

December, 2020

## PLEASE NOTE:

This handbook is in the process of being reviewed and updated. The new version will be uploaded to the website as soon as it's ready.

Many of the items detailed in this handbook can still be utilized.

If you have any questions, please e-mail me at [president@nawic.org](mailto:president@nawic.org).

Thank-You for all you do for NAWIC!

Anne Pfleger, CIT  
NAWIC President

# PR/Marketing Committee Handbook



The National Association of  
**Women in Construction**

*Leading  
Builders.*

***Building  
Leaders.***

**NATIONALASSOCIATION OF  
WOMEN IN CONSTRUCTION**

REVISED MAY, 2017

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# WHAT IS NAWIC?

## Core Purpose

To strengthen and amplify the success of women in the construction industry.

## Core Values

- Women-focused
- Courageous leadership
- Commitment to inclusion and growth
- Anticipate change

## NAWIC's Code of Professionalism

WHEREAS, the NATIONAL ASSOCIATION OF WOMEN IN CONSTRUCTION, hereinafter referred to as NAWIC, is an international association dedicated to the advancement of women in the construction industry, and

WHEREAS, integrity, professionalism, respect and courtesy are all fundamental values of NAWIC, and

WHEREAS, NAWIC's officers, directors, staff and members represent the Association to others within and outside of the construction industry, and

WHEREAS, NAWIC and its members wish to set out in writing the code of professionalism by which they strive to implement their fundamental values in all their actions, for both internal and external activities,

NOW, THEREFORE, the following is adopted as the CODE OF PROFESSIONALISM of the National Association of Women in Construction:

- NAWIC members will act at all times in conformance with the following Association Policy: NAWIC is self-governing, non-profit, non-partisan and non-sectarian.
- NAWIC members will use their best efforts to ensure that the statements made and positions taken fairly represent the view of the entire group on behalf of which they are authorized to speak.
- NAWIC members, when representing members of the Association, will take steps to hear and consider the views of all their constituents and make those members feel that their views are important, even if the position taken is in disagreement with any member's particular views.
- NAWIC members, when representing the Association, its Committees, Regions, Councils or Chapters shall give those positions their full support.
- NAWIC members shall treat as confidential any information to which they are given access by virtue of being an officer or director, candidate for office, or director-elect.

NAWIC members shall conduct themselves professionally in the course of any activities affecting the Association, including campaigning for office.

# OVERVIEW OF COMMITTEE

## Committee Purpose

The PR/Marketing Committee shall be responsible for conducting (in conjunction with Membership committee), monthly interactive opportunities to share best practices for publicizing NAWIC at all levels – Nationally, Regionally, and Locally. The goal of this committee is to unite NAWIC in a common vision so it can operate in a focused, strategic manner.

## National Chair and Co-Chair

**NATIONAL** The National Co-Chair is selected by the incoming President-Elect based on recommendations from the National Chair. The Co-Chair serves a two year term, moving into the position of Chair, after completing a year of service as Co-Chair.

## Regional Chairs

**REGIONAL** The Regional Chair is selected by the incoming Region Director. The Regional Chair serves a two year term, if so requested by the Region Director. The Regional Chair can be assisted by a Co-Chair.

## Chapter Chairs

**CHAPTER** The Chapter Chair is selected by the incoming Chapter President. The Chapter Chair can be assisted by a Co-Chair, and other committee members (highly recommended).

Suggested committee members include: Webmaster, Social Media coordinator, Calendar/Press Release coordinator, others as needed.

# DUTIES OF PR/MARKETING CHAIRS

## National Chair and Co-Chair

How tasks are delegated from chair to co-chair is up to the women who are holding the positions, and may change from year to year.



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*Effective communication is key to successful committee interactions.*

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### Tasks that are a \*must\*:

- Organize and administer annual PR/Marketing contest for AMEC awards
  - Organize and conduct meeting for all incoming Chairs (Regional/Local), Region Directors and Chapter Presidents at Annual Meeting
    - Introduce new Chairs
    - Distribute handouts
- 
- ### Recommended tasks (with ~some~ flexibility):
- Define a reporting method that gathers data from regions & chapters (SurveyMonkey has been used previously, but this is not mandatory)
  - Interact and respond to inquiries from regional PR/Marketing chairs...also field questions from Membership chairs as these two positions are often one position in many chapters and perhaps in some regions
  - Monitor committee page on national website and make recommendations for improvement as necessary
  - Update committee page layout/documents/templates as needed
  - Communicate with national officers on expectations and committee priorities
  - Recommend successor (co-chair) for following year
- 
- Conduct monthly conference calls/webinars (traditionally co-hosted with the Membership Committee)
  - Provide monthly article for the *Connection* newsletter (Chair or co-chair, based on delegation)
  - Prepare Mid-Year and Annual reports to National Board of Directors (Chair)

## Regional Chairs

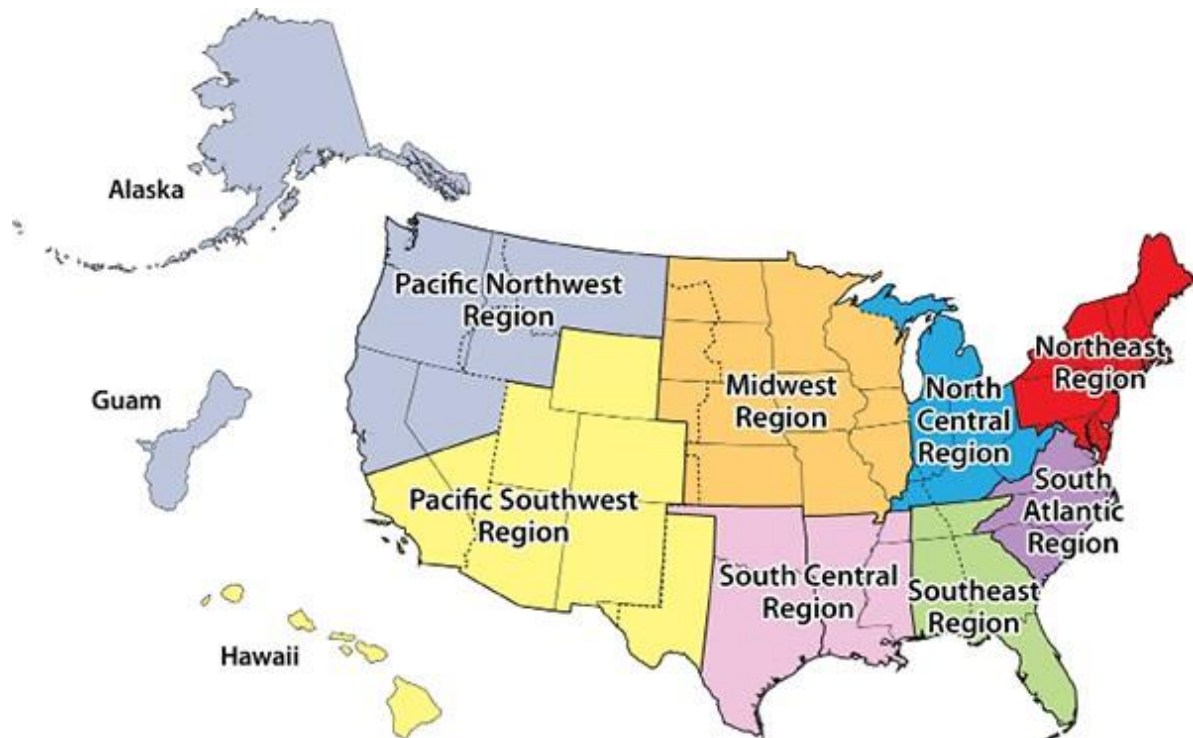
A co-chair can assist the Region chair if desired.

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*Effective communication is key to successful committee interactions.*

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- Communicate with her region and it's chapters about the National challenge, in addition to any independent "challenge" she has for her region specifically
- Communicate with national chairs, regional director, and region's chapters (i.e. touch base with chapter chairwomen to see how things are moving along and to facilitate marketing practices)
- Contribute articles to the regional newsletter and region event programs
- Respond to inquiries from chapter PR/Marketing and Membership chairs and relay info to National Chairs if necessary or if further research/information is needed



## Chapter Chairs

A co-chair and committee members can assist the Chapter chair (highly recommended).

- Talk with Chapter President and PR/Marketing Chair from the previous year
  - Ask what worked and didn't work for with regards to PR/Marketing
  - What can be improved
- Ask for list of contacts for Press Releases from previous President and/or PR/Marketing Chairs
- Ask for list of logins and passwords from Chapter Webmaster for Social Media outlets (Facebook, LinkedIn, Twitter, Chapter website)
  - Use hashtags in all posts
  - Create Save the Date events early, then promote as events get closer to time
- Gather a committee – highly suggested!
  - Social Media guru (website templates on National Website)
  - Photographer
  - Press Releases writer/manager: (templates on National Website)
  - Event document developer: Invitations/Brochures (templates on National Website)
- Check with new Chapter President on upcoming/planned events for coming year.
  - Plan when Press Releases will go out before the events, schedule in time for deadlines for each Publication
    - i.e. The event happens in the middle of next month, but the publication has a deadline of 10<sup>th</sup> of this month for notices for next month
    - Gather enough information to publicize the event and get the press release to the publication by the 10<sup>th</sup> of this month
  - The information in the press release can be simple – event name, date, time, location, website link for more info, contact information for more info
    - Have all the details updated on the website link as soon as possible
  - Plan when post-event Press Releases will go out with PHOTOS!
- Gather templates from previous Chair, or find samples on the National Website for Brochures, Letterhead, Presentations, Business Cards
  - Brand your Chapter with the NAWIC brand
- Adhere to the NAWIC Social Media policy found in Section A Policy #11 (page 13) of the NAWIC Operations Manual ([Link to policy on NAWIC website](#))



# PR/MARKETING TEMPLATES AVAILABLE

There are a number of templates and documents available on the National website to assist Chapters and Chapter PR/Marketing chairs. These documents and publications can be used to market and publicize all things NAWIC. These are provided to prevent “recreating the wheel” for Chapter chairs, and are recommended so a unified brand is presented to the world outside of NAWIC.

Templates include the NAWIC emblem and logos, which according to NAWIC policy #2 cannot be changed, since they are registered with the US Patent Office. For more information, see page C-18 of the Operations Manual. Using templates helps maintain the integrity of the NAWIC emblem and logos.

Instructions for using Templates: Right click on each template and click "save as" to download the Template. Once downloaded and opened in the correct Microsoft App (Word, PowerPoint, Publisher), you will need to make your own changes to the name, emails, phone numbers, etc.

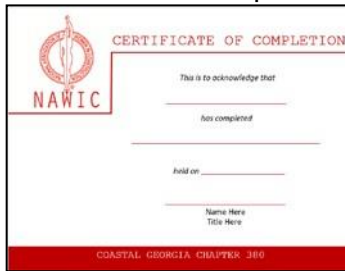
## Conducting Chapter Business

- Business Card Templates – print your own by choosing and downloading one of four options. You can also order direct from the NAWIC office (only one design available).
- Calendar of Events Template – use to publish your scheduled events for the year.



- Certificate Templates – recognize your members, event participants, and speakers.

○ Certificate of Completion



➤ Letterhead Templates

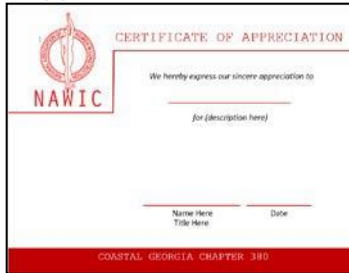


Option 1



Option 2

○ Appreciation



Option 3

○ Membership



➤ Meeting Schedule Template – provides an overview of scheduled meetings for the year, with sponsorship opportunities

MONTH	MEETING DATE	MEETING DATE	MEETING DATE	MEETING DATE
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

**NAWIC**  
 The National Association of Women in Construction (NAWIC) is a professional organization for women in the construction industry. We are committed to providing a safe and healthy work environment for all women in the industry. We are also committed to providing a safe and healthy work environment for all women in the industry. We are also committed to providing a safe and healthy work environment for all women in the industry.

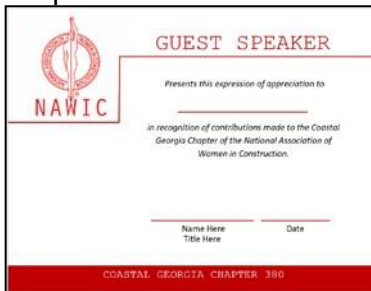
For our sponsorship opportunities, please contact us at:

- Contact your chapter leader or contact us at the national office level.
- Other details for the book are available upon request at the national office level.
- For more information, please contact us at the national office level.

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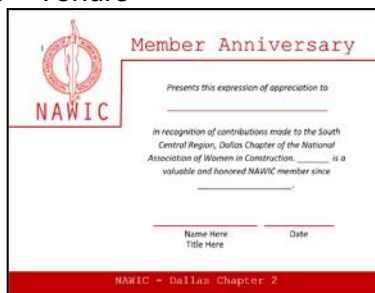
Contact our President, Name Here, for arrangements: name@nawic.org

○ Speaker



➤ Sponsorship Booklet Template – with suggested Sponsorship levels

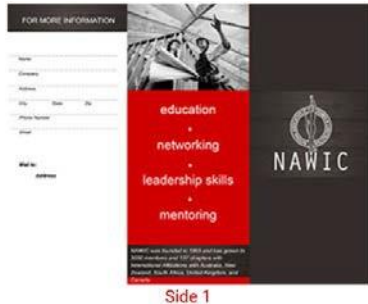
○ Tenure



➤ [Social Media Policy](#) – NAWIC policy regarding online user-generated content and protecting the Association.

## Marketing Templates

- Brochure Templates – download both sides of the templates available to create a two-sided brochure



Side 1



Side 2

- Emblems and logos
  - For use in Letterhead, brochures, and business cards
  - Plumblines and NAWIC Builds available
  - Formats include png, jpeg, tiff, eps, and ai
  - For use with promotional items, contact National office for high-resolution images
  - Note: See Page C-18 of the NAWIC Operations Manual for specifications on use of the NAWIC emblem and logos

- Marketing banner – large standup banner design which can be commercially printed, with room at bottom for Chapter information.

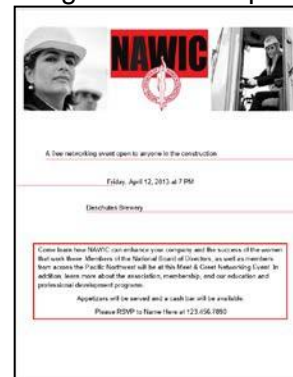
- Marketing flyers – sample flyers from multiple Chapters across the US, for numerous events.
  - Use to gain ideas about events to conduct.

- Contact individual chapters for additional information about event.

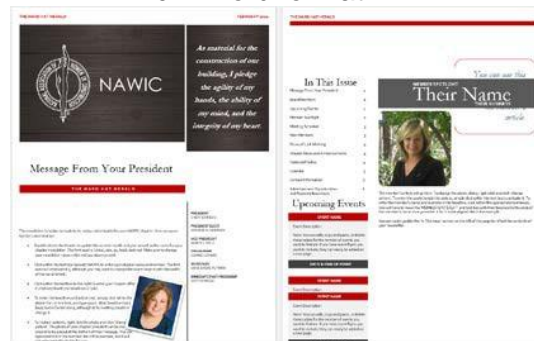
- Media Template – Similar to a Press Release, asking a Media to include a Chapter event on the Media's calendar of events.



- Networking Event Template – Use as foundation for Email notification of a Networking or other Chapter event.



- Newsletter Templates
  - Word format



- Publisher format



- Press Release Template
  - Use to notify Media outlets (Newspaper, Radio, TV, other Association publications) of upcoming or transpired NAWIC Chapter events.
  - If used after event, include photos for publication.



- PowerPoint Templates

