August 31, 2021

**M E M O R A N D U M**

TO: Chapter Presidents

RE: Labor Recognition Week

**SUMMARY**: **With maximum telework still in place for many NTEU members, we have some suggestions and materials for virtual or in-person Labor Recognition Week celebrations and recognition.**

Whether you mark Labor Recognition Week (LRW) in-person or virtually, it is important to recognize and celebrate the frontline employees who support our union and continue to deliver for our country. To help you plan for this year’s celebration, we have suggestions and materials for your use. The materials referenced below are all available to chapter leaders on our 2021 LRW Materials webpage at [fill in URL].

**Virtual Chapter Celebration**

You can host a virtual celebration using Zoom, Microsoft Teams or Google Hangouts. Invite your chapter members to attend a week in advance and use an Outlook invite so it appears on their calendars with a link to join. We have developed a customizable invitation you can use.

Should you wish to have a guest from the National Office at your virtual event, send your request to the PR Department at [nteu-pr@nteu.org](mailto:nteu-pr@nteu.org) and we will work with you to make the arrangements.

One option for these virtual celebrations could be a round of trivia (with prizes for winning individuals or teams). This year, we have a new Unions 101 quiz that you can display as a PowerPoint on your screen or read from a Word document.

**Send a Thank You**

We have two customizable options for thank you emails for your chapter. One is a longer thank you message that that you can customize and use as a flier or customize, cut and paste into the body of an email. The other option is an e-card that can be personalized in Word, and cut and paste it into the body of an email. Both messages can be sent to personal and government email addresses.

Some chapters with members working remotely may want to mail a thank-you note to members’ homes. One chapter last year showed its appreciation to members by mailing them a thank you note along with a gift card to a local supermarket.

**Celebrate Socially**

For chapters with active Facebook pages, celebrating there with social media posts is another option. As with a virtual chapter meeting, chapters can offer raffle gifts to random members who like or share certain posts. We have created a few social media graphics for your use.

**Send a Video Message**

Smartphones have made it quick and easy to create your own video message and share it by email or on Facebook. We have developed some tips for how to film yourself, how long to speak and other ways to make your video message stand out. We have a sample script for your consideration.

**Workplace Celebration**

Chapters with members in the workplace have come up with clever ways to hold in-person events safely. For example, one NTEU chapter last year held a drive-through LRW event where members drove to designated spots in a parking lot to receive goodie bags with gift cards and coupons to local establishments.

However you decide to mark Labor Recognition Week, I hope you take this opportunity to recognize the work and support of your members.

Anthony M. Reardon

National President