



2026



MFG
DAY

Host Toolkit

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Section 1: Welcome and Overview

1.1 What Is MFG Day?

Manufacturing Day, known as MFG Day, is a national grassroots movement that brings modern manufacturing careers to life for the next generation of creators. Celebrated annually on the first Friday in October, with events continuing throughout the month and beyond, MFG Day engages students, educators, parents and community leaders through a wide range of experiences that showcase today's manufacturing industry in action.

MFG Day is an initiative of the Manufacturing Institute, the workforce development and education affiliate of the National Association of Manufacturers. MFG Day's goal is simple: to provide a firsthand look at modern manufacturing for students, parents and educators alike. Whether through facility tours, classroom engagements, virtual experiences or community events, participants gain a clearer understanding of the innovation, technology and opportunity that define manufacturing careers today.

MFG Day 2025 by the numbers: more than 3,000 events, 32 million social media impressions, \$1.4 million in earned media and 20 state proclamations. MFG Day 2026 is an opportunity to build on that momentum.

1.2 Why Host an Event?

The manufacturing industry faces a workforce challenge. As experienced workers retire and technology reshapes what manufacturing jobs require, employers need a steady pipeline of skilled, motivated talent who understand and are excited about the work. MFG Day is one of the most effective tools for building that pipeline.

By hosting an event, you are doing more than opening your doors for a day. You are actively creating awareness in students who may never have considered a manufacturing career, building relationships with schools and community organizations that can pay dividends for years and demonstrating to your community that your company is a place where people build meaningful careers.

The benefits extend to your company as well. Hosting an MFG Day event creates a visible moment of pride for your workforce, reinforces the value of the work your employees do every day and can support employee retention meaningfully.

1.3 How to Use This Toolkit

This toolkit is designed to serve both first-time hosts approaching MFG Day with fresh eyes and experienced hosts looking to sharpen their approach. Every section is written to stand on its own, so you can work through it in sequence or navigate directly to the area most relevant to where you are in the planning process.

Here is a quick guide to finding what you need:

- If you are just getting started, begin with Sections 1 through 3 to familiarize yourself and build your plan.
- If you have hosted before and want to refresh your approach, Sections 4 and 5 offer updated guidance on outreach, communications and promotion.
- If your event is approaching, jump directly to Sections 6 and 7 for event-day and post-event support.
- The Appendices at the back of this document include ready-to-use templates, checklists and worksheets you can put to work immediately.

This toolkit is intended to provide guidance for events of all sizes, but we want to ensure that all organizations are empowered to host an event. A small, intimate facility tour for just a few students can be equally as impactful as a large-scale event with hundreds. Do not let things such as budget or staff size preclude your organization from participating in MFG Day!

1.4 Key Dates and Deadlines

Planning ahead is the single most important thing you can do to ensure a successful event. Below are the key dates to anchor your calendar.

Date/Milestone	Action
6 months before event	Begin planning; secure internal approval; identify event format
Spring (April/May)	Reach out to schools to identify fall availability
4 months before event	Confirm venue, format and partners
3 months before event	Finalize guest list; begin promoting through social and community channels
6 weeks before event	Launch social media campaign; pitch local media
2-4 weeks before event	Send formal invitations; confirm all partners and vendors
2-5 days before event	Send “know before you go” email; complete final walk-through
Oct. 2, 2026	MFG Day national celebration; events are welcome anytime throughout the year
Within 2 weeks after event	Complete post-event survey at MFGDay.com; share recap content

Your event does not have to be held on Oct. 2 to be considered an MFG Day event. Choose a date that works for both you and your audience. It is essential, however, that you share your event on social media and tag it correctly using #MFGDay26 so it is included in the overall national impact. See Appendix G for examples.

Section 2: Choosing Your Event Format

2.1 Format Overview and Decision Guide

MFG Day events come in many shapes and sizes, from intimate classroom visits to large-scale community expos. The right format for your organization depends on your available resources, your facility, the audience you most want to reach and the relationships you already have in your community. There is no single correct approach, and many hosts combine elements of more than one format.

Use the table below to compare formats at a glance, then read the detailed guidance that follows to determine the best fit for your situation.

Format	Best Audience	Typical Lead Time	Relative Effort	Primary Benefit
Facility Tour	Students, educators	3-4 months	Medium-High	Maximum direct impact on perceptions
Community Expo	Students, parents, community	6-8 months	High	Broad reach; multiple employers
Educational Fair	High school, college students	2-3 months	Medium	Career pathway clarity
Classroom Visit	K-12 students	4-6 weeks	Low-Medium	Access without facility logistics
Family Day	Employees and families	2-3 months	Medium	Internal culture and retention
Celebration	Community, officials, media	4-6 weeks	Low	Community visibility and advocacy

2.2 Facility Tours

A facility tour is the cornerstone MFG Day experience and remains the most effective single format for changing how students think about manufacturing careers. When a student walks through a modern facility, sees the technology in use and speaks with real people doing the work, the abstract idea of a manufacturing career becomes concrete and compelling in a way that no presentation or brochure can replicate.

Facility tours work best for middle school, high school and community college students, but can be adapted for younger students, educators, parents and elected officials as well. The key is tailoring the experience to your audience.

Audience and Presentation

- Tailor the depth and pace of your presentation to your visitors. Students disengage quickly during lengthy technical explanations. Keep commentary concise, relatable and focused on the human story behind the work.
- Connect what students see on the floor to skills and subjects they are studying already: math, science, problem-solving, design and technology. Help them draw the line between the classroom and the career.
- Limit tour group sizes to ensure everyone can see, hear and participate. In loud environments, headsets make a significant difference. Smaller groups also create better conditions for genuine conversation.
- Include a brief equipment or product demonstration, clear of any proprietary or confidential information. Where safety permits, allow students to participate directly.
- Create a hands-on activity or challenge that connects to your actual work. Even a simple exercise that requires problem-solving or teamwork is far more memorable than a passive walk-through.

Who to Involve

- Involve as many employees as possible, across every function. When students see that manufacturing careers include roles in engineering, finance, logistics, design, marketing, data science, human resources, quality assurance and production, the range of entry points into the industry becomes clear. Every role is worth showcasing.
 - While we encourage including as many employees as possible and highlighting many different job functions, it is possible to host successful events with limited participation, too.
- Students may relate best to early career employees. This is a great opportunity to empower your younger talent to lead tours, talk with students and demonstrate their work. Not only will students be more engaged, but employees will also gain a greater sense of pride in their work and feel trusted. For even greater connection, identify employees who attended the same school as the students who will be visiting.
- Invite local elected officials and media to attend. Their presence signals the community importance of your facility and generates coverage that extends your event's reach.

Logistics and Finishing Touches

- Save time for a dedicated question-and-answer session where students can speak directly and informally with employees. This peer-to-peer exchange is often the most influential part of the visit.

- Consider providing snacks or lunch for students onsite. For greater connection, invite employees to join student lunch groups for meaningful conversation and mentorship.
- Branded giveaways leave a lasting impression but keep it practical. T-shirts, reusable bottles, drawstring bags, stickers, notebooks, fidgets and portable chargers are items students will use.
- Designate someone to capture photos and video throughout the event for use in post-event social media and reporting.

2.3 Community Events and Expos

A community expo brings multiple manufacturers together in a single location, giving students and families the opportunity to explore a range of facilities, roles and career paths in one visit. This format is especially effective in communities with strong concentrations of manufacturing employers and is often organized through local chambers of commerce or regional manufacturing associations.

Expos can be hosted in a neutral venue such as a convention center, school gymnasium or community hall, or structured as a progressive series of tours across neighboring facilities in an industrial park.

Coordinating with Partners

- Reach out to neighboring manufacturers early. The earlier you engage potential partners, the more time everyone has to plan meaningfully.
- Approach schools, community organizations and elected officials as a unified group. A joint invitation from multiple manufacturers carries more weight than individual outreach.
- Designate a lead organizing body, such as the local chamber, workforce board or a manufacturing association, to coordinate logistics, manage registrations and handle shared communications.

Expo Logistics

- Provide clearly defined booth or station spaces for each participating employer, with enough room for displays, demonstrations and comfortable conversation.
- Consider group rotation schedules to ensure students get to visit equally with all participating manufacturers.
- If field trips are difficult for local schools to schedule, consider hosting the expo at a school location to eliminate transportation barriers entirely.
- Food trucks or light catering can elevate the event experience and keep attendees engaged for longer periods.
- Provide an opportunity for local elected officials to address the group. This adds prestige to the event and creates natural media moments.

2.4 Educational Fairs

Educational fairs are hosted at or in partnership with universities, community colleges, technical schools or high schools. They function like career fairs with a manufacturing focus, giving students a structured opportunity to explore the many academic pathways that lead to manufacturing careers.

This format is particularly well suited to demonstrating that manufacturing is not a single track but a broad ecosystem of careers accessible through many different training and educational routes.

- Participating employers should bring physical examples of their products or work and offer hands-on demonstrations wherever possible.
- Education providers should walk attendees through training areas and equipment for all manufacturing-related programs, including programs whose connection to manufacturing may not be immediately obvious, such as graphic design, information technology, accounting and business administration.
- Provide career maps that directly connect specific academic programs at the hosting institution to real job titles and career trajectories at participating employers.
- Ask company employees to volunteer in the academic department that most closely aligns with their own role, and to share their personal pathway into manufacturing in an honest, accessible way.
- Include interactive elements such as hands-on activities, scavenger hunts or design challenges to sustain energy and engagement throughout the event.

2.5 Classroom Visits

Some manufacturers face genuine safety or logistical constraints that make hosting students on-site difficult. Schools may also struggle to arrange field trips due to budget constraints, limited chaperones, tight scheduling and more. In either case, a classroom visit brings manufacturing professionals directly to the students rather than the reverse.

This format is highly flexible and can be adapted for any grade level. It requires less advance coordination than an on-site event and is an excellent option for manufacturers new to MFG Day seeking a manageable commitment.

- Work with teachers and guidance counselors in advance to understand what students are studying. Connect your presentation to those subjects with real-world examples and demonstrations.
- Recruit a small, diverse group of employees from different functional areas to visit together. Representation across age, background and role makes the conversation more relatable and signals that manufacturing offers a place for everyone.
- Record a short video tour of your facility to share during the classroom visit. High-quality images and video can convey the reality of the workplace even when an in-person visit is not possible.
- Design an activity that fits within the class period and can be completed with basic materials. The goal is to spark curiosity, not to deliver a comprehensive orientation.
- For younger students, consider reading picture books that feature manufacturing-related themes or characters, followed by a simple creative challenge that encourages teamwork and problem-solving.

2.6 Company Family Days

A Company Family Day turns MFG Day into an internal celebration that honors the people who make your organization run every day. By inviting employees to bring their children and families to work, you create a moment of shared pride while simultaneously introducing the next generation to the reality of modern manufacturing careers.

This format works especially well for building internal culture and reinforcing employee loyalty. It also reaches a segment of the youth audience, namely the children of your existing workforce, that few other MFG Day formats access directly.

- Host the event on your campus and include a facility tour designed for mixed ages, with simplified explanations and safe, visible demonstrations that children can follow and enjoy.
- Ask each department to create a simple, interactive station that illustrates what that team does in an accessible and engaging way. These stations do not need to be elaborate; even a basic activity that connects to real work is effective.
- Frame the event around pride and community. Help families understand the value of the work being done at your facility and what it means for their family, the community, the country and the world.

2.7 Celebrations and Community Recognition

Not every MFG Day contribution takes the form of a structured event. Celebrations are a lower-lift option that allows chambers of commerce, regional associations, service providers and community organizations to show visible support for manufacturers without coordinating a full event.

Celebrations can take many forms: a breakfast or luncheon honoring local manufacturers, billboard advertising, sponsored social media content, radio or television spots, or a formal proclamation secured through elected officials. The goal is to elevate the visibility and perceived value of manufacturing in your community.

- Use the hashtag #MFGDay26 across all social posts and encourage partners to do the same to contribute to the national conversation.
- Reach out to your city mayor, county commissioners or state governor's office to request an official MFG Day proclamation. The MI can provide guidance and template language.
- Recognize individual manufacturers or manufacturing employees publicly at a luncheon or community event. Celebrating the people behind the work resonates deeply with both the workforce and the broader community.



Section 3: Planning Your Event

3.1 Recommended Planning Timeline

To make the most of your event, begin your planning process approximately six months before your intended event date. The timeline below breaks that process into manageable phases with clear priorities at each stage.

Phase	Key Actions
6 Months Out	Secure internal leadership approval. Identify event format. Assign an internal event lead and build your planning committee. Begin outreach to schools and community partners to gauge interest and identify preferred fall dates. Develop your event budget.
4-5 Months Out	Confirm event format, date and venue. Identify and brief employee volunteers. Begin developing your tour rotation, presentation and any hands-on activities. Confirm participation of any partner organizations.
3 Months Out	Finalize your guest list and begin formal outreach to schools, partners and community organizations. Begin working on promotional materials using the MFG Day 2026 Marketing Toolkit .
6 Weeks Out	Launch your social media campaign. Pitch local media with your press release. Send save-the-date communications to confirmed guests. Finalize all logistical details, including catering, signage and technology.
2-4 Weeks Out	Send formal invitations with full event details. Confirm headcounts with schools and partners. Brief all participating employees on their roles and responsibilities. Conduct a dry run of your presentation and any demonstrations.
1-5 Days Out	Send your “know before you go” email to all attendees. Complete your final venue walk-through. Check all technology and safety measures. Remind all employees of the event. Carefully monitor weather forecasts if you’re planning any outdoor activities. Collect pre-event surveys from students, if possible.
Event Day	Hold a team huddle before guests arrive. Execute your event plan. Capture photos and video throughout. Encourage social sharing with #MFGDay26. Distribute post-event surveys to attendees.
Within 2 Weeks After	Complete the official MFG Day post-event survey at MFGDay.com. Share recap content on social media. Follow up with schools and partners to maintain relationships.

3.2 Budget Planning

MFG Day events can be executed effectively at almost any budget level. The table below outlines what a thoughtful event might look like across three investment tiers. These are indicative ranges only; your actual costs will vary based on group size, location, format and organizational resources.

Cost Category	Shoestring (Under \$500)	Moderate (\$500-\$2,500)	Full Featured (\$2,500+)
Promotional materials	Free digital assets from MFGDay.com	Printed flyers and posters	Custom banners, signage and branded backdrops
Giveaways/swag	Stickers, printed items	Branded pens, notebooks, lanyards	T-shirts, water bottles, drawstring bags
Food and refreshments	Water and packaged snacks	Light catering or box lunches	Full catering or food truck
Activities and materials	Repurpose existing materials and scrap	Purchased kits or simple supplies	Custom-designed hands-on challenges
Photography/video	Employee smartphone photos	Dedicated staff member with quality camera	Professional photographer or videographer
Technology (AV, headsets)	Existing facility equipment	Rental or borrowed equipment	Professional AV setup

Many costs can be offset through partnerships. Local chambers of commerce, workforce development boards and economic development organizations may be willing to co-sponsor or contribute resources. Community colleges and tech schools may have classes or specific students who can support specific needs as a course project. Don't assume you need to fund everything internally—ask first.

3.3 The Four Planning Pillars

Regardless of your event format or budget, effective MFG Day planning comes down to four interconnected areas of focus. Giving each its due attention early in the process will set your event up for success.

3.3.1 Content and Presentation Development

Your content strategy should answer one central question: what should attendees believe, know or feel when they leave that they didn't when they arrived? Start there, then build your presentation and activities to serve that goal.

The following messages have resonated consistently with younger audiences and are worth weaving into your content throughout the event:

- Modern manufacturing is creating the future—and the people building it are making a positive impact on their communities and the world.
- Manufacturing careers are well-paying, high-tech and intellectually demanding. They offer long-term stability and room to grow.
- There is a place in manufacturing for every interest and skillset, from science, engineering and design to marketing, logistics, finance and information technology.
- America will always need skilled creators, innovators and builders. The opportunity is real and it is available now.

Build a specific call to action into your content. What do you want attendees to do next? Options include following your company on social media, applying for an internship or summer program or speaking with a guidance counselor about manufacturing pathways.

3.3.2 Venue and Logistics

Your venue choices directly shape what is possible on event day. Work through the following considerations as you finalize your logistics plan.

- **Safety first:** Ensure that all areas of the facility accessible to guests meet safety standards, particularly for minors. Work with your environmental, health and safety team to complete a pre-event safety review.
- **Accessibility:** Confirm that your venue is accessible to all guests, including those with mobility limitations or other physical needs. This includes parking, entrances, restrooms and the tour path itself.
- **Legal compliance:** Determine if any parent/guardian waivers for tours, photography, etc., are required. Forms should be sent home with students well in advance of the event and collected by the school prior to attending. If any students do not have a signed photo waiver, ensure you have a discrete way for photographers to identify them.
- **Flow and navigation:** Plan the physical movement of guests through your space. Identify potential bottlenecks and designate clear entry, gathering and exit points. Prepare directional signage using MFG Day–branded assets.
- **Technology:** Test all presentation technology, microphones, projection equipment and video in advance. In loud environments, confirm that headsets or amplification are available.
- **Contingency planning:** Identify backup options for outdoor elements, technology failures or significantly higher or lower attendance than expected.

3.3.3 Audience Engagement Strategy

The relationships you build before your event are as important as the event itself. A thoughtful engagement strategy ensures that the right people show up and that those relationships outlast a single day.

- Engage schools in the spring to identify fall availability before calendars fill. Your event date does not need to be finalized at this stage; you are simply building the relationship and gauging interest.
- Connect with local workforce development boards. These organizations often have existing relationships with schools and employers that can accelerate your outreach.
- Reach out to your local chamber of commerce and regional manufacturing associations to explore co-sponsorship, joint outreach or promotional support.
- Invite public officials early. Elected officials at the city, county and state level are often willing to attend and speak at manufacturing events, and their participation generates additional media interest.

3.3.4 Communications and Marketing

Your communications plan should begin well before your event and continue long after it ends. MFG Day is more than one day; it is an opportunity to sustain a year-round conversation about manufacturing careers in your community.

- Visit the MFG Day 2026 Marketing Toolkit on MFGDay.com to access the most current logos, social graphics, templates and brand guidelines.
- Use all available channels: social media, your company website, email newsletters, internal communications and local media outreach.
- Develop a simple posting cadence for social media in the six weeks leading up to your event. Section 5 of this toolkit includes a full social media strategy and suggested calendar.
- After the event, share photos, quotes and outcomes across your channels. Tag the corresponding MFG Day handle and use #MFGDay26 to connect your content to the national conversation.

3.4 Accessibility and Inclusion Planning

An MFG Day event that is genuinely welcoming to all students requires intentional planning. The following considerations will help ensure that your event serves the full diversity of the students and community members you hope to reach. Schools can often identify which additional supports may be helpful in advance.

Physical Accessibility

- Confirm that the entire guest experience, including parking, entry, tour path, activity areas and restrooms, is physically accessible to guests using wheelchairs, walkers or other mobility aids.
- Identify and prepare accessible alternatives for any portion of the facility that cannot be accessed safely by guests with mobility limitations. Video footage or photographs of those areas can bridge the gap.
- In loud or high-stimulation environments, designate a quieter space where guests who need a sensory break can step away temporarily.

Language Access

- If your community includes significant populations of non-English speakers, consider whether translated materials or bilingual staff or volunteers can be made available for your event.
- Use plain language throughout your presentations and materials. Avoid jargon and acronyms that may be unfamiliar to students or community members without an industry background.

Reaching Underserved Communities

- Partner with schools and youth organizations that serve students from lower-income households, first-generation college students and communities that have been historically underrepresented in manufacturing. These students often have the most to gain from exposure to manufacturing career pathways.
- If transportation is a barrier for schools in your target audience, explore whether your organization or a community partner can provide or subsidize transportation for student groups.

3.5 Internal Alignment

The success of your MFG Day event depends as much on internal preparation as on external outreach. Leadership support, employee enthusiasm and clear role assignments are the foundation of a smooth event day.

- Secure a visible leadership commitment early. When senior leaders are present and engaged at MFG Day events, it signals to both employees and guests that the organization takes this work seriously.
- Assign a dedicated event lead with sufficient authority and time to manage logistics, coordinate volunteers and make decisions in real time.
- Brief all participating employees well in advance on the event purpose, their specific role and what to expect from guests. Employees who feel prepared and valued are more likely to be genuinely enthusiastic ambassadors.
- Communicate the event to all employees, even those without a direct role. A welcoming, positive environment on event day requires that everyone in the facility understands what is happening and why it matters.

Section 4: Building Your Guest List and Outreach

4.1 Identifying Your Target Audience

Before you begin outreach, take time to define specifically who you most want to reach. Different audiences require different approaches, and a focused strategy is more effective than a broad, undifferentiated one.

Students

Students are the primary audience for most MFG Day events, and every age group matters. The curiosity you spark in a 10-year-old today is the career decision they make a decade from now. Consider which age groups align with your event goals and tailor your approach accordingly.

- **Elementary students (K-5):** Don't underestimate what MFG Day can do for this age group. The associations children form with making, building and creating in their earliest years have a long runway. Activities should be hands-on, creative and fun, with the goal of building a genuine sense of wonder about how things are made.
- **Middle school students (6-8):** This is a critical inflection point where students begin forming real opinions about their futures. Emphasize the sheer variety of paths into manufacturing and challenge any assumptions they may already be carrying about what the industry looks like.
- **High school students (9-12):** These students are ready for the full picture. Be direct about career pathways, compensation, work-based learning opportunities and what the first few years of a manufacturing career actually look like. Make the opportunity feel real and accessible.
- **Post-secondary students:** These students are already on a relevant path. Tours and conversations that draw a direct line between their current academic or training program and specific roles at your facility are highly effective and often genuinely eye-opening.

Educators and Counselors

Teachers, counselors and administrators are among the most valuable audiences you can reach through MFG Day. They are force multipliers, reaching hundreds of students each year. Many arrive with limited firsthand knowledge of modern manufacturing, which means a well-designed event can genuinely shift how they advise students for years to come. Give this audience dedicated attention and make sure they leave with a clear picture of available career pathways, realistic compensation expectations and the strong return on investment offered by two-year degrees, apprenticeships and on-the-job training. An educator who truly understands those options is far better equipped to present manufacturing as a first choice, not a fallback.

Parents and Families

Parents carry enormous influence over young people's career decisions, and many hold outdated assumptions about what manufacturing jobs actually look like today. A parent who leaves your event impressed is one who goes home and has a very different conversation at the dinner table. Reach this audience through family days, community expos and social media, and make sure what they see reflects the reality of modern manufacturing: clean, high-tech and full of opportunity.

Elected Officials and Community Leaders

Elected officials are worth the extra effort it takes to invite them. Their presence signals to your community that manufacturing matters, and their platforms can amplify your message far beyond the attendees in the room. A social post from a city council member or state legislator reaches constituents who would never attend an event, but whose perceptions of the industry still matter.

Untapped Talent Populations

Students remain the primary focus of MFG Day, but it can also be the ideal time to welcome other career seekers. Transitioning service members, veterans, military spouses, individuals with disabilities, opportunity youth, justice-impacted individuals and career changers who may not yet know about the opportunities available in manufacturing represent a significant and often overlooked talent pool. Opening your doors to these audiences during MFG Day sends a clear signal that your organization is serious about building an inclusive, diverse workforce, and it positions manufacturing as a viable and rewarding path for people at every stage of their career journey.

Reaching these populations often requires working through different channels than traditional school outreach. Consider partnering with the following organizations to identify and invite participants:

- **Transitioning service members and veterans:** Connect with your nearest military installation's transition assistance program, local veterans service organizations or American Legion and VFW posts. The MI's Heroes MAKE America program also helps manufacturers connect directly with military talent. In addition to many industry-aligned technical skills, veterans bring transferable skills in discipline, logistics, precision and team leadership that translate directly and powerfully to manufacturing environments.
- **Military spouses:** Military spouses face unique career challenges, including frequent relocations and employment gaps, that make stable, skilled manufacturing careers particularly attractive. They bring considerable professional value to the workplace, including adaptability and resilience developed through repeated transitions, strong organizational and project management skills, cross-cultural competency gained through diverse station assignments and, in many cases, advanced degrees and professional certifications that have gone underutilized due to relocation cycles. Reaching this audience requires intentional outreach, as many military spouses are understandably cautious about self-identifying in professional settings.
- **Individuals with disabilities:** People with disabilities are significantly underrepresented in manufacturing despite strong alignment between many manufacturing roles and the capabilities of this population. Partners such as state vocational rehabilitation programs, the Office of Disability Employment Policy and local disability services organizations can help facilitate outreach. Hosting an accessible, welcoming event is itself a powerful signal to this audience that your organization is a place where they can build a career.
- **Opportunity youth:** Young people between the ages of 16 and 24 who are neither enrolled in school nor employed represent one of the largest and most underserved talent pools in the country. Organizations such as YouthBuild, local workforce development boards and community-based youth programs are the most effective channels for reaching this group. Manufacturing's combination of immediate earning potential, on-the-job training and long-

term advancement opportunities makes it a compelling option for young people who need a clear and accessible path forward.

- **Justice-impacted individuals:** People with justice involvement are frequently motivated, work-ready and actively looking for employers willing to offer a fair chance. Many bring practical skills, a strong work ethic and a level of commitment that comes from understanding exactly what is at stake in a second opportunity. Fair chance hiring in manufacturing is both a sound workforce strategy and a meaningful community investment. Reentry programs, workforce development organizations and job-readiness programs operated through local correctional facilities are the most effective channels for reaching this audience.
- **Career changers:** Adults who are dissatisfied with their current trajectory or have been displaced from another industry bring something genuinely valuable to manufacturing: real-world professional experience, maturity and the motivation that comes from making a deliberate choice to start something new. This audience is often far closer to job-ready than employers expect. Workforce development boards, American job centers and community colleges with retraining programs are the most direct channels for reaching them, and the conversation at your event should reflect that manufacturing is not a step down—it is a legitimate and often financially superior career destination.

When planning an event that includes these audiences alongside student groups, consider whether a separate session or dedicated portion of the day would better serve their needs. Career seekers in these populations typically benefit from more direct conversation about compensation, benefits, hiring timelines and specific job openings than a student-focused plant tour naturally provides. A brief informational session with your HR and hiring team, held in parallel with or immediately following the student program, can make your event meaningfully more valuable for this audience without significantly adding to your planning burden.

4.2 Connecting with Schools

Schools are often the most important and most logistically complex partners in MFG Day planning. The following guidance will help you build productive school relationships well before your event.

When and How to Make Contact

- The ideal time to initiate school outreach is in the spring, before the fall school year begins and before teacher and counselor schedules are committed. A brief introductory conversation in April or May can increase your options for fall scheduling dramatically.
- Your first point of contact will depend on the type of school. For K-12 schools, begin with the principal, guidance office or the career and technical education coordinator. If you're unsure, contact the front desk with a brief overview of your event and target audience, and ask who the best person to speak with is. For community and technical colleges, the workforce development office or career services department is typically the right starting point.
- Be prepared to explain clearly what your event involves, what you are asking of the school, what students will experience and what you need from them to make it happen. Schools receive many requests and appreciate specificity.

What Schools Need to Know

When reaching out to school administrators, be ready to address the following questions, as they are the most common factors in approval decisions:

- What is the date, time and duration of the event or visit?
- How many students can participate?
- What will students see, hear and do?
- Are there any safety considerations or physical requirements for participation?
- What permission or consent documentation is required, and who prepares it?
- How will transportation be handled, and is there a cost to the school?
- What is the curriculum connection that justifies the time away from class?

You may not have all of this information when you do your initial outreach to them, but be prepared with as much as possible. Identify who your primary point of contact will be moving forward, and share all pertinent information with them as soon as you're able. Continue to stay in close contact.

4.3 Engaging Local Partners

Chambers of Commerce and Manufacturing Associations

Local and regional chambers of commerce and manufacturing associations are natural MFG Day allies. They often have existing relationships with member companies, schools and government officials that can accelerate your outreach and amplify your event's reach. Consider asking your local chamber to co-host or co-promote your event, or to organize a joint celebration that recognizes manufacturers across the community.

Workforce Boards and Career Centers

Local workforce development boards and American job centers have a mandate to connect job seekers with employers and are often actively looking for employer partners willing to engage with students and career-seekers. These organizations can help you reach student populations that may not be connected through traditional school channels, including young adults who have left school early, veterans transitioning to civilian careers and adults seeking to retrain for higher-wage employment.

Elected Officials and Public Agencies

Do not overlook the value of engaging city, county and state-level elected officials. MFG Day is a great opportunity for them to highlight their support of a critical industry in their community. A legislator's attendance at your event and a social post from their official account can reach thousands of constituents and lend significant credibility to your message. Reach out through your legislator's district office well in advance and provide a clear, brief description of the event and why it matters to the community.

4.4 Inviting Media

Local media coverage of your MFG Day event extends your impact far beyond the attendees in the room. A well-placed news story, feature segment or social post from a local news outlet can reach thousands of community members who would never attend an event but whose perceptions of manufacturing matter for the long term.

Additional Media Outreach Strategies

- In smaller markets, pitch a morning show segment directly to local television producers two to three weeks before your event. Offer to bring a product, a demonstration or a photogenic piece of equipment that will translate well to video.
- Submit an op-ed or letter to the editor to your local newspaper in the weeks leading up to MFG Day. Focus on the workforce opportunity, the community economic impact and the specific invitation to attend your event.
- Tag local media outlets in your social media posts leading up to and during your event. Media accounts monitor social mentions and may pick up content organically.

4.5 Final Event Confirmations

In the final week before your event, systematic follow-up will prevent the most common day-of surprises. Work through the checklist below to confirm that every element is in place.

- Send a detailed “know before you go” communication to all confirmed attendees. Include the event date, start time, address and parking instructions, dress code or safety equipment requirements, the day’s agenda, any items attendees should bring and a contact number for day-of questions.
- Confirm headcounts with all schools and partner organizations. Follow up personally if you have not received confirmation within 48 hours of your communication.
- Reconfirm with all vendors, caterers and external partners.
- Brief all employee volunteers on their specific assignments and the full event timeline.
- Place directional signage throughout the facility and at key external points such as parking areas, building entrances and reception areas. Use MFG Day–branded signage wherever possible.
- Remind all facility employees, including those not directly participating, that guests will be present. A welcoming, orderly environment on event day starts with everyone understanding what is happening.

Section 5: Promoting Your Event

5.1 Your Communications Toolkit

The MI provides a suite of ready-to-use assets to support your event promotion. Before developing any materials, visit the [MFG Day 2026 Marketing Toolkit](#) at MFGDay.com to ensure you are using current logos, color palettes, fonts and social media graphics.

- Official MFG Day logo and usage guidelines
- Social media graphics in multiple sizes for use across platforms
- Draft social posts
- Hashtag: #MFGDay26
- Official social handles: @MfgDay (X/Twitter, Facebook, Instagram) and @manufacturing-day (LinkedIn)

Always use official MFG Day branding alongside your own company branding in event materials. This connects your event visually to the national movement and signals to recipients that you are part of something larger than a single company initiative.

5.2 Social Media Strategy

Social media is your highest-reach, lowest-cost promotional channel for MFG Day. A structured approach in the six weeks before your event, combined with active posting on event day and a strong recap afterward, can significantly extend the reach of your event and contribute to the national conversation.

Six-Week Posting Calendar

Timing	Theme	Suggested Content
6 Weeks Out	Save the Date	Announce your participation in MFG Day 2026. Post a preview of your event and date. If open to the public, include a link to your event or registration page.
5 Weeks Out	Employee Spotlight	Feature an employee sharing what they do, how they got into manufacturing and why they love their work. Short video performs best.
4 Weeks Out	Behind the Scenes	Share a photo or video of your facility, products or technology in action. Build curiosity about what guests will see.
3 Weeks Out	Partner Shoutout	Tag your school partners, community partners or co-hosts. Cross-promotion expands your reach.

2 Weeks Out	Careers in Focus	Highlight a specific job role at your company: title, responsibilities, required skills and compensation range if possible. For added impact, include possible pathways into the role.
1 Week Out	Countdown/Reminder	Repost your event announcement with urgency and enthusiasm. If open to the public, remind followers how to register or confirm attendance.
Event Day	Live Updates	Post real-time photos and short videos throughout the day. Tag attendees where appropriate. Use #MFGDay26 on every post.
Within 1 Week After	Event Recap	Share a gallery of event photos, key outcomes and a quote from a student or community member. Thank your partners publicly.

Platform-Specific Tips

- **LinkedIn:** LinkedIn is ideal for reaching educators, parents, workforce professionals and policymakers. Focus on career pathway messaging, industry impact and employee stories. Longer posts with context and data perform well on this platform.
- **Instagram and Facebook:** Instagram and Facebook are well suited for visual storytelling. Prioritize high-quality photos and short video clips. Behind-the-scenes content and employee spotlights generate strong engagement.
- **X (Twitter):** X is effective for real-time event day updates and for joining the national MFG Day conversation. Keep posts brief and direct, and use #MFGDay26 on every event-related post.
- **TikTok:** If your organization is active on TikTok, short video tours, day-in-the-life clips and student reaction footage can reach a younger audience effectively.

5.3 Website and Email Promotion

Your Company Website

- Add a dedicated MFG Day 2026 page or event listing to your company website at least four weeks before your event. Include the date, format, a brief description of what attendees will experience, registration or RSVP instructions and a link to MFGDay.com.
- Add a news article or blog post to your website in the weeks leading up to your event sharing information about MFG Day, a preview of your event and how readers can support whether they're attending or engaging on social media.
- Add the official MFG Day Event Host digital badge to your homepage.
- Post a story or blog post within one week after your event. Include highlights from the day, photos, quotes from employees and participants and the overall impact.

Email

- Send a save-the-date email to your contact list approximately six weeks before your event, with a more detailed invitation two to three weeks out.
- For school and partner outreach, personalized emails outperform generic announcements significantly. Use the template provided in Appendix C as your starting point.
- Send a post-event recap email to attendees and supporters within one week of your event, including highlights, photos and a link to your social media content.

5.4 Traditional and Community Media

Local media remain an important channel for reaching community members who are not active on social platforms and for building the credibility that comes with independent third-party coverage. Incorporate traditional media outreach into your promotional strategy alongside digital channels.

- Submit your press release (template in Appendix D) to local newspaper editors, television news desks and radio station news departments approximately three weeks before your event.
- Follow up your press release with a personal phone call to the assignment desk or a relevant reporter. Offer access for photographs or a brief on-site tour in advance of your event.
- In smaller markets, a morning news segment can be arranged by offering a brief, visually interesting in-studio or on-site demonstration. Reach out to the show's producer directly.
- Submit a letter to the editor or op-ed in the two weeks leading up to MFG Day. Focus on the local workforce story: what your company makes, how many people you employ and what it would mean for your community if more young people chose manufacturing careers.
- Consider a billboard placement in your community to celebrate national MFG Day on Oct. 2. Be sure to use the official MFG Day logo, including the MI logo, as well as your company logo to demonstrate your community leadership and connection to the national movement.

5.5 Calls to Action

Every piece of promotional content should include a clear and specific call to action. A strong call to action tells your audience exactly what you want them to do next and makes it easy for them to do it. Vague invitations produce vague results.

Choose calls to action that match your goals and your audience:

- **Students:** Register for the event, post what you learned on social media, take a personal tour of our facility or apply for our summer internship program.
- **Educators:** Schedule a classroom visit, request career pathway materials for your students or connect with our employee volunteers.
- **Parents and community members:** Attend our open house, follow us on LinkedIn to learn about career opportunities or share this event with a young person you know.
- **Media:** Request press credentials, schedule an advance facility tour or contact our communications team for interviews.

Section 6: Event Day Execution

6.1 Pre-Event Team Huddle

Begin event day with a team huddle approximately 45-60 minutes before guests arrive. This brief gathering serves several purposes: it ensures that every team member is clear on their role and the day's timeline, it provides a moment to address any last-minute changes or questions and it sets the tone with positive energy and shared purpose.

Cover the following in your huddle:

- Full event timeline and key transition points
- Role assignments for each team member: greeters, tour guides, activity leads, photographers, survey administrators and floaters
- Any last-minute updates to the guest list, schedule or logistics
- Talking points and key messages you want to reinforce throughout the day
- Reminder to engage guests warmly and authentically; enthusiasm is contagious

6.2 Guest Arrival and Navigation

The arrival experience sets the first impression of your facility and your culture. Make it welcoming, organized and easy to navigate.

- Station a representative at the main entrance and at any parking areas to welcome guests, answer questions and direct foot traffic.
- Ensure that directional signage using MFG Day–branded assets is in place at parking areas, entrances and any key transition points throughout your facility.
- Have a clear check-in process that captures attendance data for your post-event survey and national reporting.
- Welcome arriving groups with a brief orientation that sets expectations for the visit: what they will see, how the day is structured and any safety or behavioral guidelines for the facility.

6.3 Surveys and Feedback Capture

Pre- and post-event surveys are among the most valuable tools available to MFG Day hosts. Survey data demonstrates your event's impact to leadership, generates content for social media and communications and contributes to the national impact story that supports MFG Day's continued growth. You can find sample pre- and post-event survey questions in the Resources section on MFGDay.com.

- Administer a brief pre-event survey to students before the tour or activities begin. This could be sent as a link or QR code to the school where students could complete it before they arrive onsite. Ask about their current perceptions of manufacturing, their career interests and what they expect from today's event. Keep it short and primarily multiple choice for higher completion rates.

- Administer a post-event survey immediately after the program concludes, before students leave if possible. Ask the same perception questions again to capture any shifts, and add questions about what they found most memorable and what they would like to learn more about.
- Designate a team member to capture open-ended quotes from students, educators and other attendees throughout the day. Authentic first-person quotes are highly effective in social media posts, press releases and internal reports.
- Complete the official MFG Day post-event survey at MFGDay.com within two weeks of your event. This survey captures your aggregate data for inclusion in the national impact report.

6.4 Photography and Video

Strong visual content from your event will serve your organization for months after MFG Day concludes. Invest in capturing quality photographs and video throughout the day.

- Designate a specific team member as the event photographer or videographer for the day. This person should not have other responsibilities; capturing moments requires focused attention.
- Prioritize authentic moments over posed shots: students actively engaged in hands-on activities, genuine conversations between employees and visitors and expressions of curiosity, surprise or delight.
- Before photographing or filming students, ensure that appropriate consent has been obtained through your school or partner organization's standard process. Use a sticker, colored lanyard, silicone bracelet or other inconspicuous option to help the photographer identify students who should not be captured.
- Be mindful of proprietary equipment, processes or information that should not appear in images intended for public distribution. Brief your photographer in advance on what is and is not appropriate to capture.
- If your event includes a photo opportunity area or branded backdrop, promote it throughout the day and encourage attendees to share their photos using #MFGDay26.

6.5 Social Media During the Event

Active social posting on event day significantly extends your reach in real time and contributes to the national MFG Day conversation. Designate a team member to manage social content throughout the day, separate from the primary photographer or videographer.

- Post two to four times throughout the event: at guest arrival, during key activities or demonstrations, at the Q&A or employee interaction segment and at the conclusion.
- Use #MFGDay26 and tag @MfgDay on every event-day post.
- Where school policy permits, encourage student attendees to post about their experience using #MFGDay26 from their own personal accounts. In addition to the national hashtag, ask them to tag your company handle so you can track these posts more easily. If you create your own event hashtag, be sure they are using that in addition to the national hashtags.

- Consider setting up a dedicated photo opportunity area with a branded backdrop or frame that makes it easy for attendees to create shareable content tied to your brand and to MFG Day.
- Confirm with your school partners whether students will have cellphones with them at the event. Ensure all participants are aware of your company's policy on photography in advance.

6.6 Day-of Troubleshooting

Even well-planned events encounter unexpected challenges. The following scenarios are among the most common and can be navigated smoothly with a little advance preparation.

Lower Attendance Than Expected

If a student group or school cancels at the last minute, adjust tour group sizes and activity pacing accordingly. Notify the food and catering team immediately. Use the extra time to allow remaining guests to go deeper into areas of the facility that interest them most, or to extend the Q&A session with employees.

Higher Attendance Than Expected

If more guests arrive than anticipated, divide into smaller groups and stagger tour start times. Designate a comfortable holding area with printed materials, a video loop or a brief activity for groups waiting to begin their tour.

Technology Failure

Test all technology the day before your event. Have a backup plan for presentation content: printed copies of key slides, a whiteboard or flip chart, or a designated employee who can deliver key messages verbally without slides if necessary.

Safety or Facility Issue

If a safety concern arises in any portion of the facility, immediately redirect guests to a safe area and pause that portion of the program. Never permit guests in areas that have not been cleared by your EHS team. Communicate calmly and transparently with guests about any adjustments to the plan.

Section 7: After the Event

7.1 Post-Event Survey

The official MFG Day post-event survey is available in the Resources section at MFGDay.com. Completing it is one of the most important actions you can take as an event host. Your data is aggregated with hundreds of other events nationwide to produce the annual MFG Day impact report, which is used by the MI to demonstrate the movement's value to policymakers, media, funders and the manufacturing industry broadly.

The survey takes less than 10 minutes to complete and asks for information including total attendance by audience type, format, activities offered, survey results from student participants and your overall assessment of the event. Complete it within two weeks of your event while details are fresh.

7.2 Measuring Your Event's Success

Beyond the official post-event survey, tracking your own event metrics provides valuable data for internal reporting, leadership communication and planning future events. Consider tracking the following:

Attendance and Reach

- Total number of attendees by audience type (students, educators, parents, officials, media)
- Number of schools and partner organizations represented
- Number of employees who participated in a volunteer or host role

Perception Shifts

- Pre- and post-event survey results: what percentage of students reported a more positive view of manufacturing careers after the event?
- Qualitative quotes from students, educators and other attendees that reflect changed perceptions or new interests

Social Media Reach

- Total impressions, reach and engagement across your event-day and recap posts
- Number of attendee-generated posts using your event hashtag or tagging your account
- Media mentions and coverage secured as a result of your promotional outreach

Year-Over-Year Benchmarks

If you have hosted MFG Day events in prior years, compare this year's results against your own history in addition to national averages. Tracking your own trajectory is one of the clearest ways to demonstrate organizational improvement and commitment over time. Student engagement is a long return on investment, but increased impact in annual results serve as evidence for leadership support.

7.3 Sharing Your Story

The content you generate from your event has a long shelf life. Put it to work across your channels in the days and weeks following MFG Day.

- Post a photo gallery recap to your social media channels within three to five days of your event. Include a brief written summary of what happened, who attended and what made the day meaningful. Tag @MfgDay and use #MFGDay26.
- Share select event photos and a recap paragraph on your company website's news or blog section. Be sure to use Manufacturing Day or MFG Day in the title of the piece.
- Send a post-event email to all attendees, partners and supporters thanking them for participating and sharing highlights from the day.
- Submit an article or photo spread to your local chamber of commerce newsletter, regional business journal or manufacturing association publication. Again, include Manufacturing Day or MFG Day in the title or photo description.
- Share event outcomes and photographs in your internal employee communications channels. Recognizing the employees who participated reinforces their value and encourages future involvement.

7.4 Maintaining Engagement Year-Round

MFG Day is more than one day. The most effective hosts treat MFG Day as the launch of a year-round engagement strategy with their community, not as a standalone annual event. The following actions can help you sustain momentum and deepen relationships after your event concludes.

7.4.1 Volunteer Opportunities with Schools

Work with local schools and out-of-school youth organizations to identify ongoing opportunities for your employees to engage with students throughout the academic year. Options include guest speaking in career and technical education classes, participating in school career days, facilitating classroom STEM activities connecting classroom learning to real-world application, mentoring individual students and supporting school-based manufacturing or engineering programs.

Innovators Quest, a gamified experience designed to engage younger students in hands-on problem-solving challenges related to manufacturing, is an excellent resource for organizations looking to build structured, recurring connections with schools.

7.4.2 Job Shadowing Days

Invite students who attended your MFG Day event to return for a dedicated job shadowing experience with a specific employee whose role interested them. A half-day or full-day shadow experience provides a depth of exposure that a group tour cannot, and it builds a direct, personal connection between the student and your organization.

7.4.3 Internship and Apprenticeship Programs

The most powerful long-term action available to a manufacturing employer is creating structured pathways for young people to enter the workforce. High school internships, registered apprenticeships and summer work programs give students career-relevant experience while giving your organization early access to motivated, developing talent.

If your organization does not offer these programs, contact your local workforce development board, industry sector partner or community college for resources and guidance on getting started. You can also access the MI's [High School Internship Toolkit for Manufacturers](#).

7.4.4 Building a Long-Term Talent Pipeline

Every student who walks through your doors during MFG Day is a potential future employee, or a future advocate who will recommend your organization to someone else. Stay connected with students, educators and school partners throughout the year through social media, email and periodic in-person engagement. The pipeline you build through MFG Day will compound in value year after year.

7.4.5 Educator Externships

Another powerful long-term investment you can make following a successful MFG Day event is inviting educators back for a deeper experience. An educator externship places teachers, counselors and administrators directly in your facility for an extended period, giving them firsthand exposure to the work, the technology and the culture of modern manufacturing in a way that a single event visit cannot replicate. The impact compounds quickly. An educator who has spent real time on your floor integrates your facility into their curriculum, speaks with genuine authority when students ask questions and actively steers motivated students toward the pathways they now understand firsthand.

Educator externships do not need to be elaborate to be effective. Even a structured two- or three-day experience with dedicated time across departments and honest conversations about hiring pathways and entry requirements can produce a lasting advocate for your organization in the school community. To learn more about building a successful externship program, reach out to the MI directly at students@nam.org.



Appendices

Appendix A: Master Event Planning Checklist

Use this checklist to track your progress from initial planning through post-event follow-up. Check off each item as it is completed.

6 MONTHS BEFORE YOUR EVENT

- Secure internal leadership approval to host an MFG Day event.
- Assign a dedicated event lead with appropriate authority and time allocation.
- Identify preferred event format (tour, expo, classroom visit, family day, etc.).
- Begin outreach to schools and community partners to gauge interest and availability.
- Review this toolkit in full and identify any resources you will need.

4-5 MONTHS BEFORE YOUR EVENT

- Confirm event format, date, venue and logistics.
- Access the MFG Day 2026 Marketing Toolkit from MFGDay.com.
- Develop event planning team and assign necessary roles.
- Begin developing your presentation, activities and demonstrations.
- Confirm participation of any partner organizations or co-hosts.

3 MONTHS BEFORE YOUR EVENT

- Finalize guest list and provide full event detail to schools and partners.
- Develop your event budget and secure any necessary approvals.
- Begin developing promotional materials using MFG Day–branded assets.
- Identify any accessibility accommodations required for your expected guest list.
- Confirm catering, photography and technology needs.

6 WEEKS BEFORE YOUR EVENT

- Launch social media campaign using the six-week posting calendar.
- Submit press release to local media outlets.
- Send save-the-date communications to all confirmed guests.
- Finalize all logistical details, including signage, safety review and technology.

2 WEEKS BEFORE YOUR EVENT

- Send formal invitations with full event details to all guests.
- Confirm headcounts with schools and partner organizations.
- Brief all participating employees on their roles, responsibilities and talking points.
- Conduct a dry run of your presentation and any demonstrations.
- Confirm all vendor and partner logistics.

1-5 DAYS BEFORE YOUR EVENT

- Send “know before you go” email to all confirmed attendees.
- Complete your final venue walk-through.
- Test all technology, AV and safety equipment.
- Prepare and stage all signage, giveaways and activity materials.
- Remind all facility employees of the event.

EVENT DAY

- Hold team huddle 45-60 minutes before guests arrive.
- Station greeters at parking areas and main entrance.
- Administer pre-event surveys to student attendees.
- Capture photographs and video throughout the event.
- Post real-time social media updates using #MFGDay26.
- Administer post-event surveys before guests depart.
- Thank guests, partners and volunteers personally.

WITHIN 2 WEEKS AFTER YOUR EVENT

- Complete the official MFG Day post-event survey at MFGDay.com.
- Post event recap content to social media channels and website.
- Send thank-you and recap email to attendees and partners.
- Compile your internal event metrics and prepare a summary for leadership.
- Follow up with schools and partners to sustain relationships.
- Begin planning for year-round engagement opportunities.

Appendix B: Budget Planning Worksheet

Use the table below to estimate and track your event costs. Add or remove rows to reflect your specific event format and needs.

Cost Category	Estimated Cost	Actual Cost	Notes
Promotional materials (printed)	\$	\$	
Giveaways and branded merchandise	\$	\$	
Food and refreshments	\$	\$	
Activity and demonstration supplies	\$	\$	
Photography or videography	\$	\$	
AV and technology rental	\$	\$	
Directional signage and other materials	\$	\$	
Transportation support for guests	\$	\$	
Staffing and volunteer time (estimated value)	\$	\$	
Contingency (recommend 10-15%)	\$	\$	
TOTAL	\$	\$	

Appendix C: School Outreach Email Templates

The following templates can be adapted for your specific event format, date and audience. Personalization is strongly recommended; emails addressed to a named individual and referencing specific programs or grade levels at that school consistently outperform generic communications.

TEMPLATE 1: INITIAL OUTREACH (5-6 MONTHS BEFORE EVENT)

Subject: Invitation for [School or District Name] Students to Participate in MFG Day

Dear [Name],

My name is [Your Name], and I am reaching out on behalf of [Company Name].

I'm excited to share an invitation to participate in Manufacturing Day. Celebrated nationally on the first Friday of October, Manufacturing Day, or MFG Day, is a national grassroots movement to inspire the next generation of innovators and creators. Each year, companies across the country open their doors to students to showcase the exciting career opportunities in modern manufacturing.

This year, we will be hosting our local event on [date] and would be honored to work with you or a designee to invite students from [school or district name] to participate. The event will include [provide a brief description of what the students will experience].

Would you be available for a brief 30-minute call in the coming days to discuss? I'd also be happy to connect with another representative from [school or district name] if preferred.

Thank you for your time and consideration—I look forward to the opportunity to collaborate.

[Your Name] | [Title] | [Company] | [Phone] | [Email]

TEMPLATE 2: FOLLOW-UP (IF NO RESPONSE AFTER 10 DAYS)

Subject: Following Up – MFG Day 2026 Invitation for [School Name]

Dear [Name],

I wanted to follow up on my note from [date] about our Manufacturing Day 2026 event. I know fall calendars fill quickly, so I did not want this opportunity to pass you by. In brief: we are inviting [grade level] students for a [format] at our facility on [date or dates]. The experience is designed to show students the real range of careers available in manufacturing and how classroom skills translate directly to meaningful, well-paying work.

If this fall does not work, I would also love to explore a classroom visit earlier in the

year. Either way, I hope we can find an opportunity to connect your students with our team. Please let me know if you have any questions. I am happy to provide whatever information your school needs to move forward.

I look forward to hearing from you.

[Your Name] \ [Title] \ [Company] \ [Phone] \ [Email]

TEMPLATE 3: CONFIRMATION AND LOGISTICS (2-3 WEEKS BEFORE EVENT)

Subject: MFG Day 2026 – Confirmed Details for [School Name] Visit

Dear [Name],

We are looking forward to welcoming [School Name] students to [Company Name] for Manufacturing Day 2026. Here are the confirmed details for your records:

Date: [Date]

Arrival Time: [Time]

Expected Duration: [Duration]

Address: [Full address with parking instructions]

Number of Students: [Number]

Dress Code/Safety Requirements: [If applicable]

Please have students [any specific preparation or what to bring]. We will provide [any items you are supplying]. If your group's plans change for any reason, please contact me as soon as possible at [phone/email].

We look forward to a great day. Please do not hesitate to reach out with any questions before your visit.

Here's to inspiring the future manufacturing workforce together!

[Your Name] \ [Title] \ [Company] \ [Phone] \ [Email]

Appendix D: Press Release Template

The following template can be adapted for your local, regional and state media partners. Personalization is strongly recommended; press releases that reference specific community impact, local employment figures and named partner organizations consistently generate stronger media interest than generic announcements. Consider including a quote from a school administrator or educator about the impact your event or partnership creates for their students, alongside a quote from your own company leadership.

FOR IMMEDIATE RELEASE [Date]

Contact: [Name] | [Phone] | [Email]

[COMPANY NAME] TO OPEN DOORS FOR MANUFACTURING DAY

Event Invites Students and Community Members to Discover Modern Manufacturing Careers

[CITY, STATE] - [Company Name] will host a Manufacturing Day event on [Date] at [Location], welcoming [audience description] for [brief description of event format and activities].

Manufacturing Day, or MFG Day, celebrated nationally on the first Friday in October each year, is a national grassroots movement that showcases the reality of modern manufacturing careers to help communities and future generations thrive. In 2025, the movement included more than 3,000 events with nearly 300,000 participants across the U.S. and generated more than 32 million social media impressions.

"[Quote from company leader about why MFG Day matters and what attendees will experience]," said [Name], [Title] at [Company Name]. [One to two sentences about your company, what you make and your role in the local economy.] The event is [open to the public/by invitation/registration required]. [Registration or contact information if applicable.]

MFG Day is led by the Manufacturing Institute, the workforce development and education affiliate of the National Association of Manufacturers. For more information, visit MFGDay.com. ###

Appendix E: Recommended Messaging for Student Audiences

The following messages have resonated consistently with younger audiences across MFG Day events nationwide. Adapt this language to fit your company's voice and the specific grade levels you are hosting.

CORE MESSAGES

- Modern manufacturing is building the future. The products made in facilities like this one are in hospitals, homes, vehicles and infrastructure around the world. The people who make those products are creating real, lasting impact.
- Manufacturing careers are high-tech, well-paying and intellectually demanding. Starting wages in many manufacturing roles are significantly higher than in industries that attract more student attention. Median wages for skilled manufacturing workers consistently exceed the national median for all occupations.
- There is a place in manufacturing for every interest. Engineering, design, data science, finance, marketing, logistics, human resources, quality assurance and production are all part of the same industry. Whatever you are interested in, manufacturing has a version of that career.
- You do not need a four-year degree to start. Many of the highest-growth pathways into manufacturing begin with a two-year technical degree, a registered apprenticeship or on-the-job training. The return on investment for these paths is often faster and higher than a traditional four-year program.
- America will always need skilled creators. Manufacturing is not going away. It is evolving, and the industry needs people who are curious, adaptable and eager to build things that matter.
- AI is expanding what people can do in manufacturing. It is used to improve quality, increase efficiency and solve complex challenges, while people guide decisions, design systems and drive innovation. The more advanced the technology becomes, the greater the need for skilled individuals who can think critically and work alongside it.

LANGUAGE TO AVOID

- Avoid describing manufacturing of the past as “dirty,” “dangerous” or “hard work” in trying to compare it to the present. These descriptors create an image for students who may not otherwise have one and can reinforce outdated perceptions even when intended positively.
- Avoid assuming students know what manufacturing is. Many students have little exposure to the industry. Start from first principles and build understanding before using industry terminology.
- Avoid framing manufacturing as a fallback option for students who do not pursue college. Manufacturing careers deserve to be positioned as a first choice, not a consolation.

Appendix F: Social Media Posting Calendar Template

Use the template below to plan and schedule your six-week social media campaign. Fill in the specific content, links and images for each post based on your event details.

Week	Platform	Theme	Draft Content	Status
Week 6	LinkedIn/FB	Save the Date	[Your event announcement with date, location and brief description] #MFGDay26	Draft/Scheduled/Posted
Week 5	Instagram/Facebook	Employee Spotlight	[Employee name, role and one sentence on why they love their work] #MFGDay26	Draft/Scheduled/Posted
Week 4	All platforms	Behind the Scenes	[Photo or video of facility, product or technology with brief caption] #MFGDay26	Draft/Scheduled/Posted
Week 3	LinkedIn/X	Partner Shoutout	[Tag school, chamber or co-host partner and mention the event] #MFGDay26	Draft/Scheduled/Posted
Week 2	LinkedIn/Facebook	Career Spotlight	[Specific job title, responsibilities, required skills and compensation if possible] #MFGDay26	Draft/Scheduled/Posted
Week 1	All platforms	Countdown	[Urgency reminder with event details and registration link] #MFGDay26	Draft/Scheduled/Posted
Event Day	All platforms	Live Updates	[Real-time photos and updates throughout the day] #MFGDay26 @MfgDay	Draft/Scheduled/Posted
Post-Event	All platforms	Recap	[Photo gallery, key outcomes and a student quote] #MFGDay26 @MfgDay	Draft/Scheduled/Posted

Appendix G: Sample Social Posts

Save the Date (6 Weeks Out)

We're excited to share that we will be participating in Manufacturing Day (MFG Day) this October!

At [Company Name], we are committed to helping students explore the wide range of careers in modern manufacturing, from engineering and production to marketing, finance and beyond.

We look forward to welcoming students into our facility and showcasing how innovation comes to life every day.

#MFGDay26 @MFGDay

Countdown/Reminder (1 Week Out)

Manufacturing Day (MFG Day) is almost here, and our team is getting ready to welcome students for a behind-the-scenes look at modern manufacturing.

From advanced technologies to collaborative problem-solving, we are excited to highlight the many pathways available in our industry and connect classroom learning to real-world careers.

Stay tuned as we prepare to inspire the next generation of talent.

#MFGDay26 @MFGDay

Live Updates (Event Day)

Today is Manufacturing Day (MFG Day)!

We are proud to host students at [Company Name] and provide a firsthand look at how ideas turn into real-world solutions. Through hands-on activities and conversations with our team, students are discovering the skills, technology and creativity that drive manufacturing forward.

The future of manufacturing starts with experiences like these.

#MFGDay26 @MFGDay

Event Recap (Within 1 Week After)

We are still reflecting on an incredible Manufacturing Day (MFG Day) experience at [Company Name].

It was inspiring to connect with students, share insights about modern manufacturing careers and highlight the many opportunities available across our industry.

Experiences like this help build awareness, spark curiosity and strengthen the future workforce. We are proud to be part of this national effort.

#MFGDay26 @MFGDay

Appendix H: Accessibility Quick Reference

Use this checklist to ensure your event is welcoming and accessible to all guests.

PHYSICAL ACCESS

- Accessible parking is clearly designated and available.
- Entrance and tour path are navigable by guests using wheelchairs or walkers.
- Accessible restrooms are available and clearly marked.
- If any portion of the facility is not accessible, a video or photographic alternative has been prepared.
- A quiet or low-stimulation space is designated for guests who need a break.

COMMUNICATION AND LANGUAGE

- All presentations use plain language and avoid unexplained jargon or acronyms.
- Key printed materials are available in additional languages if relevant to your guest population.
- Font sizes on all printed materials are large enough to read without strain (minimum 12 pt.).
- In loud environments, amplification or headsets are available for tours.

INCLUSIVE ENVIRONMENT

- Employee volunteers reflect diversity across age, gender, background and functional role.
- Activities are designed to be accessible to participants with a range of ages and physical abilities.
- Photography and video consent has been confirmed for all student participants.
- No student will be excluded from participation due to inability to afford transportation.

Appendix I: Key Resources and Links

Resource	Details
MFGDay.com	Official hub for the national event, toolkits, post-event survey and host resources
Innovators Quest	A gamified experience created by the MI for engaging younger students in manufacturing and STEM challenges. Ideal for year-round school partnerships.
MFG Day Marketing Toolkit	Available at MFGDay.com . Includes logos, social graphics, templates and brand guidelines for 2026.
MFG Day Contact	mfgday@nam.org for event assistance and general host support.
Social Handles	@MfgDay on X, Facebook and Instagram. @manufacturing-day on LinkedIn. Tag these in all event content.
Hashtags	#MFGDay26 for all event content.

Thank you for hosting MFG Day 2026.

Every event you host is a direct investment in the next generation of American manufacturing.

[MFGDay.com](#) | [@MfgDay](#) | [#MFGDay26](#) | mfgday@nam.org