



SkillsUSA®

NATIONAL

signing day

EVENT TOOLKIT

For SkillsUSA Chapters



MAY 6, 2025

Or a date of your chapter's choosing



Explore the Curated National Signing Day 2025 Collection

SHOP

THE SKILLSUSA STORE

www.skillsusastore.org

Order online with your credit card or school purchase order

Place orders early! Free ground shipping!
Call: (888) 501-2183
Email: SkillsUSAStore@egroupengage.com

SkillsUSA

NATIONAL
signing day!

SkillsUSA
Signing Day Shirt
\$17.00



SkillsUSA Signing Day Hat
\$10.00



SkillsUSA Signing Day Pen
(Pack of 25)
\$36



Signing Day shirts, hats and pens

Logo polos for advisors and officers

SkillsUSA logo balloons, napkins and cups

Awards, plaques and gifts for participants or supporters



SkillsUSA Button Pack \$6.00
SkillsUSA Sticker Sheet \$4.00



SkillsUSA
Event Host Bundle
\$61.00

SKILLSUSA NATIONAL SIGNING DAY 2025

What is SkillsUSA National Signing Day?

SkillsUSA National Signing Day is a nationwide celebration showcasing our next generation of skilled professionals and the skilled career paths that are essential to America’s future. SkillsUSA chapters are encouraged to host a Signing Day event at school and invite business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to honor students as they sign letters of intent for a job offer, apprenticeship or advanced technical training.

Date

Tuesday, May 6, 2025
or on a date of your chapter’s choosing

Eligibility

Signing Day is for all SkillsUSA high school seniors and college/postsecondary members who have committed to pursuing a career as a professional in any of the skilled trades. Registration is open from March 1 – April 30, and chapters that register by March 31 will receive free swag (while supplies last). Learn more and register on our [National Signing Day webpage](#).

Support

Questions? Contact the SkillsUSA Customer Care Team at 844-875-4557 or customercare@skillsusa.org.

SkillsUSA National Signing Day is supported and sponsored by



TABLE OF CONTENTS

Messaging and Talking Points	4
Help Students Feel Like Stars	6
Event Planning Checklist	8
Sample Agenda	12
Sample Invitation	13
Media and Publicity	14
Media Pitch Templates	15
Sample Press Release	17
Email Marketing and Templates	18
Website/Blogs	21
Social Media	22
Sample Thank-You	23



**Download Local Chapter
Signing Day Resources Here**

REGISTER your school for an opportunity to receive free merchandise or prizes plus national recognition!

Register on register.skillsusa.org starting March 1.

MESSAGING AND TALKING POINTS

Use this messaging to help prepare presenters and speakers at your event.



About SkillsUSA National Signing Day

- **SkillsUSA National Signing Day will be held on Tuesday, May 6, 2025** or a date of your chapter's choosing.
- SkillsUSA National Signing Day is a nationwide celebration showcasing our next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future.
- Local SkillsUSA chapters are encouraged to host a Signing Day event and invite business partners, school administrators, teachers, elected officials, SkillsUSA alumni, family and friends to honor students as they sign letters of intent for a job offer, apprenticeship or advanced technical training.

About SkillsUSA

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members.

Our mission is accomplished through the [SkillsUSA Framework](#) of Personal Skills, Workplace Skills and Technical Skills Grounded in Academics, which is integrated into classroom curriculum.

SkillsUSA serves more than 413,290 career and technical education students and instructors in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA has served more than 15.1 million annual members since its founding in 1965. For more, visit www.skillsusa.org.

Key Talking Points

The skilled trades represent the skills that have been, are and always will be essential to America's future.

- The U.S. has a critical need for skilled tradespeople to keep pace with infrastructure, home repair, labor demands and more in our communities, but the skilled trades workforce is not keeping up with demand. That's what we know as the skills gap.
- The manufacturing skills gap in the U.S. could result in 2.1 million unfilled jobs by 2030, according to a new study by Deloitte and The Manufacturing Institute, the workforce development and education partner of the NAM. The cost of those missing jobs could potentially total \$1 trillion in 2030 alone.
- 94% of contractors report trouble finding skilled trades workers, according to the Associated General Contractors of America.
- There is a critical need to change the perception of skilled trades careers. It's time we celebrate them and encourage students to pursue them. That's what SkillsUSA National Signing Day is all about.
- SkillsUSA and its partners are committed to closing the skills gap.

MESSAGING AND TALKING POINTS

Continued

Invitation Tips

When developing your SkillsUSA National Signing Day event invitation list, consider reaching out to the following groups and stakeholders:

- Family and friends of students participating in the event
- Business partners students are signing with
- Colleges/universities/technical colleges students are signing with
- SkillsUSA alumni
- School administrators
- Teachers — ask to spread the word to family/friends
- School career advisors and high school counselors
- Local elected officials, government officials, county boards/city councils, etc.
- Local networking/professional groups
- Local community organizations
- Local veterans' organizations/military recruiters
- Local industry groups
- Local unions



HELP STUDENTS FEEL LIKE STARS!



We want every celebrated member to feel like a star on SkillsUSA National Signing Day!

One way to help make Signing Day special is to introduce the runway walk experience, a fun way to highlight students and make them the stars of National Signing Day! There are a number of ways that you can help celebrate your incredible students. First, create a runway for participants by literally rolling out a piece of red, blue or gold carpet to create a walkway for students as they approach the signing table to sign their letter of intent.

How to Participate

- Use our “content capture” suggestions to capture and share stories, interviews or profiles of each student and what makes them a star on SkillsUSA National Signing Day.
- Take photos with Signing Day hats, pens, letters or banners from your school or SkillsUSA.
- Conduct red or blue carpet interviews with students, teachers and supporters to share their stories.
- Post on social media with the hashtag #SkillsUSANationalSigningDay, and tag @SkillsUSA.

Capturing Photos You'll Love

- Take clear, high resolution photos, both posed photos and photos of students in action (using a cellphone is fine).
- If using a cellphone, hold the device vertically to get a clear, full-length image for social media or shoot horizontally if using images for a newsletter or other publication, if you wish.
- Check for good lighting (natural light or indoor lights) and avoid using a flash.
- Use a photo backdrop or a simple background to keep the focus on the people. Watch out for people in the background who may distract from your subjects.
- Look people in the eye when you photograph them to help build a connection between the subject and the viewer and take the time to ask them to look at you and smile if this is a posed photo.



HELP STUDENTS FEEL LIKE STARS!

Continued



Event Checklist

- Backdrop
- Red, blue or gold carpet runner for participants to walk
- Signing table with documents and pens at front of room
- Music (if desired for pre- or post-event celebration)
- Small gifts for signers and supporters
- Balloons and decorations
- Snacks or refreshments
- Cellphone, camera or video camera
- Photographer or videographer
- Interviewer

Sample interview questions for parents or supporters

- What is your name and which student or program you are supporting today?
- What program/career pathway is your student pursuing?
- How do you feel about today's event as it marks the next chapter for these students?
- What advice do you have for students preparing to enter the workforce?
- Do the skilled trades offer a good career path for graduates? Why?

Sample interview questions for student participants

- What is your name, age and training program?
- How did you learn about this trade area or why did you decide to choose this program?
- What makes you feel the skilled trades offer a promising career path?
- What are your future career or education plans?
- What would you say to a friend who might be thinking about a career in this trade?

EVENT PLANNING CHECKLIST

If you're planning a SkillsUSA National Signing Day event, this checklist will help you get started.



Six Weeks Out

- Determine the date, time and format of the event.
- Recruit volunteers and assign roles as applicable (invitations, setup, food, social media posting, communications, registration table, publicity, etc.).
- Order SkillsUSA event supplies from the [SkillsUSA Store](#).

Five Weeks Out

- Reserve a location for the event, such as a school gym or auditorium.
- Coordinate audiovisual needs, tables and chairs or other furnishings and supplies.
- Develop invitation and registration lists.
- Begin gathering information for promotional use and sending e-vites to attendees.
- Plan and invite speakers for your event, including school administrators, SkillsUSA advisors, chapter officers, a state or national officer, community leaders or industry supporter.

Four Weeks Out

- Develop an agenda for the event, including talking points, handouts, one-pagers and PowerPoint presentations, if needed.
- Incorporate the SkillsUSA National Signing Day logo into your promotional materials. Find those logos and many more resources on our [Signing Day Resources Hub](#).

- Inform your school community of the event through announcements, signs/posters, school newsletter, social media and at meetings.
- Send personal invitations to family and friends of each student participating in the event, business partners students are signing with, schools students are signing with, SkillsUSA alumni, school administrators, teachers, school career advisors and high school counselors.
- Plan and invite speakers for your event, including school administrators, your SkillsUSA advisor, chapter officers, a state or national officer, community leaders or industry supporters.

Three Weeks Out

- Plan food/beverage needs for the event.
- Track and confirm event RSVPs.
- Refine speaker materials needed (talking points/presentations).
- Determine required safety equipment, if applicable.
- Post on social media using the #SkillsUSANationalSigningDay hashtag, and be sure to tag @SkillsUSA.

EVENT PLANNING CHECKLIST

Continued

Two Weeks Out

- Send invitation reminder to attendees who have not responded.
- Coordinate an internal planning group to review event materials and confirm roles and responsibilities for day-of.
- Post on social media using #SkillsUSANationalSigningDay and be sure to tag @SkillsUSA.
- Share a press release about your event with local media. See Page 15 for a sample release.

One Week Out

- Confirm details and logistics with speakers (e.g., travel plans, special needs, etc., allotted time for speech, etc.).
- Practice presentations with SkillsUSA chapter members.
- Share final event materials with event speakers.
- Finalize attendee list.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Four Days Out

- Send reminder to confirmed attendees.
- Hold event run-through, including facility tours if applicable.
- Print and organize deliverables/handouts, name tags, etc.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Day Before

- Set up event space.
- Complete and print SkillsUSA National Signing Day Letters of Intent for each student participating.
- Final run-throughs of presentations if needed.
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.

Day of Event

- Host event!
- Post on social media using #SkillsUSANationalSigningDay and tag @SkillsUSA.
- Share your event details, photos and videos to SkillsUSA using our [2025 Signing Day Brag Form](#).

Three Days Post-Event

- Send thank-you to panelists/speakers and all attendees.
- Follow up on any questions raised during the event.
- Post on social media using the #SkillsUSANationalSigningDay hashtag. Tag @SkillsUSA.
- Evaluate the event internally. What went well? Where can you improve for next year?
- Share a Signing Day recap and photos with your members, your school administration and any participating partners or special guests.



**Download Local Chapter
Signing Day Resources Here**



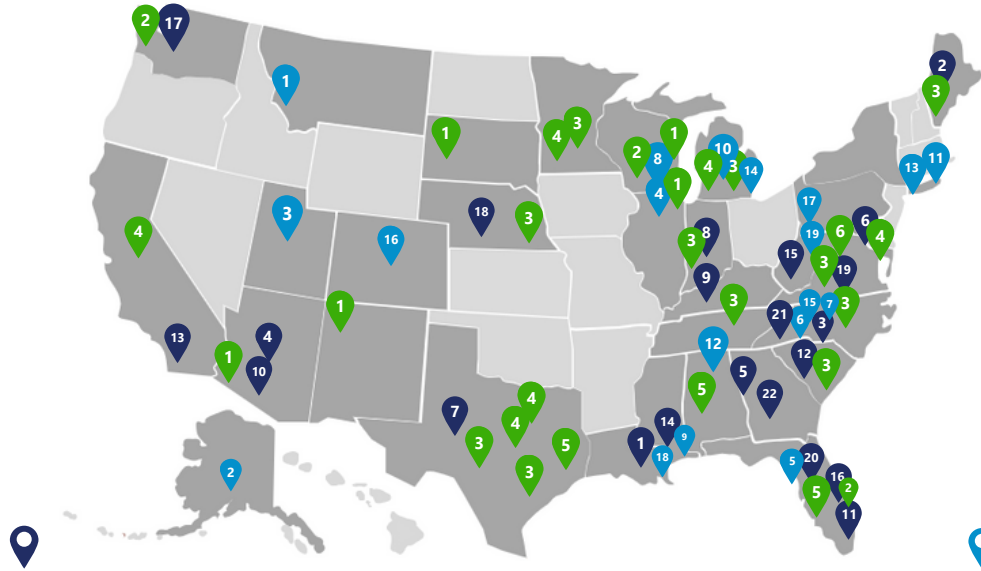
The Lowe's Foundation is proud to celebrate SkillsUSA National Signing Day and will roll out the blue carpet at select Lowe's stores again this year. Congratulations all student signers!



GABLE GRANTS RECIPIENTS AND PARTNERS

More than \$34 million to support the next generation of skilled tradespeople

Community & Technical Colleges, Community-Based Nonprofit Organizations and National Nonprofit Partners



Community & Technical Colleges

- 1. Baton Rouge Community College
- 2. Central Maine Community College
- 3. Central Piedmont Community College
- 4. Coconino Community College
- 5. Columbus Technical College
- 6. Community College of Baltimore County
- 7. Howard College
- 8. Ivy Tech Community College (Indiana statewide)
- 9. Madisonville Community College
- 10. Maricopa County Community College District
- Mesa, Rio Salado, and South Mountain CC
- 11. Miami Dade College
- 12. Midlands Technical College
- 13. MiraCosta College Technology Career Institute
- 14. Mississippi Gulf Coast Community College
- 15. Mountwest Community College
- 16. Palm Beach State College
- 17. Seattle Central College
- 18. Southeast Community College
- 19. Southside Virginia Community College
- 20. Valencia College
- 21. Wilkes Community College
- 22. Wiregrass Georgia Technical College

National Nonprofit Partners

each national partner has multiple locations - numbered 1-6

- 1. All Within My Hands Foundation
College of Lake County, Milwaukee Area Tech, Pima CC, San Juan College, Western Dakota Tech
- 2. Boys & Girls Club of America (BGCA)
- 3. Goodwill Industries International
- 4. Local Initiatives Support Corporation (LISC)
- 5. National Center for Construction Education and Research (NCCER)
- 6. SkillsUSA

Community-Based Nonprofit Organizations

- 1. Accelerate Montana
- 2. Alaska Works Partnership Inc
- 3. Centro Hispano
- 4. Chicago Women in Trades
- 5. Florida Trade Academy
- 6. Goodwill of the Southern Piedmont
- 7. Hope Renovations
- 8. Latino Academy of Workforce Development Inc
- 9. Moore Community House
- 10. Next Step of West Michigan
- 11. Non-Traditional Employment for Women
- 12. North Alabama Homebuilding Academy Inc
- 13. Positive Workforce
- 14. Ser-Metro-Detroit Jobs for Progress Inc
- 15. She Built This City
- 16. The Master's Apprentice
- 17. Trade Institute of Pittsburgh
- 18. Uncommon Construction
- 19. West Virginia Women Work, Inc

Visit us!



[Lowe's Foundation](#)



[Lowe's Foundation](#)



lowes.com/foundation



[@Loves.Foundation](#)

TEMPLATE: SAMPLE EVENT AGENDA

This sample agenda and mock run of show is to serve as a guideline for your event and should be tailored to your specific event activities, industry, speakers and guests.

7:30 – 8 a.m.	Registration Opens and Networking Begins Attendees sign in.
8 – 8:05 a.m.	Opening Remarks and Welcome Event introduction made by the emcee (chapter officer, advisor, business leader, local government official, etc.). Be sure to thank our National Signing Day sponsors.
8:05 – 8:30 a.m.	Presentation Keynote speakers should present about the impact of SkillsUSA programs and the value of the skilled trades while highlighting Signing Day as a great example of elevating the perception of the skilled trades. They can also share best practices and tips for businesses, success stories, program updates and more.
8:30 – 8:45 a.m.	SkillsUSA National Signing Day Member Spotlight SkillsUSA National Signing Day participants are given the opportunity to share future plans while explaining how SkillsUSA and the skilled trades have impacted their lives.
8:45 – 9 a.m.	Speaker Q&A Emcee takes and directs questions about the SkillsUSA program; the role of SkillsUSA in communities; how individuals, companies and organizations can become involved with the SkillsUSA chapter and more.
9 – 9:05 a.m.	Transition Emcee directs event attendees to their next activity.
9:05 – 9:30 a.m.	Facility Tour and Skills Exhibition Emcee and other business leaders and/or keynote speakers take guests on a tour of the local SkillsUSA facility, highlighting the tools and resources available in their SkillsUSA program. They may also exhibit the skills and successes of members.
9:30 – 9:45 a.m.	Closing Remarks and Questions Emcee thanks presenters, speakers, guests and NSD partners while closing the event. The emcee reminds attendees to visit their organization’s website and social channels and share their SkillsUSA National Signing Day experience using the hashtag #SkillsUSANationalSigningDay.

TEMPLATE: SAMPLE EVENT INVITATION

Use this template to create the invitation to your SkillsUSA National Signing Day event.
[Download this template and more from the Signing Day Resource Hub.](#)

YOU'RE INVITED! JOIN OUR SKILLSUSA NATIONAL SIGNING DAY EVENT

Dear [insert name],

Our SkillsUSA chapter is hosting an inspiring, pride-fueled SkillsUSA National Signing Day event on Tuesday, May 6, 2025, and you're invited to join us!

Date: [insert] Time: [insert]

Location: [insert address + city, state] Contact: [insert email and phone number]

The event is part of a nationwide celebration of our next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. During our National Signing Day event, [insert number] students will sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. We hope you'll be one of the many in attendance cheering them on while hearing inspired messages from a variety of passionate skilled voices!

By empowering the next generation of skilled professionals and career-ready leaders, SkillsUSA and our committed partners are closing the skills gap while highlighting the amazing opportunities that exist in fulfilling, lucrative and in-demand skilled careers.

We hope you'll join us in celebrating our career-ready students on May 6 as they prepare to shape America's future! We look forward to hearing from you soon!

Sincerely,

[Insert Name]

[Insert Signature and Contact Information]

MEDIA AND PUBLICITY

This section provides resources and information to generate local media coverage for your SkillsUSA National Signing Day event. Local media coverage will enable you to tell the public — and internal and external stakeholders — who you are, what you're doing and why they should attend your event.

How to Use Local Media to Promote Your Event

There are three key elements to building a media story:

1. Media List
2. Media Pitches and Media Alerts
3. Creative Assets

Media List

As a first step, you need to create a media list. A media list includes the reporter's name, email address, outlet name and relevant notes. Here are the steps to building a media list:

1. Compile a list of local newspapers, magazines, websites, blogs, radio and television stations.
2. Create a spreadsheet that includes a contact person, phone number and email address for each outlet. See if anyone has done a story about your SkillsUSA chapter in the past.
3. Call each outlet to ask for these details to ensure you do not have outdated information.
 - Newspapers: When possible, ask for the contact who covers education, workforce development, local events, careers and/or business.
 - Magazines: Ask for the business, workforce development or education writer.
 - Radio: Ask for the news director.
 - TV: Ask for the assignment desk or daytime producer.

Advocacy Site

You can contact the media easily on the [ACTE Advocacy Site](#). Navigate to the site, click on the Media tab, put in your zip code, find your media contacts and click on Send A Message. Then add your contact information. Just copy and paste a press release or media alert into the message field and hit send.

Pitching Your Story to the Media

Pitches are short emails that describe something new and interesting in order to gauge a reporter's interest in writing about it for a story online, in print, or on TV. Pitches are personalized to each reporter's beat/interest areas and include important details about your event.

Use the pitch template as a starting point and update the [highlighted areas] with relevant information. This format is primarily used for print media.

To reach local television affiliates, you should use a slightly different format called a media alert. This format helps highlight specific visuals that may be available for camera crews.

Creative Assets

When possible, it's always a great idea to provide images and videos to reporters when pitching to help them visually tell the story. You should avoid attachments when you send pitches as this could cause the emails to get caught in spam folders, and some reporters do not open attachments as a matter of practice. Instead, you can use Dropbox, Google Drive or another file sharing platform and share a link to relevant images and videos. Examples to include:

- National Signing Day and SkillsUSA logos
- Lowe's Foundation fact sheet, skilled trades infographic and skilled trades job value proposition handout
- Photos of your school and SkillsUSA members
- Photos of your classroom or labs
- Links to previous news articles about your chapter and school

Find logos, fact sheets and infographics referenced above on our [National Signing Day Resources hub](#).

MEDIA PITCH TEMPLATES

Local Print/Online Media Pitch Template
[Download this template and more from the Signing Day Resource Hub.](#)

Send your Media Alert out 2 or 3 days prior to your event.

SUBJECT: [SkillsUSA Chapter Name] Hosts SkillsUSA National Signing Day Celebration Event

Dear [insert name],

On [insert date and time], [insert entity name] will be holding a SkillsUSA National Signing Day event at [location].

This event is part of a nationwide celebration showcasing our next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future.

During our National Signing Day event, [insert number] students will sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country.

We hope you'll join and share the celebration of our proud students while learning more about how our SkillsUSA program makes a difference in our community, state and nation. If you are interested in attending or speaking with someone from our organization to learn more, please let me know.

Best,

[Insert Name]
[Insert Signature and Contact Information]



**Download Local Chapter
Signing Day Resources Here**

MEDIA PITCH TEMPLATES

Local Broadcast Media Alert
[Download this template and more from the Signing Day Resource Hub.](#)

Send your Media Alert out 2 or 3 days prior to your event.

SUBJECT:

Media Alert: [SkillsUSA Chapter Name] Hosts SkillsUSA National Signing Day Celebration

MEDIA ALERT

[TITLE]

WHAT: [Insert a short description of your event. Include details like number of attendees, the type of activities that will be available, notable speakers, etc.]

WHERE: [Insert location name and address]

WHEN: [Insert the time and date of the event]

VISUALS: Local students publicly signing letters of intent to pursue skilled career pathways while being celebrated and encouraged by their families, teachers, industry partners, community leaders and more; local community leaders and dignitaries speaking and supporting the event; SkillsUSA students speaking, networking and celebrating.

Share Your Signing Day photos and stories! Right after Signing Day, **submit your chapter photos and a brief story** for a chance to be featured on SkillsUSA's national social media or in **SkillsUSA Champions magazine**. Use hashtag #SkillsUSANationalSigningDay on your social posts and tag @SkillsUSA.



**Download Local Chapter
Signing Day Resources Here**

PRESS RELEASE

A press release is another effective method to gain media attention for your event. A press release can be shared with local media, shared by your industry partners or sent to key stakeholders. Use the template below as a guide to develop your own press release that is customized to your organization and industry.

Send your press release out two weeks before your event.

NEWS RELEASE from [Name of School]

FOR IMMEDIATE RELEASE

Name:

Phone:

Email:



Local SkillsUSA Students Participate in National Signing Day on May 6 to Celebrate Skilled Careers

Event recognizes students pursuing a career in the skilled trades

[City, State] — Students and teachers at [NAME OF SCHOOL] have teamed up with SkillsUSA and its industry partners to celebrate SkillsUSA National Signing Day on May 6. SkillsUSA National Signing Day is a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future.

During our event, [insert number of students] students will be recognized by administrators, teachers, elected officials, advisors, family, friends and more as they sign letters of intent committing to pursue skilled career paths, just as thousands of other high school and college/postsecondary SkillsUSA students will be doing in their own Signing Day events across the country.

By empowering the next generation of skilled professionals and career-ready leaders, SkillsUSA and our committed partners are closing the skills gap while highlighting the amazing opportunities that exist in fulfilling, lucrative and in-demand skilled careers.

"We want to thank our community for supporting SkillsUSA National Signing Day," says [school administrator NAME, TITLE]. "This program celebrates our career and technical education students and acknowledges their commitment to skilled career pathways. Signing Day is a powerful example of a program that elevates the perception of skilled careers for the incredible opportunities they offer our students, both personally and professionally."

Learn more about SkillsUSA National Signing Day at signingday.skillsusa.org.

About SkillsUSA

SkillsUSA is the #1 workforce development organization for students. We empower students to become skilled professionals, career-ready leaders and responsible community members. SkillsUSA serves more than 413,290 career and technical education students and instructors in middle schools, high schools and college/postsecondary institutions nationwide. SkillsUSA has served more than 15.1 million annual members cumulatively since its founding in 1965. For more, visit www.skillsusa.org.

###

EMAIL MARKETING

Email is an easy, effective way to reach attendees. Use the sample content below to start planning. Use a platform like Constant Contact or Mailchimp for a professional look. (Your school may already have an account.)

[Download this template and more from the Signing Day Resource Hub.](#)

Sample Email Calendar

TIMING	TYPE	SUBJECT
7 Weeks Out	Save-the-Date	Save the Date: SkillsUSA National Signing Day
6 Weeks Out	Invitation	You're Invited! Celebrate our Future Skilled Professionals on SkillsUSA National Signing Day!
4 Weeks Out	Event Details	Celebrate the Next Generation of Skilled Professionals on SkillsUSA National Signing Day!
1 Week Out	Event Reminder	Ready to Celebrate Our Students on SkillsUSA National Signing Day?
1 Day Out	Event Reminder	SkillsUSA National Signing Day is here! Time to Celebrate Our Students!

Sample Email Content: Save-The-Date

Subject: Save the Date: SkillsUSA National Signing Day

Join [SkillsUSA Chapter Name] to celebrate SkillsUSA National Signing Day on May 6, a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. Celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. At our event, you'll also learn more about SkillsUSA and the life-changing difference it makes every day in the lives of our students, both personally and professionally.

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]

EMAIL MARKETING

Continued

Sample Email Content: Invitation

Subject: You're Invited! Celebrate our Future Skilled Professionals on SkillsUSA National Signing Day!

Dear [insert name],

Join [SkillsUSA Chapter Name] to celebrate SkillsUSA National Signing Day on May 6, a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. Help us celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. At our event, you'll also learn more about SkillsUSA and the life-changing difference it makes every day in the lives of our students, both personally and professionally.

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]

Sample Email Content: Event Details

Subject: Celebrate the Next Generation of Skilled Professionals on SkillsUSA National Signing Day!

Dear [insert name],

SkillsUSA National Signing Day is only one month away. Please join [SkillsUSA chapter name] on May 6 to celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. Our event will also feature [insert any specific information here, e.g., speakers, activities, etc.].

We hope to see you on [insert date, time and full location address here] as we celebrate America's future! Please reach out with any questions!

[Insert name]

[Insert signature and relevant contact information]



EMAIL MARKETING

Continued

Sample Email Content: Event Reminder #1

Subject: Ready to Celebrate Our “Trades Stars” on SkillsUSA National Signing Day?

Dear [insert name],

SkillsUSA National Signing Day is May 6, just one week away! We hope you’re ready to join [insert SkillsUSA chapter name] in the celebration of our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. This inspirational, pride-fueled event will also feature [Insert any specific information here, e.g., speakers, activities, etc.].

We can’t wait to see you next week on [insert date, time and full location address here]. Together, we’ll celebrate America’s future!

[Insert Name]

[Insert Signature and Contact Information]

Sample Email Content: Event Reminder #2

Subject: SkillsUSA National Signing Day is here!

Dear [insert name],

SkillsUSA National Signing Day is tomorrow, May 6! We’re so excited to have you join [SkillsUSA Chapter Name] to celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country. This inspirational, pride-fueled event will also feature [Insert any specific information here, e.g., speakers, activities, etc.].

We can’t wait to see you tomorrow on [insert date, time and full location address here]. Together, we’ll celebrate America’s future! Please reach out with any questions, and feel free to share any photos or videos of the event on social media. If you do, please use the hashtag #SkillsUSANationalSigningDay and please tag @SkillsUSA.

[Insert name]

[Insert signature and relevant contact information]

WEBSITE/BLOG

Use the content below for websites, blogs and internal newsletters to promote your event and participation in SkillsUSA National Signing Day.

[Download this template and more from the Signing Day Resource Hub.](#)

Sample Web Content

Join [SkillsUSA Chapter Name] in celebrating SkillsUSA National Signing Day on May 6, a nationwide celebration of the next generation of skilled professionals and the skilled career paths that have been, are and always will be essential to America's future. Celebrate our students as they sign letters of intent committing to pursue skilled career paths, just as thousands of others will be doing in their own Signing Day events across the country.

By empowering the next generation of skilled professionals and career-ready leaders, SkillsUSA and our committed partners are closing the skills gap while highlighting the amazing opportunities that exist in fulfilling, lucrative and in-demand skilled careers.

Date: [insert] Time: [insert]

Location: [insert address + city, state]

Who: [insert information on who should attend]

Why: [insert information about what's happening at your event and why people should attend]



SOCIAL MEDIA

Social media is an effective and efficient way to raise awareness for your event.

Social Media Toolkit

The National Signing Day Social Media Toolkit features an array of resources, including pre-written captions, plug-and-play graphics and hashtags. Designed for use before, during and after the event, this toolkit aims to highlight your students, generate excitement for your programs and celebrate the future of the skilled trades. Lowe's Foundation will provide additional templates and resources to the toolkit to help your chapter participate.

[Access our Signing Day Social Media Toolkit here.](#)



Official Hashtag

The official hashtag for SkillsUSA National Signing Day is **#SkillsUSANationalSigningDay**.

Include these hashtags in social posts to drive the conversation and support the commitment of your chapter members. Tag @SkillsUSA in your posts!

Social Media Best Practices

- Be concise and to-the-point so audiences can quickly understand the value of your post.
- Make your content visual by including photos, videos and quotes.
- Ask questions to engage your audiences.

Social Media Content Ideas

Share your success:

Show the positive benefits of SkillsUSA and skilled trades by sharing stories of SkillsUSA members who have benefited from the program.

Share a picture or video:

Post a photo or short video showcasing your SkillsUSA chapter events or program highlights.

Use the Key Talking Points statistics found on page 4 of this guide in your social content.

Educate users with shareable assets:

Create sharable posts for Facebook and Twitter that educate your community about the impact of SkillsUSA.

Ask/answer a question:

Throughout the event, many SkillsUSA chapters, members, businesses and government leaders will be watching the #SkillsUSANationalSigningDay hashtag. Ask questions to engage audiences, and answer questions when possible.



**Download Local Chapter
Signing Day Resources Here**



TEMPLATE: THANK YOU

This sample thank-you note should be distributed following your SkillsUSA National Signing Day event. Encourage students that participated in the event to hand-write the note.

Dear [Insert Name]:

Thank you so much for attending our SkillsUSA National Signing Day event and helping us celebrate our students! We so appreciate your support of our SkillsUSA members and chapter, and we'd welcome any feedback you'd like to share.

We believe initiatives such as SkillsUSA National Signing Day are powerful and important ways to elevate skilled career pathways while fostering more meaningful partnerships between education and industry.

Your support is valued and appreciated by all of us more than you know. We welcome you to stay in touch and be part of our program's solution to the skills gap, and thank you again for attending our Signing Day event.

[Insert name, title, relevant contact information]

[Insert school name]



WHAT PARTICIPANTS ARE SAYING

Quotes from SkillsUSA Students Who Participated in SkillsUSA National Signing Day

"SkillsUSA National Signing Day is a great way for students like me to be recognized in front of my peers, teachers and industry partners."

Quote from a welding student who had been told he was probably not smart enough to go to college:
"I can't believe I am going to college."

"I felt so proud of myself for sticking to this program. Times before I had felt like quitting, but my dad had forced me to stick with it, and I'm happy I did. I would have never thought in a million years that I would sign with an electrical company and pursue my dreams."

"I can't believe I got this scholarship! This is so cool!"

"The recognition was nice given the work we've put into the program, and to hear the heartfelt words from the teachers was the highlight of my educational experience."

"Signing Day was a realization of my goal to attend college to pursue my career goals with the transferable skills learned through SkillsUSA."

"Today is a day of recognition I will remember for the rest of my life."

"I felt honored to go on stage in front of my mother."

"Being recognized at the signing day event in front of my parents, peers and school administration made me feel seen. That is something many students who are going into a career and not playing a college sport do not feel — being seen."

"The values and the mottos behind the skills we have learned are well chosen and have played a role in how I present myself today."

"Today was awesome. Thank you for giving us an opportunity to celebrate the work we did and the accomplishment of taking the first step into our careers."

"Our school recently held a College Decision Day event and following that with a full reception celebrating the trades students was a powerful message. Our superintendent loves this opportunity and we will be moving this event to the evening in future years and inviting parents, business partners and our student's employers."

"Joining SkillsUSA was one of the best decisions I made in high school. From the day I signed up to commit to attending college for education, I have enjoyed every minute of my journey."

"Today was a great day. I got to meet so many people that were supporting my choice to enter the trades."

"My teacher made this very special for me! SkillsUSA is the best choice I have made in a long time!!"

"This day made me feel appreciated for my accomplishments."

SkillsUSA

NATIONAL
signing day

SkillsUSA National Signing Day
is supported and sponsored by



NATIONAL *signing day*

Reach out to SkillsUSA's Customer Care Team if you need help or have questions
at 844-875-4557 or customercare@skillsusa.org.

WWW.SKILLSUSA.ORG

In keeping with a tradition of respect for the individuality of our members and our role in workforce development, SkillsUSA strives to ensure inclusive participation in all of our programs, partnerships and employment opportunities.