



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL



Economic Development Week

Year of the Economic Developer - #YearofEconDev

May 8-14, 2016

Economic Development Week is an event created by the International Economic Development Council to celebrate the achievements of economic developers. The event will occur for the first time May 8-14, 2016. Information about IEDC's 90th anniversary, including celebration activities and events throughout the year can be found at www.iedconline.org/90years. The following is a guide to help you increase awareness for and participation in the event in your community.

How to Celebrate Economic Development Week and Spotlight Your City's Campaign

Rally for Economic Development

Economic Development Week is an ideal time to bring supporters together for an economic development gathering or event in your community.

- **Organize:** Invite local lawmakers, economic developers, and industry supporters.
- **Show and Tell:** Heighten the awareness and importance of the "Year of the Economic Developer." What does economic development mean to you, your community, your business, etc? This can be achieved not only with speeches, but also with photo ops, signs, and buttons.
- **Amplify:** Invite local press to attend your gatherings, utilizing economic development resources to engage local media and amplify your message.

You can join the thousands of economic developers in communities nationwide who will be showcasing the beneficial work being done within the field of economic development.

Check out these resources:

- **Sample Resolution:** A document which can be passed by cities, counties, states and the federal government to help recognize the Year of the Economic Developer and the International Economic Development Council's anniversary. Sample resolutions will be available [here](#) as of February 1st, 2016.
- **Sample Press Release:** A document that each business, community, etc will be able to send out to their constituents to announce the celebration of Economic Development Week and the commemoration of the International Economic Development Council's 90-year anniversary. You can find this document [here](#).
- **Sample Advertisements:** Sample advertisements which you may use as a template for your city, along with ideas for unique campaigns will be available [here](#) as of February 15, 2016.

Get Economic Development in the News

Inviting local media to your economic development week event is only the beginning. You can highlight the importance of the economic developer through a variety of media outlets.

Write a guest column for your community's newspaper. Here's how:

- **Who should write:** Elected officials or recognized local authorities (governor, mayor, business leader, executive economic developer, board chairmen or other civic leader). If you aren't one of these people yourself, think of someone who is and encourage them to write it.
- **What to write:** Messages should be current, easy to read and concise. They should also provide compelling arguments on the benefits and necessities of economic development and what it has done for your business, community or state.

Want to do more? Here are other ideas:

- **Blog post:** Ask to serve as a guest blogger during Economic Development Week and author a blog post for an organization to promote the importance of the "Year of the Economic Developer."
- **Blogger outreach:** Reach out to local bloggers who cover economic development and alert them to economic development week and the benefits of celebrating the field of economic development.
- **Newsletter:** Convey the importance of the "Year of the Economic Developer" and what it represents within your organization's regular communications or newsletter.

#YearofEconDev - The official Campaign Hashtag

Quickly and effectively connect and celebrate with one another during Economic Development Week events with photos and videos on Twitter, making sure to use the hashtag #YearofEconDev. Share the message on Facebook, Instagram and LinkedIn, too.

- **Twitter:** <https://twitter.com/IEDCtweets>
- **Facebook:** <https://www.facebook.com/iedcONLINE/>
- **LinkedIn:** <https://www.linkedin.com/company/international-economic-development-council>

Here are some sample social media postings your economic development organization may use across linkedin, Facebook and twitter to increase campaign participation in your community.

Linkedin & Facebook:

Post 1: Join us in celebrating Economic Development Week from May 8 - 14. Visit us online. See what's planned. Prepare to participate. URL_____

Post 2: Economic Development Week is from May 8 - 14. The contributions made by economic developers leads to more jobs, enriched communities, and an overall greater way of life. See what's planned in our city, and prepare to participate. URL _____

Twitter:

Tweet 1: Celebrate Economic Development Week with ___your city's name____. See what we've got planned. URL

Tweet 2: Join in on the fun. It's Economic Development Week around the country. Here's what _____ your city's name_____ is doing. URL

Contact Your Members of Congress

- **Meet:** Request an in-district meeting with Members of Congress and their staff to update them on the importance of economic development and its impact on your local economy.
- **Call:** If you are unable to have an in-person meeting, then call your elected officials and inform them of the importance of economic development.
- **Write:** Send a letter asking lawmakers to support economic developers and the industry as a whole, or thank them if they are already supportive.
- **Tweet:** Tag your Member of Congress in a tweet and incorporate the hashtag #YearofEconDev to raise their awareness of the "Year of the Economic Developer" within your individual community and beyond.

Gathering to Celebrate Results of Economic Development

1. Highlight Jobs

Organize a gathering that will showcase those who have been hired as a direct result of the economic development efforts that have been put forth within your community. Or, create a video with short interviews of those who have gotten jobs because of your economic development activity.

2. Visual Symbol of Support

Create a large sign-up board and place it in a central location of significance within your community.

On this board, encourage community leaders, business leaders, workers and others who has been significantly impacted by economic development to sign their name in support of the profession and of Economic Development Week. They can even write a message with any relevant anecdotes that represent the extent in which economic developers have positively impacted their lives or the lives of their peers.

3. Circulate a Currency

An exciting way to tangibly spread awareness of Economic Development Week within your community is to circulate a number of two dollar bills throughout the local economy.

This uncommon currency will catch the attention of those who will be unaware that Economic Development Week is occurring, allowing this piece of money to bring awareness to those with limited knowledge of the importance and relevance of the economic development profession.

Questions? Please e-mail Akia (Garnett) Ashmond Brew at agbrew@iedconline.org.