

> Government Official Toolkit

Executive Summary

Manufacturing employs more than [12.6 million](#) people in the United States, including in [your community](#). Manufacturing Day, celebrated this year on Friday, Oct. 2, 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.

Last year, MFG Day generated 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—and elected officials can help extend its reach.

By participating in MFG Day, elected officials can help reach more students, parents, educators and community leaders while highlighting manufacturers and career opportunities in their communities.

The MFG Day Government Official Toolkit provides resources to help elected officials engage with their communities during MFG Day. The toolkit includes the following:

- **Communication materials:** Sample 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:** Social media posts from elected officials to inspire your own MFG Day outreach.

Use this toolkit to participate in MFG Day and amplify manufacturing in your community. Your participation can highlight manufacturing's role in the economy while helping constituents discover the career opportunities available in the industry.

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

For more information, resources or help finding an MFG Day event in your community, 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 the U.S. economy, creating millions of well-paying jobs, supporting the growth of communities and improving the quality of life for everyone.

Community Engagement

MFG Day connects manufacturers with students, educators and community leaders, showcasing career opportunities and manufacturing's role in local development.

Workforce Development

By participating in MFG Day, elected officials can help raise awareness of manufacturing careers and inspire the next generation of talent.

> MFG Day 2026: Use Your Voice

About MFG Day

MFG Day is an annual nationwide celebration of modern manufacturing, occurring this year on Friday, Oct. 2. Led nationally by the MI, MFG Day is a grassroots movement amplified by thousands of events and voices across the country. MFG Day showcases the reality of modern manufacturing careers and addresses the skills and applicant gap that is leaving too many jobs unfilled. Over the past 12 months, manufacturing has been averaging about 500,000 open jobs. This isn't a short-term trend—it's a systemic challenge. By 2033, manufacturers will need to fill 3.8 million jobs—and as many as 1.9 million could go unfilled—according to research from the MI and Deloitte.

This potential talent shortage is due in large 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 movement encourages 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 students and educators to highlight manufacturing's importance to the community and the career opportunities it provides. Reach out to manufacturers hosting events in your district—many welcome elected officials as guests or speakers.
- 2 Promote on social media:** Share a personal message about the importance of manufacturing on your social media channels. Use the sample messages in this toolkit for inspiration.
- 3 Create content for television, radio or social media:** Speak directly to constituents about the manufacturing career opportunities available close to home. Sample scripts are included below.

The toolkit also includes social media best practices and additional ways to 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]**, representing **[constituency]**.

Manufacturing is a cornerstone of our economy here in **[location]**, supporting jobs, driving innovation and strengthening our community.

But the industry needs more skilled workers. By 2033, U.S. manufacturers may need to fill 3.8 million new jobs—and as many as 1.9 million could go unfilled—according to research from the Manufacturing Institute and Deloitte—and closing that gap starts with young people and career changers right here in **[location]**.

Today is M-F-G Day 2026, a nationwide movement to show the next generation what modern manufacturing really looks like—from the plant floor to engineering, design, logistics, business operations and beyond.

I want to thank the manufacturers and partners hosting MFG Day events across **[location]** for opening their doors and investing in our workforce. Visit MFGDay.com to see how you can get involved.

30-second video script

OPTION 1

I'm **[Name, Title]**, representing **[constituency]**.

Manufacturing built this country and remains vital to our future—with career opportunities for everyone, including those just starting out or changing careers.

Today, on M-F-G Day 2026, I invite the next generation in **[location]** to discover what modern manufacturing offers. Join us in celebrating the manufacturers right here in **[location]** who are building our community's future, and visit MFGDay.com to get involved.

OPTION 2

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

Today, on M-F-G Day 2026, we join modern manufacturers and their partners in inviting **[location]'s** future talent to explore a career in manufacturing. Join us in celebrating the manufacturers right here in **[location]** who are shaping our community's future, and visit MFGDay.com to learn more.

➤ Social Media Recommendations and Templates

Share your MFG Day video and message on social media to reach constituents across your community. Below are sample social media posts, accounts to tag and hashtags to use. Tailor the language to your voice, your location and manufacturers in your district.



Sample posts leading up to MFG Day

- On Friday, Oct. 2, MFG Day will inspire the next generation of manufacturers across the country. Join me in celebrating our state's manufacturers and supporting the industry's future by participating in #MFGDay26! @MFGDay MFGDay.com
- There are millions of modern manufacturing jobs coming online this decade—opportunities to build, contribute, lead and grow. Join me in supporting the future of the industry by celebrating #MFGDay26 on Friday, Oct. 2! @MFGDay MFGDay.com

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 MFG Day! Join me in celebrating our great state's manufacturers and supporting the movement to inspire the next generation of skilled workers. MFGDay.com #MFGDay26 @MFGDay
- The message manufacturers are sending to our students: modern manufacturing needs you! Join me in celebrating MFG Day and the future of this vital industry! MFGDay.com #MFGDay26 @MFGDay
- Manufacturing is the backbone of America's economy. This MFG Day, 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 skilled talent. MFGDay.com #MFGDay26 @MFGDay



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

#MFGDay26

#Manufacturing

Any relevant state- or locality-specific hashtag

> More Ways to Engage

1 Manufacturers large and small are organizing MFG Day events in communities across the country. **Contact the MI at mfgday@nam.org for help finding an event to attend.**

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 #MFGDay26.



➤ Examples of Previous Elected Official Social Media Engagement

Social Media Posts

Rep. Michelle Fischbach @RepFischbach · Oct 3, 2025
We are privileged to have a wide array of manufacturing in Minnesota's Seventh Congressional District. This is the American way!
[#MN07](#) [#ManufacturingDay](#)



PA House Republicans @PAHouseGOP · Oct 3, 2025
Pennsylvania is the backbone of American manufacturing.
From steel to tech, food processing to pharmaceuticals, our workers keep the world moving. On [#MFGDay25](#), we celebrate the grit, skill, and innovation right here in PA.



House Committee on Small Business @HouseSma... · Oct 3, 2025
98% of U.S. manufacturers are small businesses.

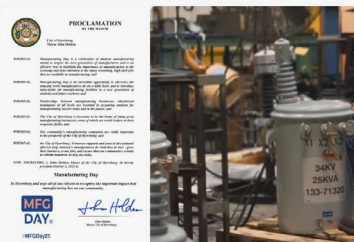
On [#MFGDay](#), we celebrate the small manufacturers driving jobs, innovation, and America's future.



Links to Posts with Video Messages

- [Senator Todd Young from IN](#)
- [PA House Republicans](#)

Mayor John Holden @MayorJohnHolden · Oct 3, 2025
Recognizing and Celebrating Manufacturing Day today, thankful for all of the manufacturers and industries in our community and the many employment opportunities they provide! Thank you for your investment in Dyersburg, Tennessee! [@MfgDay](#) [@ShopFloorNAM](#) [@dyerschamber](#) [#MFGDAY25](#)



Gov. Kim Reynolds @IAGovernor
Excited to be with [@IowaABI](#) this morning as we celebrate Manufacturing Month and they kick off their Elevate Iowa Tour!

When we talk about keeping the next generation in IA—about giving them reasons to build their lives and families here—advanced manufacturing is at the center of that vision. Elevate Iowa helps students, parents, and job seekers see that these aren't just jobs, they are careers with growth, stability, and pride.



Rep. Carol Miller @RepCarolMiller · Oct 3, 2025
Manufacturing is the backbone of America's economy. This [#MFGDay25](#), I want to thank the men and women who keep our state and country humming and inspire the next generation of creators and innovators.

