



MFG Day 2022: Accept the Challenge

The Challenge

As we continue to overcome the COVID-19 pandemic, more companies will be reopening manufacturing doors to in-person events 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 Friday, Oct. 7, 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 too many jobs unfilled. The industry has averaged around 800,000 open jobs per month. By 2030, more than 2.1 million American manufacturing jobs could go unfilled, according to research from the MI and Deloitte.

This skills gap is in part due to a lack of awareness of the incredible career pathways in manufacturing. The NAM, the MI and manufacturers across the country are addressing this issue proactively with MFG Day. This initiative encourages thousands of companies and educational institutions around the nation to host in-person or virtual 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.

Government Official Toolkit presented by



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. 7. In addition, we also invite you to spread the word about MFG Day on 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 in modern manufacturing.



Video Script and Messaging

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



One-minute video script

I'm **[Name, Title]**. Every day, manufacturers in America are making a difference in our lives. Whether it's helping the nation overcome 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 looking for more creators to fill the jobs our country needs. In fact, by 2030, the U.S. will need to fill 4 million manufacturing jobs, according to research from The Manufacturing Institute and Deloitte.

Today, on M-F-G DAY 2022, 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 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 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. And manufacturers have incredible career opportunities for people starting their careers or changing careers. In fact, the industry has been averaging about 800,000 open jobs a month in America.

So today, on M-F-G DAY 2022, 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 the manufacturers and partners joining us to spread the message in **[Location]**: "Creators Wanted." Visit 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 2022, we join modern manufacturers and their partners in a message to that future talent: "Creators Wanted." Visit 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, your location and any top manufacturers within your district.



Sample tweets leading up to MFG Day

- On Oct. 7, @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 #MFGDay22! CreatorsWanted.org/mfgday #CreatorsWanted
- There are millions of modern manufacturing jobs coming online in this decade— opportunities to create, contribute and connect. Join me in supporting the future of the industry by celebrating #MFGDay22 on Oct. 7! CreatorsWanted.org/mfgday

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 #MFGDay22 #CreatorsWanted
- The message manufacturers are sending to our students: #CreatorsWanted. Join me in celebrating @MFGDay and the future of this vital industry! CreatorsWanted.org/mfgday #MFGDay22 #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 #MFGDay22 #CreatorsWanted

Social handles to tag

@MFGDay
@TheMfgInstitute
@ShopFloorNAM

Hashtags to use

#MFGDay22
#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 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 the NAM on your social media platforms.

3

Engage with posts from manufacturers and organizations in your state or region using #MFGDay22.



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Walmart is [committed to the future of U.S. manufacturing](#) and will invest an additional **\$350 billion** over the next 10 years on items made, grown or assembled in the U.S. Walmart is proud to support MFG Day and Creators Wanted—the manufacturing industry's largest campaign to build the workforce of tomorrow and inspire, educate and empower the next generation of creators in the United States.

To see how Walmart is investing in the people behind your favorite products, click [here](#).

