Dear AWS District / Section Chair:

As you know, April is National Welding Month, and we want to help the AWS Members in your area celebrate it appropriately. We are very pleased to be sending you a copy of the 2018 AWS Tool Kit for National Welding Month.

During the month of April, you will have an opportunity to spotlight an industry with a known strong need for adequately trained personnel. An important step in meeting that need is letting the public know how essential welding is to their daily lives through National Welding Month activities.

If you are not sure how you can mark the occasion of National Welding Month, this Tool Kit from AWS will be a big help. It contains key messaging points about welding as a technology and careers in welding, and it includes a number of ideas about how to spread the word about our industry. From AWS Section activities, to social media messaging, and even scholarship development, this kit will help you make the most of welding’s special month. It even includes a sample letter you can send to local news media or political figures. In addition, you can find videos and downloadable templates on our website at aws.org/nwm2018.

We need your help to highlight the importance of welding in our lives, and we look forward to working with you to accomplish this very worthwhile goal.

Cordially,

Sofia A. Samuels
Chief Marketing Officer
American Welding Society
WHAT IS IT?
National Welding Month is about taking the time to recognize and reflect on the impact welding has on our daily life. Every day in thousands of shipyards, automotive assembly plants and construction sites, skilled welding professionals are working to build the structures and products on which the American economy depends. These professionals are behind the scenes welding the very backbone of industry and your world. The month of April is a chance to spotlight the welding industry’s past, present and future through education, mentorship and recognition.

WHY IS IT IMPORTANT?
National Welding Month is an important opportunity to highlight an industry where trade skills are in dire need. The industry is predicting a shortage of over 277,000 skilled welding professionals by 2020. By spotlighting the opportunities available in our industry we can create a better future for welding and the professionals that choose welding as a career.

HOW WILL YOU MARK THIS OCCASION?
We want to hear from you. How do you plan to recognize National Welding Month this year? Email us your event information including date, location and photos to nwm.aws.org and we will feature it on our website.

HOW CAN YOU HELP?
You can help by using the resources in this kit to highlight welding professionals, welding technologies and the welding industry as a whole. Together, we can make sure the conversations started during National Welding Month resonate well beyond April.
ABOUT WELDING
- Welding is the joining of two or more materials through heat or heat and pressure, forming a bond between two pieces of metal.
- There are more than 80 welding processes.
- Welding is used to build ships, automobiles, planes and space vehicles.
- Welding is used in construction of buildings, bridges, pipelines, power plants and oil refineries.
- Welding is used in the manufacturing of small electronic devices, medical equipment, and nanotechnology.
- Advancements in materials, processes and equipment, make modern welding an increasingly high-tech skill.

INDUSTRY OUTLOOK
- Advancing manufacturing technology creates more uses for welding in the workplace and is expanding opportunities.
- New materials are creating a greater need for a highly educated and innovative welder workforce.
- Automation reinforces the need for skilled machine operators.
- There is an increased emphasis on skilled workers with identifiable credentials to ensure quality.

CAREER OUTLOOK
- The U.S. will need 372,664 welding professionals by 2026.
- Many welders are highly skilled problem-solvers working in the aerospace, automotive, electronics, construction, manufacturing, oil and gas and shipbuilding industries.
- A welding career can lead to financial security, career advancement and important work in areas around the world.
WAYS TO GET INVOLVED

Below are a few ideas that can help you promote National Welding Month in your local area.

HOST A CAREER DAY
Offer a one-day hosted event at a local facility where local businesses can promote jobs available in the area. Publicize at the local schools to encourage students to come and learn first-hand about what is available in their area.

GIVE A FACILITY/PLANT TOUR
If you own or have access to a manufacturing facility that uses welding as a key process, offer a one-day open house tour to trade schools in the area so students can get a first-hand look at welding behind the scenes.

BECOME A MENTOR
Choose a welding student in your area to mentor for one year and report your experience during the next National Welding Month. Each subsequent year could be an opportunity to choose a new student.

SPREAD THE NEWS ABOUT NATIONAL WELDING MONTH

- Use the "Key Messaging" points to send information to local media outlets about National Welding Month. If the story is picked up, send us a link to the article or video and we will promote it on our web page.
- Use the "Social Media Engagement Guide" to promote National Welding Month through your own social media outlets.
- Read the "Contacting Your Government" section for direction on how to get local government involved.

CREATE A SCHOLARSHIP
Hold a fundraiser to create a named scholarship with the AWS Foundation that provides funding for welding students.

Have other ideas? Send them to nwm@aws.org and we will add them to our web page.
National Welding Month

CAMPAIGN HASHTAG
#NationalWeldingMonth, #NWM2018, #NWM

Our goal with National Welding Month is to show as many people as possible how important our industry is, and how rewarding a career in welding can be. That’s why using the campaign hashtag is so important. It ensures we are all sharing a common message.

SAMPLE POST IDEAS

Welder in the Spotlight Playlist and Videos
go.aws.org/welderinthespotlightpl

The American Welding Society has created a series of videos designed to teach people about the welding profession. These videos are interviews with welders in various stages of the industry — mostly newcomers and students. The entire playlist, or the individual videos, are great content to be shared via social media.

TAG LOCAL AND NATIONAL SOCIAL MEDIA INFLUENCERS IN YOUR POSTS
Tagging social users or pages that have a large amount of followers can potentially help amplify your message. Welding is an industry with national importance, and the welder shortage has been discussed by national media in recent years. Tagging these entities means they could share or retweet your message, and broadcast it to a huge audience.

PROMOTE THE CONCEPT OF JOINING AN AWS SECTION
  go.aws.org/sectionslist

Use your social media to post about the benefits of joining an AWS section, and encourage your followers to share your message. The goal of National Welding Month is to spread the word about our industry, and there’s no better way to do that than by increasing membership in our sections.

WAYS TO GET INVOLVED
SOCIAL MEDIA GUIDE

Have other ideas? Send them to nwm@aws.org and we will add them to our web page.
KEY RESOURCES

This toolkit contains tips and resources to help in your National Welding Month promotions. Additional resources are available at the AWS website [aws.org/nwm2018](http://aws.org/nwm2018).

PROMOTIONAL TOOLS

The National Welding Month website houses downloadable copies of marketing promotional material including print-ready collateral, official National Welding Month logos, and digital banners for use online. Feel free to download and use in your promotions.

VIDEO

Download and play digital presentations to help support your National Welding Month promotion efforts.

- Video 1: “Message from 2018 AWS President – Dale Flood”

GLOBAL STRATEGY

- PowerPoint Presentation: “This is AWS” – a look at the core products and services offered by AWS to the welding community.

POSTCARDS

There are two recommended postcards featured at [aws.org/hwm2018](http://aws.org/hwm2018) for your review.

- Scholarship Postcard – outlines the specific Scholarship Programs available for welding education funding.
- Welder Workforce Grant Postcard – Promotes welder training institutions. Grants up to $25,000 available.

If you would like to order copies of either postcard, please contact John Douglass at jdouglass@aws.org.
How to Secure a State or Local Proclamation of April as “National Welding Month”

We are encouraging sections to check with their State and/or Local Officials and request an official proclamation of April as “Welding Month.”

An example from the San Antonio section can be downloaded at aws.org/nwm2018

In the case of San Antonio, a faxed request was all that was needed. States and local entities have different processes, so we encourage each section to contact their officials to find out what is required.

Download a sample letter at aws.org/nwm2018
In celebration of National Welding Month, which occurs in April and recognizes/reflects on the impact welding has on our daily lives, the American Welding Society is providing these below deals.

- **Membership** – AWS will waive the $12 initiation fee for new Individual Members who join from April 1st to 30th, 2018. Call (800/305) 443-9353, ext. 480.

- **Education** – One of the Society’s most popular classes, *Welding Fundamentals I* (a value of $470), will be offered **free** for the month of April 2018.

- **Foundation** – Employers will receive **50% off** on any job posting at [jobsinwelding.com](http://jobsinwelding.com) during the months of April and May 2018.

- **Bookstore** – Offering a **30%** discount on purchases of AWS publications (excluding shipping) purchased through the AWS Bookstore during April 2018.

*Note: Discount does not apply to Publications not produced by AWS.

The sale period begins on April 1st at 8 a.m. EST and ends on April 30th at 4 p.m. EST. For more details about National Welding Month, including ideas for getting involved, visit [aws.org/nwm2018](http://aws.org/nwm2018).
National Welding Month 2018

AWS OFFERINGS FOR NATIONAL WELDING MONTH

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• Foundation – Employers will receive 50% off on any job posting at jobsinwelding.com during the months of April and May 2018.

• Bookstore – Offering a 30%* discount on purchases of AWS publications (excluding shipping) purchased through the AWS Bookstore during April 2018.

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