



Plan for Success

WIC Week is designed to increase the visibility of women working in the construction industry, share our passion and encourage others to join the construction industry and NAWIC.

Below is a sample 10-week execution plan to help you coordinate activities and increase awareness of women in construction. Questions? Contact your regional WIC Week Chair or e-mail wicweek@gmail.com.

Week One (January 2 – 6):

Review commitment form

- Agree on responsibilities for activities or events your chapter will engage in to celebrate WIC Week.
- Solicit volunteers for other job duties as needed.
- Sendout a request for a proclamation to the mayor, governor, US Congress members, etc.
- Reserve your table top display early... the National Office has a limited supply.

Weeks Two and Three (January 9 – 20):

- Develop a list of local press contacts: TV, radio, papers, local websites (local PR chair may have this).
- Contact local schools, construction organizations and/or dignitaries to encourage their support, get the word out, and solicit participation.

Week Four (January 23– January 27):

- Distribute Public Service Announcements and press materials.
- Submit activities for local calendars or events inclusion (newspaper, chamber of commerce, websites, etc.).
- Finalize WIC Week agenda.

Weeks Five and Six (Jan 30 – Feb 10):

- After sending out press materials, follow up with a phone call.

Week Seven and Eight (plus a few more days) (February 13 – March 3):

- Hold final meeting(s) to tie up loose ends for WIC Week activities/events.

Week Nine (March 6 – 10):

- Celebrate WIC Week with your special event(s) or activity(ies), and have fun!

Week Ten (March 13 – March 17):

- Send a press release on the outcome/success of WIC Week to the media (with pictures if possible).
- Share your WIC Week success with your regional chair.