Congress recently passed the third piece of COVID-19 response legislation. Based on our conversations on The Hill we believe there is a fourth bill coming that will focus on the needs of workforce development boards. This toolkit is meant as a guide to be used by the workforce development community to raise awareness of the workforce development system. In light of the ongoing crisis we want to highlight the important work you are doing to continue to serve customers and businesses during these challenging times.

How to Find your Elected Officials

• Identify your local, state, and federal elected officials:
  • Search for your mayor by name or by city on the National Conference of Mayors website.
  • Find your governor’s website in the National Governor’s Association database.
  • Identify your state legislators by clicking here.
  • Contact information for your U.S. Senators and U.S. Representatives is available on their websites, or you can reach their office by calling the U.S. Capitol Switchboard at (202) 224-3121.
• Remember, telephone calls are usually answered by interns and staffers, not elected officials. Please be sure to identify yourself and ask to speak to the staffer associated with the policy issue or legislation that you’re calling about.

Send a Letter of Support to Congress

We urge all workforce development boards and champions of workforce development board to communicate with their Member of Congress. We have built a sample letters to help you. We ask that you fill this letter out and replaced all sections with (XXX) with the appropriate information.

Ideas for Letters to the Editor

When submitting a letter to the editor, consider the following tips:
• Your letter should be 500 words or less, and include your name, address, and phone number. Your contact information will not be published.
• Make it personal - including your unique story and perspective will increase the likelihood of your letter being published.
• Submit your letter to the editor of your local paper in a timely fashion and ensure that it is relevant to a recent event or activity that occurred in your community.

Engage via Social Media

• Tips
  • To gain more exposure, include pictures, video and links in your Tweets, Instagram, and Facebook posts.
  • Tweet directly at your elected officials, and search Twitter to ensure that you’re using their correct handle.
  • Use hashtags that are relevant to your posts, i.e.
• Don’t forget to tag in your posts!
• Limit your tweets to 140 characters.

In these challenging times, we continue to serve our community’s businesses and workers by [INSERT EXAMPLE/BEST PRACTICE]. #Voicesofwkdev

We’re working hard to continue to serve our community in [CITY/STATE] with training, upskilling, and relevant resources during the ongoing public health emergency. [INSERT BRIEF EXAMPLE]. #Voicesofwkdev

#COVID19 won’t stop the important work we’re doing to for businesses and workers in our community. We’re adapting to the current situation by [INSERT EXAMPLE]. #Voicesofwkdev

Suggested Talking Points

• The COVID-19 public health emergency has impacted Americans in every state, region, and locality. The economic impacts of this crisis are unfolding in real time as jobless claims are at a two-year high across the nation and expected to climb.
• During these unprecedented times, as the nation struggles with the unprecedented COVID-19 outbreak and its effect on our economy, health, and everyday lives, workforce development boards are rising to the challenge as “first responders” for workers and business.
• Between lay-offs, job insecurity, illness related absences, and healthcare workforce shortages it is critical that Congress ensures local workforce development boards remain agile and operate at peak capacity.
• It is essential workforce development boards are equipped to help the U.S. labor market either retain employment or reduce their periods of unemployment, while at the same time, providing business with the skilled labor force it needs.
• In the coming months, countless Americans will be unemployed and in need of training and services. The system requires an influx of funding now to address these short-term needs and to develop the infrastructure and capacity to meet the looming, medium- and long-term needs.
• ADD IMPACT STORY SPECIFIC TO YOUR WORKFORCE DEVELOPMENT BOARD.