

# International Economic Development Council Presents:



## INTERNATIONAL ECONOMIC DEVELOPMENT WEEK MAY 7-12 **2018**

# TOOLKIT

[iedconline.org/edw](http://iedconline.org/edw)

*No campaign is too big or too small. Start planning today!*

**#EconDevWeek**  
**#QualityOfLife**  
**#EDW2018**

### Inside this Toolkit:

- Special ways to engage your elected officials
- Press release template
- Electronic and print advertising templates
- City, county and state resolutions templates
- Sample promotional social media messaging
- Event ideas
- Content Calendar for easier social media message plotting
- #EconDevWeek Excellence in Economic Development Week Awards details
- Plus, access free webinars featuring award-winners from 2016 and 2017!

**More than 350 different  
campaigns in 2017!**



## 2018 CELEBRATION TOOLKIT

Welcome to the planning process for your community's 2018 International Economic Development Week campaign! Your campaign will be among many celebrations, all sharing success stories and information about programs and services offered by local, regional and state economic development organizations! Economic development is at the core of well-being and quality of life for communities across North America. It is a group of policies, programs and activities that seek to create and retain jobs and ultimately facilitate economic growth. This celebration guide will help you create lasting impressions in your community: highlighting your EDO's key differentiators, service offerings, and impacts being created to accomplish your jobs agenda.

**Celebrate and share successes your EDO has seen in the prior year! This guide will show you how to:**

**Articulate:** The value your work has contributed to your local economy and explain how this all helps your community.

**Organize:** Invite local lawmakers, fellow economic developers, and industry supporters, such as your partners and sponsors.

**Show and Tell:** Heighten awareness and emphasize the importance and impacts of economic development in your community. Be creative. See some ideas your peers included in their activities.

**Amplify:** Invite local press to attend your gatherings to help increase exposure through stories and interviews of your elected officials and your EDO's CEO.

**Need to modify the Celebration Toolkit to fit the unique needs of your community?**

**Spearhead a movement by rallying your professional peers in your state, province or region. Get started by adding your community's name, branding and campaign details to the publication. See how the State of Colorado and Saskatchewan, Canada worked with IEDC to modify the Toolkit in 2017. Get in touch with us to mobilize peers in your area. Please contact Akia Ashmond Brew, Senior Director, Marketing and Digital Community Engagement at [agbrew@iedconline.org](mailto:agbrew@iedconline.org).**

## INTERNATIONAL ECONOMIC DEVELOPMENT WEEK BACKGROUND

International Economic Development Week was created by the International Economic Development Council in 2016 in order to increase awareness of local programs that create jobs, advance career development opportunities and increase the quality of life. The first campaign was held in conjunction with IEDC's 90th anniversary. Over the span of two years, more than 450 campaigns have been created throughout the United States and Canada, creating millions of impressions, hundreds of news stories, blog entries, videos, events and many, many activities. Campaigns occurred in all 50 American states in 2017. More than 40 communities officially proclaimed the celebration week, and many elected officials vocalized support for the profession and its contribution on their local economies. Technology has given rise to creativity, which EDOs took advantage of by creating and sharing videos, infographics, banners, and many other types of graphics which were wide-spread on social media, websites and in print publications.

See Samples from Past Economic Development Campaigns:




## ENGAGE YOUR ELECTED OFFICIALS

Planning an economic development campaign offers immediate and long-term success. The creation of a one-week celebration, which could include actual community events, the launching of new resources, or even the opening of a new community asset, can substantially increase visibility for your economic development organization. Your campaign can be designed to deliver general or specific details about the mission of your organization, the history of economic development in your community and nation, facts about the profession, your EDO's service offerings, and major success stories with businesses in your community. International Economic Development Week is an ideal time to bring supporters in your community together in order to educate them on the ways that you can help them accomplish their business, workforce and community objectives. Engaging elected officials is a great way to start.

### Gain the support of elected officials by drafting a proclamation:

Dozens of communities officially proclaimed Economic Development Week in 2016 and 2017. Not only were proclamations and resolutions signed in person, but many were posted online and shared within communities. These are documents which can be passed by cities, counties, states, provinces and federal governments to help recognize International Economic Development Week. Sample resolutions are available [here at iedconline.org/edw](http://iedconline.org/edw). You will find three different versions.



**Sample City Resolution for Economic Development Week**  
Official Event Hashtags #EconDevWeek #EDW2018 #QualityofLife  
 May 7-12, 2018

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**Resolution**

Recognizing 2018 as the 92<sup>nd</sup> anniversary of the International Economic Development Council  
 and

WHEREAS, the International Economic Development Council is the largest professional economic development organization dedicated to serving economic developers; and

WHEREAS, the International Economic Development Council provides leadership and excellence in economic development for communities, members, and partners through conferences, training courses, advisory services and research, in-depth publications, public policy advocacy, and initiatives such as the Accredited Economic Development Organization program and the Certified Economic Developer designation; and

WHEREAS, economic developers promote economic well-being and quality of life for their communities by creating, retaining, and expanding jobs that facilitate growth, enhance wealth, and provide a stable tax base; and

WHEREAS, economic developers stimulate and incubate entrepreneurship in order to help establish the next generation of new businesses, which is the hallmark of the American economy; and

WHEREAS, economic developers are engaged in a wide variety of settings including rural and urban, local, state, provincial, and federal governments, public-private partnerships, chambers of commerce, universities, and a variety of other institutions; and

WHEREAS, economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, economic developers work in the City of [redacted] within [redacted] and

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Council of the City of [redacted] do hereby—

1) recognize May 7 – 12, 2018 as "International Economic Development Week"



**Sample County Resolution for Economic Development Week**  
Official Event Hashtags #EconDevWeek #EDW2018 #QualityofLife  
 May 7-12, 2018

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WHEREAS, economic developers attract and retain high-quality jobs, develop vibrant communities, and improve the quality of life in their regions; and

WHEREAS, economic developers work in the County of [redacted] within [redacted] and

NOW, THEREFORE, BE IT RESOLVED that the Administrator and Commission of the County of [redacted] do hereby—

## ENGAGE YOUR ELECTED OFFICIALS

### Plan a two-day training course for elected officials in honor of International Economic Development Week:

Do your local elected leaders understand the role that they can and should play in economic development? Would you like to help inspire and educate your local officials about the system and practice of economic development so they can become better champions for this essential community responsibility?

IEDC is pleased to introduce new training that can help. IEDC can create a training to fit the specific needs of your community. To date, courses have been taught in more than 50 communities, and now we're ready to bring them to you.

We are taking reservations now to schedule a locally-customized training To discuss the costs and logistics of scheduling customized training for your elected officials, please contact Lynn Knight, CECD, Vice President, IEDC at [lknight@iedconline.org](mailto:lknight@iedconline.org) or call 202-942-9460 today.



### Contact Your Elected Officials during this week:

**Meet:** Request an in-person meeting with elected officials 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 them and inform them of the importance of economic development.

**Write:** Send a letter asking lawmakers to support economic developers and the profession as a whole, or thank them if they are already supportive.

**Tweet:** Tag your elected official in a tweet and incorporate the hashtags #EconDevWeek and #EDW2018 to raise their awareness within your individual community and beyond.

**Looking for the social media strategy and draft messaging? Jump to Page 8.**

## BUILD THE HYPE!

### Download sample advertisements:

You'll find the official artwork for 2018 EDW offered in several dimensions and file types. Sample art is available [here](#). (Need raw art files? Send an e-mail to Alissa Soriano at [asoriano@iedconline.org](mailto:asoriano@iedconline.org).)



## BUILD THE HYPE!

### Download a press release template:

Customize this document about your celebration campaign. The release applies to communities, organizations and businesses. If you have not already done so, pull all your press contacts into one list, and start by distributing your release to local news outlets.

For larger campaigns, consider adding state, regional and national publications to your distribution. You'll most likely have to follow up with reporters to ensure they received it and to offer additional campaign information in order to further your chances of gaining some press exposure. Access the press release template [here at iedconline.org/edw](http://iedconline.org/edw).

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

**Who should write?:** Your biggest brand ambassadors and those who are passionate about your vision and mission. It's also important to have your elected and appointed officials or recognized local authorities submit articles. Examples of all titles include governor, mayor, business leader, executive economic developer, board chairman or other civic leader. You can always write one for them as well, as that can expedite the process and it will ensure that the message is on-brand!

**So, what should you write about?** No doubt, you have a plethora of success stories tell. International Economic Development Week is the time to do it. You may choose a storytelling approach by using data to emphasis what's most important. Be sure your messages are concise, making it easier for editors to get to the main points. You may also use this as an opportunity to formally educate your community on the major activities of economic development and which ones your organization specializes in. Include imagery, testimonials, and graphics. All of that helps guide the reader's eye.

Looking for quick ways to explain economic development to your community?

Share our "Key Facts About Economic Development and Economic Developers" sheet on Page 15. [Check out the IEDC youtube page for a series of videos about the profession and its accomplishments.](#)

## YOUR 2018 INTERNATIONAL #ECONDEVWEEK SOCIAL MEDIA STRATEGY

Chances are most people in your community are avid social media users and have mastered many of the most popular platforms. You don't have to worry about training people to share your great news! They'll do it for you and may have tricks to increase reach that exceed your capabilities and budget. Engage them as much as you can, and if you have not already done so, give them guidelines to interact positively in your digital community. Encourage the sharing of photos and videos on Twitter, Instagram, Facebook, LinkedIn and Pinterest. Make sure to use the official hashtags so that your peers across the country see your postings. Using the official hashtag also allows us to share, repost and retweet your messages.

### Plotting Your Social Media Messages - [2018 Content Calendar](#):

Pulling together a content calendar can help organize all the messages you'll distribute. They're relatively easy to create, but we've provided a simple one for you, too! If you need help tracking and measuring your online marketing activities, check out the Fall 2017 Digimax series, which was all about digital marketing. Everything included in that series is applicable to your social media marketing plan. Access it here at [iedonline.org/digimaxdeal](http://iedonline.org/digimaxdeal).

### IEDC's official social media accounts include:

- **Twitter:** <https://twitter.com/IEDCtweets> - shortcut: [@iedctweets](#)
- **Twitter Events:** <https://twitter.com/IEDCEvents> - shortcut: [@iedcevents](#)
- **Twitter Press:** <https://twitter.com/IEDCPress> - shortcut: [@iedcpress](#)
- **Facebook:** <https://www.facebook.com/iedcONLINE> - shortcut: [@iedconline](#)
- **Instagram:** <http://instagram.com/iedconline> - shortcut: [@iedconline](#)
- **Youtube:** <https://www.youtube.com/user/iedconline2> - shortcut: [@iedconline2](#)
- **LinkedIn:** <https://www.linkedin.com/company/international-economic-development-council>



### Like our "Economic Development Week" Page on Facebook:

Go to Facebook.com and search for Economic Development Week. Or type in [www.facebook.com/economicdevelopmentweek](http://www.facebook.com/economicdevelopmentweek)

Post your celebration photos, articles, and other news items to this page, tag it in photos and videos you share on your pages, and share content about Economic Development Week directly from this page as well.

## SAMPLE SOCIAL MEDIA POSTINGS TO GET YOU STARTED

### For Posting on LinkedIn & Facebook:

**Post 1:** Hooray! International Economic Development Week is from May 7-12. We're getting ready for an exciting campaign with activities you can participate in all week long! Visit us online, see what's planned and prepare to participate. #EconDevWeek #EDW2018 #QualityofLife - URL\_\_\_\_\_

**Post 2:** Pssst. Guess what? We are thrilled to announce the 2018 dates for International Economic Development Week; May 7-12. Wait until you see what's up our sleeve. Fun, fun, fun economic development activities for you to join in on – all which will help you grow your business or launch a new one! Keep watch. #EconDevWeek #EDW2018 #QualityofLife - URL\_\_\_\_\_

**Post 3:** Communities across the entire nation are preparing to participate in the 2018 International Economic Development Week celebration, and so are we. We'd like to hear from you. What economic development topics would you like to learn about? Send us your ideas – we'd love to consider them. #EconDevWeek #EDW2018 #QualityofLife - URL\_\_\_\_\_

### For Posting on Twitter and Instagram:

**Note:** In case you have not heard, twitter now allows for 240 characters. Tweet, tweet away. Also remember that your copy should be brief on Instagram, so character balance is required. Be short, brief and to-the-point.

**Tweet / Instagram 1:** It's International Economic Development Week! Here's a photo of our team with a local business owner. #EDW2018 #EconDevWeek @iedctweets – ATTACH PHOTO

**Tweet / Instagram 2:** Got big plans for your business? Come talk to our team in person! Check out the many ways we're celebrating International #EconDevWeek from May 7-12. #EDW2018 @iedctweets – ADD URL

**Tweet / Instagram 3:** We're hosting a \_\_\_\_\_ event on \_\_\_\_\_ for the 2018 International #EconDevWeek. Sign up here. ADD URL

**Tweet / Instagram 4:** We helped \_\_\_\_\_ businesses in 2017. We're aiming to help \_\_\_\_\_ in 2018. Let's make sure your company is one of them. Learn about International Economic Development Week and how you can celebrate with us! #EconDevWeek #EDW 2018 @iedctweets

## SAMPLE SOCIAL MEDIA POSTINGS TO GET YOU STARTED

### For Posting on Twitter and Instagram:

**Tweet / Instagram 5:** We're celebrating #EconDevWeek #EDW2018! We love what we do for the businesses and residents of \_\_\_\_\_. Drop by our offices for information about our programs and services. #BRE #Attraction #Workforce #QualityOfLife

**Tweet / Instagram 6:** Learn how \_\_\_\_\_ is on its way to becoming North America's most \_\_\_\_\_ city! Find out what International Economic Development Week is all about and celebrate with us. See a list of celebration activities. #EDW2018 #QualityOfLife @iedctweets – ADD URL

**Tweet / Instagram 7:** Check out this new blog entry on International #EconDevWeek – We're celebrating with other communities across North America! #EDW2018 @iedctweets – ADD URL

**Tweet / Instagram 8:** The \_\_\_\_\_ convened our regional and state economic developers to celebrate International Economic Development Week. Get the background story! #EconDevWeek #EDW2018 @iedctweets ADD Photo

**Tweet / Instagram 9:** Check out this proclamation declaring #EDW2018 in \_\_\_\_\_. Thanks to our elected officials for seeing the value of the profession. #EconDevWeek @iedctweets ADD URL to proclamation and/or ADD Photo

**Tweet / Instagram 10:** From helping businesses expand to attracting new ones, and helping companies with their workforce needs, we are here to help. How can we serve you? It's International #EconDevWeek @iedctweets – Call us or visit us online – ADD phone number and URL

**Tweet / Instagram 11:** In 2017, \_\_\_ new businesses launched in \_\_\_\_\_. Find out what it takes to successfully launch yours in 2018. Attend our #EconDevWeek celebration \_\_\_\_\_ event on \_\_\_\_\_. #EDW2018 @iedctweets

### Where can you find more IEDC facts about economic development to incorporate into your #EconDevWeek program?

Visit IEDC's think-tank, the Economic Development Research Partners (EDRP) program, and see a full suite of publication topics ranging from infrastructure to incentives, metrics, inclusion, placemaking, regionalism, business retention and expansion, workforce, immigration, site selection, entrepreneurship and more. IEDC members download all EDRP publications for free. Non-Members pay a nominal fee. Campaign creators are encouraged to use facts directly from reports. Be sure to site the International Economic Development Council as the information and or data source. Learn more at [iedconline.org/edrp](http://iedconline.org/edrp).

Approved credit line: International Economic Development Council – Add year of publication – [iedconline.org/edrp](http://iedconline.org/edrp)

## SAMPLE SOCIAL MEDIA POSTINGS TO GET YOU STARTED

### Information Tweets about International Economic Development Week:

**Tweet 1:** #EconDevWeek was created by the @iedctweets and inspired by the 2016 board chair, Barry Matherly, in order to celebrate the profession and professional. There were over 350 campaigns in 2017! #EDW2018 #QualityOfLife @iedctweets

**Tweet 2:** Why is #EconDevWeek in May every year? On May 8, 2001, the American Economic Development Council and the Council for Urban Economic Development merged to form @iedctweets. Our EDO is an IEDC member! See this history of IEDC. <https://www.iedconline.org/web-pages/inside-iedc/iedc-history/>

**Tweet 3:** Congratulations to all economic development organizations in the state of \_\_\_\_\_ that created #EconDevWeek campaigns!

**Tweet 4:** We were one of the 40-plus communities to officially declare #EconDevWeek in 2017. Wait until you see what we have planned for #EDW2018. Stay tuned. @iedctweets

### IEDC Related Tweets:

#### Add these approved IEDC tweets to your social media content mix.

**Tweet 1:** IEDC defines economic development as “A set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of wealth.” Celebrate #EconDevWeek with us from May 7-12. #EDW2018 #QualityOfLife

**Tweet 2:** Economic development organizations range from chambers of commerce, neighborhood development, utility companies, educational institutions, technology development agencies and more. See them all. <https://www.iedconline.org/web-pages/inside-iedc/iedc-at-a-glance/>

**Tweet 3:** IEDC created a special award for #EconDevWeek which will be given in September at the 2018 Annual Conference, and we applied! Wish us luck. We'll keep you posted. #EDW2018 #QualityOfLife

**Tweet 4:** The International Economic Development Council, creator of #EconDevWeek, is home to more than 5,000 members and we're one of them! Celebrate #EDW2018 with us! #QualityOfLife @iedctweets

## MORE CELEBRATION IDEAS FOR YOUR INTERNATIONAL #ECONDEVWEEK CAMPAIGN!

### Bloggers /Vloggers:

Do a quick search of these online publishers in your community and reach out to them. You might want to create a small community of bloggers/vloggers, assign different topics to them, and provide them with direction for sharing. Bloggers and Vloggers (video bloggers) are incredibly important, as they offer third party reviews on issues and brands. Some are purely entertainment focused, while others are aligned with a cause, so be sure you know who's who. You'll need to give them credit for their hard work. Logo and link exchanges, special social media badges, and even an online forum that allows them to share the stories are all ideas to consider. This type of group can remain in place even after the celebration ends.

### Virtual Tour of your Offices:

Prepare to bring in specific crowds while taking your messages directly to general audiences. Show-off your staff, office, and information about services by doing a virtual office tour! It doesn't have to be fancy, but it should be sketched out. Create a storyboard before doing so to ensure you get your points across, and add an element of surprise by having your executive leadership teams and elected officials welcome people to the virtual office tour.

### Photo Competitions:

These simply won't go away, since people love to snap photos; with today's smart phones, the quality is incredible. Tie your competition to something that they'll actually see after International Economic Development Week, such as usage of their photos on your website, in your printed materials, or to be entered for a reasonably-priced gift drawing. You might even work with local businesses to sponsor those prizes.

### Aligning Sponsors:

Want to really go all out this year? Great! Consider pursuing a campaign sponsor(s) to help offset the costs. This is a great opportunity to partner with companies and community advocates who have similar goals and objectives. Begin thinking of which brands would benefit from the exposure while helping to increase the reach, not only with funding, but also with access to their unique audiences.

Looking for artwork to include in your campaign? Check out Page 6.

## ADD YOUR CAMPAIGN TO THE LIST OF EXCELLENCE IN ECONOMIC DEVELOPMENT AWARDS WINNERS

Keep the fun going after International #EconDevWeek by entering your campaign into the Innovation in Economic Development Week category for the 2018 IEDC Excellence in Economic Development Awards.

Created in 2016 to highlight outstanding EDW celebrations, this new category of the IEDC Excellence in Economic Development Awards program offers an opportunity to gain international recognition for your promotional campaign. This award is open to communities, regions, states and provinces who participate in the 2018 Economic Development Week. Types of promotion include, but are not limited to, an event, seminar, marketing tour, web or print projects, video, and social and digital media campaigns.

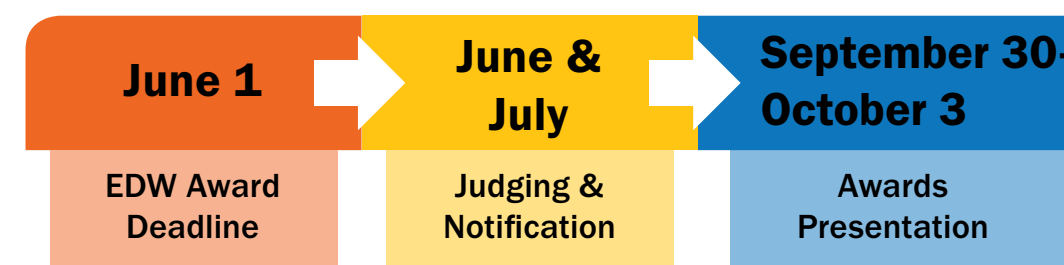
### Judging Criteria for Innovation in EDW Campaign:

- Goal/mission
- Innovation/creativity
- Effectiveness of EDW promotion
- Community or other EDO involvement (local, regional or state level)
- Use and quality of promotion utilizing social media

Please note that criteria are meant for completion during EDW (May 7-12, 2018)



### Innovation in Economic Development Week Award Timeline



Download the application at [iedconline.org/edw](http://iedconline.org/edw).

Questions? Contact Nye Harte at [awards@iedconline.org](mailto:awards@iedconline.org).

# IEDC Virtual Learning Opportunity

Attend a free webinar to help you plan a successful campaign!



## Economic Development Week Strategies and Award-Winning Tips

Thursday March 15, 2018 at 2:30 p.m. - 4:00 p.m. ET  
*Free, but registration is required.*

Gear up for 2018 International Economic Development Week from May 7-12 and build an appreciation for the work that your organization does to stimulate job creation in your community! 2018 is the third year #EconDevWeek will take place, each year gaining more participation and reach. IEDC is providing you with the tools you need to plan a successful campaign, including this free webinar during which you will gain insight from 2017 Excellence in Economic Development Awards winners. Tune in; learn what it took for them to develop and execute award-winning #EconDevWeek celebrations, and how you can do the same. Use what you learn during the webinar to:

- Determine and launch a committee
- Establish timelines for your communication campaign
- Utilize resources for planning campaign activities
- Engage elected officials and high-profile community stakeholders
- Document and apply for an IEDC Excellence in Economic Development Award
- Leverage your award campaign successes post-celebration
- Simply have fun in the process!

Several speakers will present on their 2017 Economic Development Week campaigns during the webinar. Register now at [iedconline.org/edw](http://iedconline.org/edw)

Get an early start! Check out prior years' EDW webinars!



## KEY FACTS TO HELP YOUR COMMUNITY UNDERSTAND ECONOMIC DEVELOPMENT AND ECONOMIC DEVELOPERS

### What is economic development?

A set of programs and policies that aid in the creation, retention and expansion of jobs; the development of a stable tax base; and the enhancement of wealth.

### What types of companies and organizations do economic developers work for?

Regional, state, county, and city economic development organizations, chambers of commerce and other business support agencies, community and neighborhood development organizations, technology development agencies, utility companies, educational institutions consultancy firms, redevelopment authorities and many other types of organizations.

### Can economic development organizations become accredited?

Yes. IEDC administers the Accredited Economic Development Organization (AEDO) program, which recognizes the professional excellence of economic development entities. The AEDO program provides economic development organizations with independent feedback on their operations, structure, and procedures, and recognizes excellence in local economic development efforts. Applicant organizations must be devoted, as stated in their bylaws or articles of incorporation, to economic development. There are over sixty AEDOs in existence. Learn more at [iedconline.org/AEDO](http://iedconline.org/AEDO).

### What types of activities do economic developers perform in those organizations?

Real estate development and commercial revitalization, workforce development, infrastructure and business finance, business marketing, attraction, expansion, and retention, community development, industrial rehabilitation and location, international trade, tourism development and many more.

### Is there a certification for economic developers?

Yes, there are several. IEDC administers the Certified Economic Developer, CEcD exam at least four times per year. Sometimes a fifth exam is offered in the 4th quarter. There are over 1,100 CEcDs in the United States and other nations.

### What is the International Economic Development Council?

IEDC is the world's largest professional organization for economic development practitioners. We have more than 5,000 members across the United States, as well as Canada, Europe, Australia, New Zealand, and other nations. Visit [iedconline.org](http://iedconline.org) for more information.



PRESENTED BY:



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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**#ECONDEVWEEK #EDW2018 #QUALITYOFLIFE  
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