

FOR CO-MARKETING PARTNERS

Outreach Toolkit

Help your members find the workforce, training, and infrastructure careers they need — in one event.



The 2026 Matchmaker

Coming 2026 — date to be announced

Utah · venue to be announced

Scan or visit <https://utahbridgetowork.org>

RSVP: <https://forms.gle/odSEAE2YD7DeaGPL6>

What this kit is

A drop-in package for trade associations, alumni networks, veterans organizations, technical colleges, apprenticeship programs, and community partners to share Utah Bridge to Work with your membership — without writing anything new.

Every block below is pre-written. Copy, paste, send. If you only have five minutes, use Section 1 (Newsletter blurb) and Section 6 (QR + RSVP link). That's it.

THE INITIATIVE, IN ONE SENTENCE

Utah Bridge to Work is a voluntary workforce coalition connecting real employers, real training pathways, and real candidates around the infrastructure work Utah needs next — a direct-hire, direct-enroll matchmaker, not a career fair.

Who you'd be sending this to

- **Employers** with infrastructure hiring needs (energy, water, transmission, construction, manufacturing)
- **Training providers** — technical colleges, apprenticeships, certifications, bootcamps
- **Candidates** — veterans, students, career-changers, returning workforce
- **Ecosystem partners** — chambers, economic development, workforce boards, community orgs

1. Newsletter blurb (short)

For weekly/monthly member newsletters. ~80 words.

COPY · SHORT NEWSLETTER

Utah Bridge to Work — 2026 Matchmaker

Utah Bridge to Work is a voluntary workforce coalition connecting real employers, real training pathways, and real candidates around the infrastructure work Utah needs next. It is a direct-hire, direct-enroll matchmaker — not a career fair. Employers, training providers, veterans, students, and career-changers welcome. Event coming 2026 — date to be announced.

Learn more / get on the list: <https://utahbridgetowork.org>

Newsletter blurb (long)

For feature placements or partner spotlights. ~180 words.

COPY · LONG NEWSLETTER

Help build Utah's infrastructure workforce — 2026 Matchmaker

Utah's energy, water, and transmission projects are moving faster than the workforce can scale. Utah Bridge to Work is a voluntary coalition of employers, training providers, education partners, and community organizations working upstream of that gap — before workforce shortages turn into project delays.

The 2026 Matchmaker is the flagship convening: a single-day, direct-hire and direct-enroll environment organized around the three operational zones of infrastructure work — Design (the brain), Build (the hands), and Operate (the cavalry). Employers bring jobs open now. Training providers bring programs starting soon. Veterans, students, apprentices, and career-changers walk in and out with real next steps.

This is not a career fair, not a marketing roadshow, not a new agency, and not a fundraising vehicle. It is connective tissue.

RSVP / learn more: <https://utahbridgetowork.org>

2. Internal / member email

From the partner organization's leadership to their membership.

COPY · EMAIL

Subject: A workforce coalition worth knowing about — Utah Bridge to Work, 2026

Team / Members,

I want to flag something I think is worth your time. Utah Bridge to Work is a voluntary workforce coalition — employers, schools, military partners, and community organizations getting ahead of the workforce gap on Utah's infrastructure pipeline before it shows up as a project delay.

Their flagship event, the 2026 Matchmaker, is coming this year (date to be announced). It is structured as a direct-hire, direct-enroll environment (not a career fair), organized around Design, Build, and Operate roles. If you are hiring, training, or know someone looking for a serious next step in infrastructure work, this is the room to be in.

More information and RSVP: <https://utahbridgetowork.org>

If you have questions or want to be introduced to the organizers, reply to this email and I will connect you.

— [Your name]

3. Social posts

LinkedIn (long-form)

COPY · LINKEDIN POST

Utah's infrastructure pipeline is real. The workforce to build and operate it is not — yet.

Utah Bridge to Work is a voluntary workforce coalition working upstream of that gap — before it becomes a project-delay problem.

This year they're convening the 2026 Matchmaker — a direct-hire, direct-enroll event organized around the three operational zones of infrastructure: Design, Build, and Operate. Employers, training providers, veterans, students, and career-changers in one room, with real openings and real programs.

Not a career fair. Not a roadshow. Connective tissue.

RSVP / learn more: <https://utahbridgetowork.org>

#UtahBridgeToWork #Workforce #Infrastructure #Utah

LinkedIn / X (short)

COPY · SHORT SOCIAL

Utah Bridge to Work — 2026 Matchmaker. A direct-hire, direct-enroll event for Utah's infrastructure workforce. Employers, training providers, veterans, students, career-changers. Not a career fair. Date coming soon: <https://utahbridgetowork.org>

Facebook / community board

COPY · FACEBOOK / COMMUNITY

Hiring in infrastructure? Looking for your next job in energy, transmission, water, or skilled trades? Utah Bridge to Work is hosting the 2026 Matchmaker this year — a direct-hire, direct-enroll event for employers, training providers, and candidates. Free to attend. Veterans, students, and career-changers especially welcome. Date to be announced. Get on the list: <https://utahbridgetowork.org>.

4. Slide or flyer copy

For partner town halls, member meetings, or printed flyers.

COPY · SLIDE / FLYER

UTAH BRIDGE TO WORK · 2026 MATCHMAKER

Coming 2026 — date to be announced · Utah · venue to be announced

What it is — A voluntary workforce coalition. A direct-hire, direct-enroll matchmaker for Utah's infrastructure workforce. Not a career fair.

Who it's for — Employers hiring now · Training providers with seats open · Veterans · Students · Apprentices · Career-changers · Community and government partners

Organized around three zones

Design & Concept — the Brain

Build & Assembly — the Hands

Operate & Maintain — the Cavalry

RSVP: <https://utahbridgetowork.org>

Questions: info@utahbridgetowork.org

5. 30-second call script

If you're inviting a specific peer, member, or sponsor by phone or in person.

COPY · PHONE / IN-PERSON

"Hey — wanted to flag one thing real quick. There's a workforce coalition in Utah called Bridge to Work. It's a voluntary group — employers, schools, veterans orgs — getting ahead of the infrastructure workforce gap. They've got a matchmaker event coming this year. Direct-hire, direct-enroll, organized around design/build/operate roles. Not a career fair. I think it's worth your time. Site is utahbridgetowork.org. Want me to connect you to the organizers?"

6. QR code, link, and contact

Print this QR on flyers, slides, or printed handouts. It links directly to the website with RSVP form.



Website

<https://utahbridgetowork.org>

Email

info@utahbridgetowork.org

RSVP form

<https://forms.gle/odSEAE2YD7DeaGPL6>

7. The lines to hold

If you're representing Bridge to Work to your members or in press, these are the framings that keep the politics clean and the messaging consistent.

Say. Voluntary workforce coalition · working upstream of the workforce gap · direct-hire, direct-enroll matchmaker · connective tissue

Don't say. Career fair · government program · new agency · fundraising vehicle · marketing roadshow · Phase Zero (insider jargon — most members won't know what it means)

Tone. Peer-to-peer, not promotional. You're inviting people into something, not selling to them.

Audiences. Employers, training providers, candidates, sponsors, community/government partners — five buckets.

8. What we're asking from partners

- **Share once** — Place the newsletter blurb (Section 1) in your next member communication.
- **Share twice** — Add the social post (Section 3) to your LinkedIn or member feed.
- **Share three times** — Forward the email (Section 2) to a named contact you think should be in the room.
- **Co-host** — Want to bring a delegation, sponsor a track, or co-brand the event? Email info@utahbridgetowork.org.

Thank you. This initiative only works because partners like you carry it to the people who'd otherwise never hear about it.

Questions, edits, or co-branded versions: info@utahbridgetowork.org