



CONSTRUCTION

APPRECIATION WEEK

PRESENTED BY I BUILD AMERICA

Leadership Communication

It's important to know that leadership is committed to Construction Appreciation Week. Companies are encouraged to share a message from the executive team in advance.

MESSAGES TO INCLUDE

Why is your company participating in Construction Appreciation Week?

What does Building America Together mean to your company?

Why is Construction Appreciation Week important to your employees?

What are the leadership expectations during Construction Appreciation Week?

DISSEMINATING THE MESSAGE

Using authentic language that speaks to your company, these messages should be communicated in one or more of the following ways:

- Email
- Verbally at a kickoff meeting, such as the recommended September 16 breakfast
- Newsletter article
- Other internal communications methods, such as group texts, GroupMe or other applications