



*Making trades matter
for the next generation*

HOW TO BECOME A **TOUCH A TRADE** SUPPORTER



Thank you for your interest in becoming a **Touch a Trade supporter.**

This document provides additional information for individuals, organizations, and companies interested in becoming a partner of **Touch a Trade.**

A black and white photograph of a workshop wall. The wall is covered with various tools, including saws, wrenches, and hand tools. The tools are organized on a wooden board. In the center, there is a semi-transparent dark grey horizontal band with white text. The text reads "Help us build a better future for the trades." The background shows a variety of tools hanging on the wall, including several hand planes, wrenches, and a large set of hand tools hanging from a rack. The lighting is even, highlighting the textures of the wood and metal.

Help us build a better future for the trades.

Communities across America have a problem.

As tradespeople are retiring and fewer youth are entering the trades, contractors and homeowners are facing a shortage of skills and experience. Now is the time for communities to mobilize to ensure the transfer of knowledge to the next generation.

Industrial arts programs in middle and high schools are rare these days. In years past young students were introduced to vocations where they could enter the workforce without a college degree. The option to explore a life in the trades is missing for many American youth.

According to a 2019 survey by the Associated General Contractors of America, 80 percent of construction firms reported having difficulty in filling craft positions that represent the bulk of the construction workforce. Similarly, a survey by the National Association of Home Builders found 82 percent of respondents expected labor shortages to be their top issue in 2019. This lack of skilled workers is further magnified for the specialized traditional trades often needed for historic preservation projects.

– Advisory Council on Historic Preservation Policy Statement on Promotion and Value of Traditional Trades Training, Adopted October 19, 2020





Touch a Trade wants to be part of the solution.

Touch a Trade is an initiative designed to address this problem by sparking the individual's interest in working with their hands.

We are looking for like-minded organizations to partner with us in our mission to support the development of the next generation of trades and craftspeople.



Touch a Trade purpose

Our mission is to support the development of the next generation of trades and crafts people.

We envision doing this through the three main goals below. In the first year, we will focus exclusively on the first goal in order to establish a community of like-minded people and organizations. In subsequent years, we will build on this foundation to work towards the second and third goal.

- 1** Develop the next generation of talent
- 2** Make the trades more welcoming to underrepresented groups
- 3** Reinvigorate interest in trades and crafts

For the detailed mission statement please see our [website](#).

A young person with dark hair and safety glasses is focused on operating a miter saw in a workshop. The saw is a DEWALT model, and a significant amount of wood dust is being kicked up by the blade. The person is wearing a dark t-shirt with a graphic design. In the background, another person is partially visible, and the workshop environment is filled with various tools and materials. The entire scene is overlaid with a semi-transparent dark blue banner containing the text "Event format".

Event format



Experienced and passionate trades professionals

will work with us to design a trade 'experience' that they will present at Touch a Trade 2023.

We will collaborate with the presenters to design and create the experience. This includes making sure they have the resources they need, including supplying materials, developing participation and safety criteria and having sufficient support on the day of the event.

The goal of each experience

is to make it as hands-on and experiential as possible, designed to give participants the satisfaction of completing an entire activity on their own.

Our goal is to provide presenters with a space to share their passion and expertise and for participants to walk away having learned something and feeling empowered. Ideally, presenters will have sparked interest in the mind and heart of a future craftsperson.





Experience examples

- Shingling a roof
- Installing a window
- Plumbing a sink
- Electrical Wiring
- Cutting and installing tile
- Milling a board
- Building a cabinet
- Framing a deck
- Making different wood joints
- Building a brick or stone wall
- Plastering a wall or taping drywall
- Loom weaving
- Using power tools
- Working with hand tools
- Blacksmithing



Four levels of sponsorship

Touch a Trade is deeply committed to inclusivity and sustainability and we seek to partner with individuals and organizations with a similar commitment.



KEYSTONE



CORNERSTONE



PILLAR



FOUNDATION

2023 Sponsorship Comparison Chart



PARTNERSHIP PERK	KEYSTONE	CORNERSTONE	PILLAR	FOUNDATION
MINIMUM DONATION VALUE	\$1,000.00	\$3,000.00	\$5,000.00	\$10,000.00
Tax deductible donation receipt	✓	✓	✓	✓
Logo on TAT website	✓	✓	✓	✓
Recognition on Keystone Sponsor Wall inside TAT 2023 entrance	✓	X	X	X
Recognition on Welcome banner outside TAT 2023 entrance	X	✓	✓	✓
Logos on event t-shirt	X	✓	✓	✓
Opportunity to have a physical presence at the event	X	✓	✓	✓
Customized brand visibility options	X	X	✓	✓
Customized brand visibility and exclusivity options	X	X	X	✓
Brand visibility at all Touch a Trade events throughout the year				
SOCIAL MEDIA PACKAGES				
Proud Sponsor of Touch a Trade' digital badge	✓	✓	✓	✓
Take The Pledge for Careers in Construction Month in October	✓	✓	✓	✓
Dedicated cross-tagging and post sharing options	X	X	✓	✓
Social media posts featuring your organization.	1 POST	2 POSTS	4 POSTS	8 POSTS

Digital Assets

As a 2023 Touch A Trade Supporter, we will be promoting our partnership through our various social media and digital channels.

Examples of digital assets



Sponsor Banner on Homepage & Email Communication.



Sample Text for Social Channels:

Careers in Construction Month

[@Your company] is celebrating Careers in Construction Month by taking the Pledge with Touch A Trade! Register Today [link to reg]

#CIM #TouchATrade #Yourcompanyname #CreateASpark

Construction Inclusion Week - October 16-20

🏠❤️ We're thrilled to extend our heartfelt gratitude to our amazing sponsor @Yourcompany for joining us in celebrating #ConstructionInclusionWeek 2023! 🧑‍🔧🧑‍🚒 Your commitment to inclusivity and shared values with #TouchATrade is truly inspiring. Together, we're building a more inclusive and diverse construction industry. Thank you for your support! 🏠🌟 #ConstructionInclusion #DiversityMatters

Touch A Trade Experience Description

✨ Don't miss our incredible sponsor @yourcompany [experience Booth] at #TouchATrade! 🧑‍🔧🧑‍🚒 Step into a world of knowledge and innovation in the construction industry. Discover the future of construction with hands-on experiences, expert insights, and cutting-edge technology. Get ready to be inspired and learn from the best! 🧰🌟 #LearnFromThePros

In-kind donations: Goods and services needed for 2023

In-kind donations of services and/or supplies will contribute to the success of Touch a Trade 2023.

Value amount counts towards Sponsorship Level thresholds.



Building supplies for the Touch a Trade presentations



Catering and venue for a Presenters and Sponsors Dinner



Event tents and tables



Printing services for promotional materials



Lodging for presenters for up to two nights



Anything else that you might have in mind!

Beyond sponsorship: Become a **partner** and support the long-term vision of the initiative

If you're a like-minded organization that would like to help us meet our mission, we'd love to explore options!

Partnership examples



Promoting the event within your organization or community



Serving as a thought-partner or technical expert as we develop our programs



Facilitating relationships with like-minded communities



Sharing knowledge and information resources



Joining advocacy and awareness-raising initiatives



Helping us design and deliver training opportunities

For more information, find us online



touchatrade.org



[@touchatrade](https://www.instagram.com/touchatrade)



[@touchatrade](https://www.facebook.com/touchatrade)

**Tax deductible donation can be made on our website
touchatrade.org**

**If you are interested in becoming a
partner, please contact Mason Lord at
partnership@touchatrade.org**



Previous supporters include:



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HUDSON VALLEY
PRESERVATION
preserving the past while building for the future



#KeepCraftAlive

POWERED BY **Fine Homebuilding**



Connecticut

Department of Economic and
Community Development

State Historic Preservation Office

