkit

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Introduction to Youth Apprenticeship Week

Thank you for your interest in hosting a Youth Apprenticeship Week (YAW) event! YAW is a nationwide celebration that highlights Registered Apprenticeship programs for youth, ages 16 to 24. Employers, educators, labor unions, state and Federal agencies, and workforce professionals across the country are launching apprenticeship programs that allow youth to earn competitive wages while obtaining the relevant training and experience to start their careers. YAW is an opportunity for stakeholders to show how youth apprenticeship can create a steady pipeline of skilled workers for businesses.

YAW gives organizations an opportunity to highlight the success and value that their Registered Apprenticeship programs have brought to their company and/or community by developing a skilled a quality workforce and creating opportunities for young workers, while addressing some of our nation's pressing workforce challenges such as rebuilding our country's infrastructure, addressing critical supply chain demands, supporting a clean energy workforce, modernizing our cybersecurity response, and responding to care economy issues.

This toolkit includes tips, templates, and guidance for promoting your event to the media, public, and potential event attendees. If you have any questions or need any help along the way, please email us at YouthApprenticeshipWeek@dol.gov.

For more information, please go to the [Youth Apprenticeship Week](http://YouthApprenticeshipWeek.gov).





Media & Publicity

This section provides resources and information to get local media coverage for your YAW 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 anyone has told a story about your organization – or apprenticeship – 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.

Pitching

Pitches are short emails that describe something new and interesting 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 key details about your event.

Use the pitch template below as a starting point and update the [highlighted areas] with relevant information. This format is primarily used for print media.

To reach local television affiliates, you should use a slightly different format called a media alert. This format helps highlight specific visuals that may be available for camera crews.





Media Pitch Templates

Local Print/Online Media Pitch Template

SUBJECT: Local Business Hosts [Event Type] for Youth Apprenticeship Week

Dear [insert name],

[Insert customized intro based on relevant reporter insight. E.g., “I saw your recent article about alternative career paths for high school students and thought 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 [Youth Apprenticeship Week](#) (YAW) event at [location]. This event is part of a nationwide celebration showcasing the impact Registered Apprenticeship programs have in improving job quality and creating access to good-paying, family-sustaining jobs for all, starting with youth and young adults.

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 Youth Apprenticeships and how these unique work-based learning programs make a difference in our community.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

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

Best,

[Insert Name]

[Insert Signature and Contact Information]





Local Broadcast Media Alert Template

SUBJECT: Media Alert: [Local Business] Hosts [Event Type] for Youth Apprenticeship Week

*****MEDIA ALERT*****

[TITLE]

WHAT: [Insert a brief 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 Career seekers who are youth applying for apprenticeships; speaker name giving a presentation to a small audience; Apprentices talking with career seekers]

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

Creative Assets

When possible, it is 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:

- YAW logo (available [here](#))
- Your organization's logo
- Real photos of your apprentices
- Real photos of your facilities





Press Release

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 to develop your own press release customized to your organization and industry.

Press Release Template

[ORGANIZATION NAME] Hosting [Type of Event] For Youth Apprenticeship Week

[CITY, STATE ABBREVIATION] – [Organization Name] today announced its recognition and celebration of the U.S. Department of Labor’s 1st Youth Apprenticeship Week (YAW) with an event at [location] on [date and time].

Youth Apprenticeship Week (YAW) is a nationwide celebration that highlights the benefits and value of Registered apprenticeship program opportunities for youth, ages 16 to 24. Employers, educators, labor unions, state and Federal agencies, and workforce professionals across the country are launching apprenticeship programs that allow young workers to earn competitive wages while obtaining the relevant training and experience to start their careers. During YAW events, youth apprentices have a platform to share their apprenticeship experience and how it has transformed their lives.

Across the country, these organizations are hosting YAW events and activities to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Events will include Apprenticeship recruitment fairs, Apprenticeship Open houses, Career discovery boot camps, Hackathon competitions, social media challenges, Apprenticeship graduations, signing ceremonies for new programs, Virtual tours for students, Podcasts and more. For more information, visit Youth Apprenticeship Week | Apprenticeship.gov

[Customize this quote for your organization and event] “Registered Apprenticeship is a proven way for community members to obtain pathways to secure, high-paying careers in [field],” said [organization spokesperson]. “We are proud to support Youth Apprenticeship Week and to showcase the impact apprenticeships have on building the workforce in this country.”]

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

To learn more about [organization] and how to participate in Youth Apprenticeship Week, visit [event/organization website].





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.

Sample Email Calendar

Timing	Type	Subject
6 Weeks Out	Save-the-date	You are Invited! Join us for Youth Apprenticeship Week
2 Weeks Out	Event reminder	Youth Apprenticeship Week is almost here!
1 Week Out	Final reminder	See You Next Week!

Sample Email Content

Subject: Save the Date: Youth Apprenticeship Week 2024

Join [organization name] this May [date] to celebrate the 1st nation-wide Youth Apprenticeship Week! Learn about our apprenticeship program, meet some of our current and former apprentices, tour our facilities, and find out about upcoming apprenticeship opportunities.

Date: [insert]

Time: [insert]

Location: [insert address + city, state]

Visit [insert event URL] to learn more.

About Youth Apprenticeship Week

Youth Apprenticeship Week (YAW) is a nationwide celebration established by the U.S. Department of Labor where employers, industry associations, labor organizations, community-based organizations, workforce partners, education providers, and government leaders host events to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Learn more at [Youth Apprenticeship Week | Apprenticeship.gov](https://www.apprenticeship.gov/youth-apprenticeship-week)





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Subject: You're invited! Join us for Youth Apprenticeship Week

Dear [insert name],

In honor of the 1st nationwide Youth Apprenticeship Week, [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 Registered Apprenticeship and how these unique work-based learning 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].

Youth Apprenticeship provides a critical talent pipeline that can help to address some of our nation's pressing workforce challenges. Additionally, Registered Apprenticeship provides an opportunity to make good jobs more accessible to populations that have been underrepresented in the workforce, including women, people of color, people with disabilities, and others. We have a historic opportunity to address these inequities and must take steps now to ensure that everyone has access to these high-quality, well-paying, good jobs.

Please let me know if you have any questions about the event or [insert entity name]'s Youth Apprenticeship initiative. If you would like more details about Youth Apprenticeship Week, visit the [YAW Website](#) for information, including state apprenticeship contacts, and the YAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [Youth Apprenticeship Week | Apprenticeship.gov](#)





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Subject: Join Us for Youth Apprenticeship Week 2024

Dear [insert name],

Join us next month to celebrate the first nationwide Youth Apprenticeship Week at [insert event name/type]! You'll hear from [insert speaker], who will talk about [how [entity]'s Registered Apprenticeship program impacted his/her life and how you can become an apprentice].

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 name]'s Registered Apprenticeship initiative. If you would like more details about Youth Apprenticeship Week, visit the [YAW website](#) for information including history, state apprenticeship contacts, and the YAW events locator map.

We look forward to hearing from you and hope you can attend.

Best,

[Insert Name]

[Insert Signature and Contact Information]

Learn more: [Youth Apprenticeship Week](#) | Apprenticeship.gov





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Subject: Youth Apprenticeship Week Starts Monday!

Dear [insert name],

The first nationwide Youth Apprenticeship Week is just one week away!

[Insert entity name]'s Youth Apprenticeship Week celebration will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information].

Learn about our Registered Apprenticeship program, meet some of our current and former apprentices, tour our facilities, and find out about upcoming apprenticeship 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]

Learn more: Youth Apprenticeship Week | Apprenticeship.gov





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Website/Blogs

Use the content below for websites, blogs, and internal newsletters to promote your event and participation in YAW.

Sample Web Content

[Youth Apprenticeship Week](#) (YAW) is a nationwide celebration established by the U.S. Department of Labor where employers, industry associations, labor organizations, community-based organizations, workforce partners, education providers, and government leaders host events to showcase and promote high-quality, inclusive, in-demand career pathway opportunities through Registered Apprenticeship. Additionally, YAW provides apprentices a platform to share their apprenticeship experience and how it has transformed their lives.

The 1st nationwide YAW will take place May 5-11, 2024, and will be celebrated at over a thousand events across the country. Join [organization] in celebrating apprenticeships at our YAW 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 visiting [insert URL].





Social Media

Social media is an effective and efficient way to raise awareness for your event.

The official hashtag for this year's YAW is **#YAW2024**, and we encourage you to also use **#ApprenticeshipUSA**. Include these hashtags in social posts to drive apprenticeship conversation and support the positive impact of Registered Apprenticeship in America.

Social Media Best Practices

- Be concise and to-the-point so audiences can quickly understand the value of your post.
- Make your content visual by including photos, videos, and quotes.
- Ask questions to engage your audience.

Social Media Content Ideas

- **Share your success:** Show the positive benefits of Youth Apprenticeship by sharing stories of real apprentices who have benefited from the program; or share how apprenticeships have contributed to the growth and success of your organization/industry.
- **Share a picture or video:** Post a photo or short video showcasing your organization's apprenticeship event or program.
- **Educate users with shareable assets:** Post shareable assets on Facebook and Twitter that educate your online community about the impact of Registered Apprenticeship. Use this YAW factsheet for inspiration.
- **Ask/answer a question:** Throughout the week, many aspiring apprentices, current apprentices, businesses, and government leaders will be watching the **#YAW2024** hashtag. Ask questions to engage these audiences, and answer questions when possible.
- **Share a tip:** Have insight into Registered Apprenticeship opportunities or resources? Share them on social media using the **#YAW2024** and **#ApprenticeshipUSA** hashtags to help educate audiences nationwide about Registered Apprenticeship.

Shareable Apprenticeship Facts

Share these facts on your social media accounts leading up to and during YAW.

- In the last 10 years, the number of active youth apprentices increased by 118% from 119,996 to 262,221.





- The DOL awarded funding to four [Youth Apprenticeship Intermediaries](#), 14 [Youth Apprenticeship Grantees](#) and 7 youth serving organizations through the Apprenticeship Building America grant throughout the United States.
- In March 2023, DOL launched a [Youth Employer Works Strategy](#) to help ensure there is “no wrong door” approach for youth to access good jobs and opportunities.

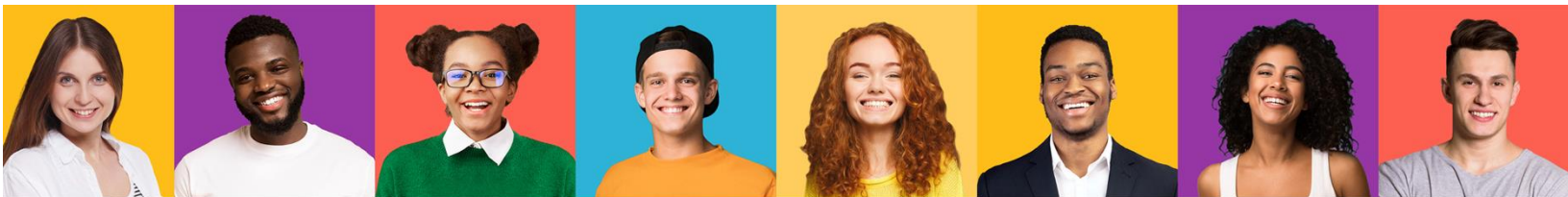
Sample Social Posts

- Twitter:
 - We will be celebrating the 1st Youth Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase our commitment to Registered Apprenticeships and the difference they make in our community. #YAW2024 #ApprenticeshipUSA [LINK]
- Facebook:
 - We are committed to helping youth access pathways to well-paying jobs in growing industries. Join us as we celebrate the 1st Youth Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. #YAW2024 #ApprenticeshipUSA [LINK]
- LinkedIn:
 - To raise awareness of the impact and value of Youth Apprenticeships, we are hosting a(n) [insert event name/type] on [insert date and time]. Our event will feature [insert activity] and attendees will have the opportunity to hear from [insert speaker]. [Insert any additional necessary information]. #YAW2024 #ApprenticeshipUSA [LINK]
- Instagram:
 - We will be celebrating the 1st nationwide Youth Apprenticeship Week with a(n) [insert event name/type] on [insert date and time]. Join us as we showcase our commitment to Registered Apprenticeships and the difference they make in our community. #YAW2024 #ApprenticeshipUSA

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.





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- 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 on Facebook.
- If possible, test your tweet with assistive technology before posting it.

For more detailed guidance, read [Digital.gov's social media accessibility toolkit](#).

Increasing Diversity, Equity, Inclusion, and Accessibility (DEIA)

When holding your event consider extending your outreach to underserved communities including women, people of color, veterans, military spouses, persons with disabilities, and justice-involved individuals.

For details on how to access underserved communities, please visit the Apprenticeship.gov [DEIA website](#), which includes resources, toolkit, factsheets, reports, and case studies to help you diversify your workforce. A DEIA-rich workplace can build a competitive edge. Diverse teams foster belonging, unleash creativity, and connect deeper with the communities we exist in.

What kinds of strategies can you implement?

- Consider partnering with Community-Based Organizations that have a deep reach in the community, such as Boys and Girls Clubs, NAACP, Urban League, local university workforce development centers, and local churches, mosques, and synagogues.
- Consider including diverse populations/stakeholders/employers on the event invitation list.
- Consider featuring diverse representation in all your visual marketing campaigns.
- Consider hosting diversity and inclusion dialogues that focus on youth apprenticeship.
- Consider hosting hands-on workshops to facilitate DEIA conversations.

Join us in celebrating the power of Youth Apprenticeship! By collaborating with industry, education, and Federal, State, and local communities, you invest in the potential of tomorrow's workforce, building bridges to economic advancement and shaping a brighter future for generations to come. Together, we can ignite a passion for multiple high-demand industries, champion young worker opportunities and create a skilled workforce that drives our nation's prosperity.

Continue to visit the [YAW website](#) for more information and the latest developments and consider subscribing to [ApprenticeshipUSA](#) newsletter for important news and updates delivered right to you inbox!

