

> Government Official Toolkit

Executive Summary

Manufacturing employs 13 million people in the United States, including in **your** community. Manufacturing Day, celebrated this year on Friday, Oct. 3, provides a nationwide opportunity to help people see manufacturing as a place for them—an industry that provides life-changing careers, benefits communities across the country and powers our economy.

As elected officials, your support and engagement on MFG Day can expand public awareness—among students, parents, educators and community leaders—and promote the growth of local industries.

The MFG Day Government Official Toolkit is a resource designed to help elected officials engage with their communities during MFG Day. The toolkit includes the following:

- **Communication materials:** Pre-drafted social media posts and video scripts to convey the significance of MFG Day effectively
- **Engagement strategies:** Tips for connecting with local manufacturers, schools and workforce development programs to create impactful messages

- **Past examples:** Previous social media posts from government officials to provide ideas for promoting MFG Day events and manufacturing awareness in your district

We encourage you to utilize the MFG Day Government Official Toolkit to participate in this nationwide celebration. By doing so, you will not only highlight the critical role of manufacturing in our economy but also inspire and educate your constituents about the exciting career opportunities within the sector.

Together, we can strengthen our communities and support the future of American manufacturing.

For more information and resources about MFG Day or for help finding registered MFG Day events in your community, please contact the Manufacturing Institute—the 501(c)3 nonprofit workforce development and education affiliate of the National Association of Manufacturers—at MFGDay@nam.org.



Why MFG Day Matters

Economic Growth

Manufacturing is a cornerstone of our economy, creating millions of well-paying jobs, supporting the growth of communities and improving the quality of life for everyone.

Community Engagement

MFG Day events foster connections between manufacturers, students, educators and communities, showcasing career opportunities and the industry's role in local development.

Workforce Development

By participating in MFG Day, officials can support initiatives that address the skills gap and encourage the next generation to pursue careers in manufacturing.



➤ MFG Day 2025: Use Your Voice

About MFG Day

MFG Day is an annual event, occurring this year on Friday, Oct. 3. It is one of the flagship initiatives of the MI. MFG Day showcases the reality of modern manufacturing careers and addresses the skills gap that is leaving too many jobs unfilled. Over the last 12 months, we've been averaging about 500,000 open jobs. This isn't a short-term trend—it's a systemic challenge. By 2033, more than 1.9 million U.S. manufacturing jobs could go unfilled, according to research from the MI and Deloitte.

This skills gap is due in part to a lack of awareness of the incredible career pathways in manufacturing. The MI, the NAM and manufacturers across the country are proactively addressing this issue with MFG Day. This initiative encourages thousands of companies and educational institutions around the nation to host events for students, parents, educators and community leaders to learn more about the opportunities modern manufacturing careers provide and to better understand the challenges of the skills gap.

**Help us celebrate
MFG Day and raise
awareness about modern
manufacturing careers.**

Call to Action

Use your platform on MFG Day to expand public awareness and promote the growth of manufacturing in the communities you serve.

- 1 Participate in events:** Engage directly with local students and educators as they learn about the importance of manufacturing in the community and the benefits of careers in the industry.
- 2 Promote on social media:** Share your personal message about the importance of manufacturing across your social media channels. If helpful, use the pre-drafted messages provided below.
- 3 Create videos for television, radio or social media:** Speak directly to your constituents, highlighting the potentially life-changing opportunities in manufacturing that exist close to home. We've provided short scripts for inspiration.

In addition to sample scripts for your video and best practices to utilize your voice on social media, we've also included ways 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]**. Each day, manufacturers in America are making a difference in our lives by creating the products we use and rely on. Our manufacturers in **[location]** are vital not only to our economy but also to our communities.

The U.S. manufacturing industry is looking for more creators to fill the jobs our country needs. In fact, by 2033, the U.S. will need to fill 3.8 million new manufacturing jobs, according to research from the Manufacturing Institute and Deloitte.

Today, on M-F-G Day 2025, 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 unlocked the secret to a rewarding career already.

We thank all the manufacturers and partners hosting M-F-G Day events across the country for helping us spread the message in **[location]**: "Creators Wanted." Visit MFGDay.com to learn how creators in our area are inspiring the workforce of the future and how you can get involved

30-second video script

OPTION 1

I'm **[Name, Title]**. Manufacturing has helped build this great country into what it is today and will remain an indispensable part of our future. Manufacturers have incredible career opportunities for all people, even those who are just starting or changing careers, with hundreds of thousands of open positions across the country.

So today, on M-F-G Day 2025, 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 MFGDay.com to learn how creators in our area are inspiring the workforce of the future and how you can get involved.

OPTION 2

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

Today, on M-F-G Day 2025, we join modern manufacturers and their partners in a message to America's 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 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 leading manufacturers within your district.



Sample posts leading up to MFG Day

- On Friday, Oct. 3, @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 #MFGDay25! MFGDay.com #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 #MFGDay25 on Friday, Oct. 3! MFGDay.com #CreatorsWanted

Visual Content

Use photos, videos and infographics related to manufacturing in your community to make posts more engaging.

Sample posts 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. MFGDay.com #MFGDay25 #CreatorsWanted
- The message manufacturers are sending to our students: #CreatorsWanted. Join me in celebrating @MFGDay and the future of this vital industry! MFGDay.com #MFGDay25
- Manufacturing is the backbone of America's economy. This @MFGDay, I want to thank the makers and doers of modern manufacturing, across our great nation, and join them in raising awareness of the industry's need for future creators. MFGDay.com #MFGDay25 #CreatorsWanted



Tagging and Hashtags

Include the following tags in your social media posts to draw greater attention and increase the organic reach of your posts, boost engagement and strengthen connections with the greater American manufacturing community.

@MFGDay

@TheMfgInstitute

@ShopFloorNAM

#MFGDay25

#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 MFG Day events this year. **Find and consider participating in these events by visiting** <https://mfgday.com/#find>.

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 #MFGDay25.



Examples of Previous Elected Official Social Media Engagement

Social Media Posts

Rep. Chris Pappas @RepChrisPappas · Oct 4, 2024
Today is Manufacturing Day!

Our manufacturing sector is a key driver of our local economy, & I was glad to join the NH Manufacturing Extension Partnership's Manufacturing Summit to celebrate today. I'll keep supporting smart investments like the CHIPS and Science Act. #MFGDay24



Rep. Morgan McGarvey @RepMcGarvey · Oct 4, 2024

This #ManufacturingDay, join me in celebrating the innovation and ingenuity of those who are making things in Louisville and across the nation!

We'll keep working to keep our country's manufacturing industry strong and support the men and women who power it!



David Coulter, #OaklandCounty Executive @OakGovEO · Oct 3, 2024

@emaggroupusa tech Bobby Larvick + Mia Wroblewski and Kiley Milorch of @NIBCorp represent the many #MFGDay alumni impacted by the program, which is celebrating 10 years of exposing #OaklandCounty students to manufacturing careers. @taly4gkTsam, #MFGDay24 #MFGOak



Congresswoman Susie Lee @RepSusieLee · Oct 4, 2024

Earlier this year, I visited Unimacs Solar Manufacturing. Their CEO told me that the Inflation Reduction Act let them move their facilities to #NV03 from Mexico – along with 200 new jobs.

Let's keep investing in our manufacturers & the families they support. #ManufacturingDay



Rep. Mike Kelly @MikeKellyPA · Oct 4, 2024

Today is National Manufacturing Day! Western Pennsylvania has a rich manufacturing history with so many incredible businesses and talented workers. Here are a few photos from our stops at local manufacturers and shops over the years. #ManufacturingDay



Links to Posts with Video Messages

- [Senator Jon Husted | Ohio - LinkedIn Video](#) – 2024
- [Senator Gary Peters | Michigan - X Video](#) – 2024

