



GREATER PHOENIX CHAMBER FOUNDATION CONSTRUCTION WORKFORCE COLLABORATIVE

FREQUENTLY ASKED QUESTIONS

Q: WHAT IS THE CONSTRUCTION TRADES CAREER AWARENESS CAMPAIGN?

A: The career awareness campaign is a comprehensive marketing strategy aimed at increasing the number of qualified applicants in the construction trades.

Q: WHY IS THE CHAMBER FOUNDATION LEADING THIS EFFORT?

A: The Foundation is an independent third party with a strong ability to convene leaders across the trades, as well as education partners. The Foundation has brought together industry leaders to drive conversations surrounding workforce solutions and is able to implement these solutions as a neutral third party.

Q: WHO IS INVOLVED IN THE WORKFORCE COLLABORATIVE?

A: The collaborative is co-chaired by Mike Bontrager, Adolfson & Peterson Construction and Mike Brewer, The Brewer Companies and Benjamin Franklin Plumbing. The collaborative consists of leaders in residential and commercial, contractors and subcontractors, wholesalers and manufacturers, home builders and heavy civil.

Q: HOW MUCH FUNDING IS NEEDED TO LAUNCH THE CAREER AWARENESS CAMPAIGN?

A: A minimum of \$500,000 per year, for three years is necessary to launch the campaign. These resources will allow for a dedicated construction trades advocate, along with other marketing assets including (but not limited to): website, digital media, videos, television and other media, targeted advertising space, strategic event partnership, and counselor tool kits.

Q: WHAT HAPPENS IF I CONTRIBUTE TO THE CAMPAIGN AND IT FALLS SHORT OF THE \$500,000 GOAL?

A: If the funding goal to launch the campaign is not met, all investments will be refunded.

Q: IS MY CONTRIBUTION TO THE CAREER AWARENESS CAMPAIGN TAX DEDUCTIBLE?

A: Yes; the Greater Phoenix Chamber Foundation is a 501(c)3 nonprofit organization, so all contributions are fully tax deductible.

Q: WILL MY COMPANY RECEIVE BENEFITS FOR CONTRIBUTING?

A: In addition to building a stronger talent pipeline for your industry, the first 25 investors will be considered “Founding Partners” in this initiative. You will receive recognition on the Greater Phoenix Chamber Foundation’s website, and in a recognition ad in the Arizona Republic.

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Q: WHAT IS THE TIMELINE FOR THE CAMPAIGN?

A: Once the \$500,000 fundraising goal is met, it will take four months to fully launch the campaign.

Q: WHO IS THE TARGET AUDIENCE?

A: In the short-term, the goal is to fill open positions with individuals who are looking to transition to high-potential, long-term careers. Longer term, the campaign will target students, parents, and counselors.

Q: WHO WILL OVERSEE THE MARKETING CAMPAIGN?

A: The construction trades advocate will be the primary point of contact for the campaign. Input will be provided by a steering committee of key investors.

Q: SIMILAR EFFORTS TO PROMOTE CONSTRUCTION CAREERS HAVE NOT BEEN SUCCESSFUL IN THE PAST. WHAT MAKES THIS DIFFERENT?

A: This is a collaborative efforts among employers, with an intermediary to provide the execution of the campaign. It is open to any interested parties to participate and provide input, so no one industry or company is solely driving the direction of the campaign.

Q: WILL THIS CAMPAIGN BE DESIGNED SPECIFICALLY FOR THE MARKET IN ARIZONA?

A: Yes! Local control of the campaign is of the utmost importance to the Foundation. All assets will focus on the unique needs of our state. We will partner with a local marketing firm to conduct research and focus groups to determine the appropriate messaging to attract the best talent.

Q: WHAT IS THE CAMPAIGN MESSAGE?

A: the campaign will tie into Build Your Future (BYF), a national career awareness campaign. BYF recently launched several local campaigns in Indiana, Virginia, Florida and Kentucky.

Q: DOES THIS CAMPAIGN TIE INTO ANY OTHER EFFORTS?

A: The Association of General Contractors (AGC) is launching a five state digital marketing campaign leveraging the Build Your Future platform. ACG has already secured funding to support 1 million impressions and any additional funding could further enhance the impact.

Q: IS THERE A PROVEN TRACK RECORD OF SUCCESS?

A: Build Your Future Indiana had tremendous success building awareness and driving talent to employers through their campaign.

GET INVOLVED!

Interested in supporting this career awareness campaign and gaining exposure for your business? Contact a workforce development coordinator at workforce@phoenixchamber.com or 602.495.2195.

For more information, visit: www.phoenixchamberfoundation.com/construction.

Build Your Future Arizona is a program of the Greater Phoenix Chamber Foundation.



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