



## **WIC Week 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 11-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@nawic.org](mailto:WICWeek@nawic.org).

Week One (December 30 – January 5):

- Agree on responsibilities for activities or events your chapter will engage in to celebrate WIC Week.
- Solicit volunteers for other job duties as needed.
- Send out 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 6 – 19):

- 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 20– January 26):

- 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 27 – Feb 9):

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

Week Seven, Eight and Nine (February 10 – March 2):

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

Week Ten (March 3 – 9):

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

Week Eleven (March 10 – March 16):

- 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.
- Submit your recap form online through the WIC Week website by April 1, 2019. Include photos to be used for NAWIC publications