



MFG Day 2020: Accept the Challenge

The Challenge

Due to the current COVID-19 pandemic, there will be fewer opportunities to open manufacturing doors in person for youth, parents, teachers and all Americans across the country. Can you use your platform to help connect the manufacturers of today with the creators of tomorrow?

About MFG Day

Kicking off this year on Fri., Oct. 2, [MFG Day](#) is a flagship initiative of [The Manufacturing Institute](#), the 501(c)3 nonprofit workforce development and education partner of the National Association of Manufacturers. MFG Day showcases the reality of modern manufacturing careers and addresses the skills gap that is leaving more than 2.4 million American jobs unfilled by 2028. This skills gap is in part due to a lack of awareness of the incredible career pathways in manufacturing, and the NAM, the MI and manufacturers across the country are addressing this issue proactively with MFG Day. MFG Day encourages thousands of companies and educational institutions around the nation to host virtual or safe in-person events for students, parents, teachers and community leaders to learn more about the exciting field of modern manufacturing and to better understand the challenges of the skills gap.

Call to Action

Use your voice to help us celebrate MFG Day and raise awareness about modern manufacturing careers.

This year, we invite you to film a short video clip about the importance of MFG Day for release on Oct. 2. In addition, we also invite you to spread the word about MFG Day on your social media channels using sample messaging included in this toolkit.

Below you'll find sample scripts for your video, best practices to utilize this video on social media and how to further engage with MFG Day and the MI to expand your message's reach and highlight the diverse career opportunities within the American manufacturing industry.



Video Script and Messaging

Below are sample video scripts to use in your video highlighting MFG Day. Please tailor to fit your voice and your location.



One-minute video script

I'm **[Name, Title]**. Every day, America's manufacturers are making a difference in our lives. Whether it's quickly responding to COVID-19 or creating the products we use every day, our manufacturers in **[location]** are not only vital to our economy but are essential to our local communities.

The U.S. manufacturing industry is faced with a shortage of highly skilled creators to fill the jobs our country needs. In fact, by 2028, the U.S. will need to fill 4.6 million manufacturing jobs—in part because Americans just don't realize the incredible and rewarding career opportunities that modern manufacturing offers.

Today, on M-F-G DAY 2020, we invite future creators to uncover the possibilities of a career in modern manufacturing by learning what this innovative industry has to offer. Join the teams working to design, build and lead the future who have already unlocked the secret to a rewarding career.

We thank all of the manufacturers and partners joining us for M-F-G Day celebrations across the country and for helping us to spread the message in **[location]**: "Creators Wanted." Visit [CreatorsWanted.org](https://creatorswanted.org) to learn more about the creators in our area and how to get involved.

30-second video script

OPTION 1

I'm **[Name, Title]**. Manufacturing has helped build this great country and make us who we are today. However, the U.S. manufacturing industry is faced with a skills gap that will leave 2.4 million jobs empty by 2028—jobs for motivated and skilled creators.

Today, on M-F-G DAY 2020, we invite future creators to uncover the possibilities of a career in modern manufacturing by learning what this innovative industry has to offer. We thank all of the manufacturers and partners joining us to spread the message in **[location]**: "Creators Wanted." Visit [CreatorsWanted.org](https://creatorswanted.org) to learn more about the creators in our area and how to get involved.

OPTION 2

I'm **[Name, Title]**. Manufacturing is a cornerstone of the American story, but today, it needs our help to address a skills gap that is leaving millions of future jobs empty.

Today, on M-F-G DAY 2020, we join modern manufacturers and their partners in a message to that future talent: "Creators Wanted." Visit [CreatorsWanted.org](https://creatorswanted.org) to learn more about a dynamic career in manufacturing.

Social Media Recommendations and Templates

To get the word out about MFG Day among your constituents, we recommend posting the final video to your social media channels. Below are sample tweets, social media handles to tag and hashtags to use. Please tailor the language to fit your voice and your location and any top manufacturers within your district.



Sample tweets leading up to MFG Day

- On Oct. 2, @MFGDay will inspire the next generation of great American creators across the country. Join me in celebrating our state's manufacturers and supporting the industry's future by participating in #MFGDay20! creatorswanted.org/mfgday #MFGDay20 #CreatorsWanted
- There are millions of modern manufacturing jobs coming online in the next decade — opportunities to create, contribute and connect. Join me in supporting the future of the industry by celebrating #MFGDay20 on Oct. 2! creatorswanted.org/mfgday/ #CreatorsWanted

Sample tweets on MFG Day

- Today is @MFGDay! Join me in celebrating our great state's manufacturers and supporting the movement to inspire the next generation of great American creators. creatorswanted.org/mfgday #MFGDay20 #CreatorsWanted
- The message manufacturers are sending to our students: #CreatorsWanted. Join me in celebrating @MFGDay and the future of this vital American industry! creatorswanted.org/mfgday #MFGDay20 #CreatorsWanted
- Manufacturing is the backbone of America's economy. This @MFGDay, I want to thank the essential makers of this great nation and join them in raising awareness of the industry's need for future creators. creatorswanted.org/mfgday #MFGDay20 #CreatorsWanted

Social handles to tag

@MFGDay
@TheMfgInstitute
@ShopFloorNAM

Hashtags to use

#MFGDay20
#CreatorsWanted

How to Further Engage with MFG Day and the MI

1

There are companies large and small in your state and region organizing incredible virtual and, a few instances, in-person MFG Day events this year. **Find, attend and consider participating in these events** by visiting <https://creatorswanted.org/find-events/>.

2

Engage with and share social media posts from MFG Day, the MI and NAM on your social media platforms.

3

Engage with posts from manufacturers and organizations in your state or region using #MFGDay20.

