



## **GIVE BACK. Become an Employer**

America's FREE, one-day apprenticeship program.  
We are building a community of business leaders to guide young adults  
in exploring their dream jobs.

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## FROM THE PRESIDENT/FOUNDER OF APPRENTICE DAY INC.

The National Apprentice Day program is free for kids and businesses. We are building a community of business leaders to guide young adults in exploring their dream jobs because hands on learning is priceless. Our mission is to get kids out of the classroom and into the work force so they can succeed in life.

***From receiving a meal at an employer's business, to transportation, to mentoring, we are here to help with a case by case, needs based approach.***

Join us to advance education through job shadowing opportunities that introduce youth to various work skills and careers so we can give youth the skills necessary to succeed in life. We allow employers & apprentices to lead the way, safely.

We thank you for your support!



Sincerely,

A handwritten signature in black ink that reads "Christina Entenmann". The signature is fluid and cursive.

Christina Entenmann

Founder/President of National Apprentice Day

## UNPARALLELED VALUE

- We value our relationship with you and offer unparalleled value to you and youth across America.
  - Tell your stories! We will share them!
- We are here to share your apprentice day stories on our website, social media, and newsletters

## TOGETHER, WE ARE MAKING A DIFFERENCE

- This is a free, year-round program
- Show youth apprentices how your industry works
- Flexible program. You tell us when you are available.
  - Take as many (or as few) kids as you want
  - **Free to register your company**
- We tell the world you are helping America's youth
  - Help make a positive impact on children
  - Join our 501(c)(3) non-profit organization

## OUR MISSION

- Close America's skills gap
- Take millions of kids out of poverty
- Lead the next generation toward equal and unlimited opportunity

We are working with employers to help build a **more dependable, more adaptable, and highly skilled workforce**. Our mission emphasizes our core principle – connecting America's youth to their dream job. It is our duty to advance education through job shadowing programs that introduce youth to various work skills and careers so we can give youth the skills necessary to succeed in life.

*"Love it!! Thanks for giving our youth this wonderful opportunity! Abbe had a wonderful day!!!" – Patti Mike Sams, mother of youth apprentice from The Greenbrier's apprentice day, held Dec 15, 2016.*

## WHY IT MATTERS

According to the labor department, 5.8 million jobs today cannot be filled due to a growing skills gap. Of the 47 million youth living in the United States between 6-18 years, 16 million are living in poverty. Our free programs matter because we are working to resolve both of these major issues

***“For years, experts have warned that Americans don’t have the skills required for new job fields, especially in engineering, technical, and science-related jobs.”***

Skilled jobs depend on a skilled workforce and every child (regardless of income, race, gender, educational performance, impairment, and disability) deserves a fair and equal opportunity to succeed in life. Our purpose is to close the skills gap and reach out to all of America’s youth, especially those living in poverty.

Apprentice Day experiences not only help students understand the career opportunities available to them, they also inspire deeper and more personally relevant understanding of the importance of success in school.

This program can:

- **spark a desire** to succeed in school in order to reach career goals.
- **turn on the light bulb** for students who may need a little help understanding the relevance of success in school
- **offer encouragement** to those who excel in school and are excited about pursuing the career of their dreams.

Educators often refer to **“authentic learning opportunities.”** Year-round, Apprentice Day offers real-world authentic learning opportunities that benefit students in so many ways and engages local businesses and parents in the process. It’s a win/win.

Our programs demonstrate 5 key elements:

- We value youth of all backgrounds, race, and gender, without exception;
- We are built around growth and discovery;
- We screen all employers for criminal and workplace safety history. We require 3rd party adult supervision during all introductory visits to ensure youth safety;
- We engage business leaders as key partners in our youths workplace success;
- We strive to seek quality employment opportunities for all of our apprentices.

## HOW IT WORKS

- Free to register your company
- 3-4 hours (recommended time-frame)
  - Provide a tour of your facility
- Show youth apprentices how your industry works – present daily tasks and responsibilities
  - This is a free, year-round program
  - Take as many (or as few) kids as you want
  - This program is available to youth ages 6-18 years of age.
    - Do you have age restrictions? No problem! Just tell us.
- Flexible program. You tell us when you are available – One day a year, Two days a year, Quarterly, Monthly, Weekly, or you tell us!

## WHAT'S GOOD FOR BUSINESS

We understand that companies want **marketing opportunities**. We are the vehicle to market their company's programs and services. We provide the best way to reward our businesses for helping us and their employees can be proud of them for getting involved with us.

We see our partnerships as **growing commitments** on our part to involve the company more for their part. We appreciate their employees giving our apprentices **first-hand experience** about what their company does.

## APPRENTICE & EMPLOYER FEEDBACK

*"Thank you for an amazing chance to explore [The Greenbrier](#). I would definitely do it all over again." Bree M. (December 2016).*

*"Dear Travis, Thank you for letting me in on Apprentice Day. I had a lot of fun! I would definitely recommend you for people who want to do graphic design. I really learned a lot! I had an amazing time and the food was great too!. haha. #NationalApprenticeDay Thanks!" – Bryce H. (November 2016).  
Apprentice at [Travis Farley Design](#).*

*"It's a pleasure to work with Apprentice Day and Christina to bring on the job experience to children of all ages! We look forward to bringing apprentices to The Greenbrier again next year!" – Heather Orbaker, Onboarding Coordinator at [The Greenbrier Resort](#)*

*"The kids had a blast!!! Your operation is WONDERFUL! Letting kids experience real life, hands on training is priceless!! P.S. they were happy to go home with some buffalo meat! I enjoyed you and the students!! See you soon!" – Cortney White, Apprentice Day Inc employer. Owner at [Mountain Meadow Hunting Preserve](#).*

## WE SEEK CORPORATE SPONSORS

***“Our cause is worth the investment.” – Christina Entenmann,  
founder/president of Apprentice Day, Inc.***

The revenue opportunities in a partnership with the National Apprentice Day program include:

- **Cause marketing** – A marketing program from our corporate sponsor that our organization is the highlight of and beneficiary of. We have the ability to gain awareness and percentage of sales. The corporate sponsor, in turn, has the ability to attract new customers who want to support our cause.
- **The Gift of Giving** – Whether it’s one day a year or one day a week, we want our corporate sponsors to be involved in the programs we offer. They can provide our apprentices with the needed expertise and guidance to further our mission.
- **Workplace Giving** – With payroll giving programs, we have the opportunity to present our mission face to face with every person in a company.
- **Customer Giving** – Businesses with retail locations have the ability to present new opportunities to get their customers involved in giving to our organization at their cash registers. Our program can be a big win for a company, since they look like a great corporate citizen, while not needing to invest their own funds. All donations come from customers.
- **Volunteerism** – An alliance with a company means they can team up with us and participate to train youth apprentices.

## NATIONAL APPRENTICE DAY BENEFITS YOUR COMPANY

- Increase your sales of products or services
- Increase employee engagement, morale and retention
- Increase customer and brand loyalty
- Draw media attention and coverage for free
- Provide a motivating purpose for your company and employees
- Increase shareholder return
- Increase employee skill development, teambuilding, and leadership
- Attract new business partners and relationships
- Generate recognition for the good you are creating in society
- Receive a tax donation for contributions.

# YOUR SUPPORT BENEFITS OUR ORGANIZATION

- You will provide professional development for apprentices around the country
- You will help close the skills gap
- You will take millions of youth out of poverty by providing them with valuable skills
- You will increase our funding to provide services such as youth transport
- You will expand our donor base
- You will connect us to new business partners
- You will help us attract new volunteers
- You will increase our brand recognition
- You will increase our media coverage

We thank you for taking the time to give back and show that dreams are attainable regardless of income, race, gender, educational performance, impairment, and disability.

Working together, we can connect America's youth to your apprenticeships and offer an unparalleled chance to learn from your leadership and experience.

## HOW TO REGISTER YOUR COMPANY

Would you like to become an employer? All visits and apprenticeships are free, services are donor and grant funded. **GET STARTED NOW!** [ApprenticeDay.org/Register](https://ApprenticeDay.org/Register)

# APPRENTICE DAY EMPLOYER GUIDE

## Before Apprentice Day:

- **COMPANY REGISTRATION.** Make sure your company is registered. [apprenticeday.org/register](http://apprenticeday.org/register)
- **TERMS AND CONDITIONS FORM.** You may electronically sign this form and email it to [info@apprenticeday.org](mailto:info@apprenticeday.org) [apprenticeday.org/terms-conditions](http://apprenticeday.org/terms-conditions)

**Have you received registration confirmation from our team?  
Good! Let's go...**

## During your company's Apprentice Day:

- Be prepared:
  - Assign one person (or specific people) from the company to meet and work with the apprentices.
  - If you are hosting a larger group, provide your apprentices with name badges.
  - Get to know your apprentices! Ask open-ended questions such as
    - Do you know what we do here?
    - Do any of your family members work a job like this?
    - Why did you visit us?
    - Do you think this job requires a college degree?
  - Show your apprentices a tour of your facility.
  - Tell your apprentices what you do!
  - Motivate your apprentices to learn hands-on! Provide at least **3 responsibilities** for your apprentices.
  - Take photos and/or video with your apprentices! Share this special day with the world!
    - Some suggested hashtags: #apprenticeday #jobshadowing #skillsgap #futuregeneration

## End of the Day:

- Thank your apprentices for choosing your business.
- Did your apprentices make something? Let them take it home as a keepsake!
- Say your goodbyes!

## After Apprentice Day:

- Share your photos and video!
  - Share on social media and tag us @apprenticeday #apprenticeday
- Take a survey! We are sending you one and it takes less than 5 minutes!
  - Do you have feedback? This survey is an excellent opportunity to tell us!

National Apprentice Day is a 501(c)(3) non-profit organization connecting kids to their dream job. This program is free for kids and businesses, donation funded. This program is designed to provide students with real-world experience in identified areas of career interest by working in partnership with nearby businesses and industries, schools, medical facilities, government, and other community and service organizations. Cooperating partners act as mentors, guiding the students as they work toward gaining practical experiences that align with their personal learning goals. Each student apprentice gains knowledge of the entry-level requirements of a profession and experiences the real lifework environment. For more information, visit [apprenticeday.org](http://apprenticeday.org)