



2025 Economic Development Week

May 12-16

Economic Development Week Toolkit



INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

www.iedconline.org/edw
#EconDevWeek

Economic Development Week Toolkit

Celebrate and share your organization's recent successes!

This guide will show you how to articulate, organize, show and tell, and amplify the value of your EDO's contributions to local and regional economies.

The International Economic Development Council (IEDC) created Economic Development Week in 2016 to recognize the work that EDOs and economic development professionals do in their communities. This toolkit is designed to help you and your organization celebrate that work by engaging in the #EconDevWeek movement.

About Economic Development Week

IEDC celebrates #EconDevWeek each year to highlight the programs, best practices, and exceptional individuals that positively impact life in their communities. In just a few years #EconDevWeek has become one of the most widely recognized events of its kind, validating the often unheralded work of the profession and generating hours of media coverage and millions of social media impressions for participants.

About the International Economic Development Council

IEDC is a nonprofit, nonpartisan membership organization that, for nearly 100 years, has been helping economic developers around the world facilitate economic well-being in their communities. It is the largest organization of its kind supporting this profession. From public to private, urban to rural, and local to international, IEDC's members are engaged in the full range of the economic development experience.



Table of Contents

SECTION 1 4

#EconDevWeek Assets

SECTION 2 5

Amplify Your Efforts With a Solid Marketing Strategy

SECTION 3 11

Customize Your Celebration With Unique Initiatives

SECTION 4 12

New Membership Promotion



SECTION 1

Kick Off Your Plan by Downloading the Official #EconDevWeek Assets

Branding and Logos

By participating in #EconDevWeek, you commit to display official #EconDevWeek logo and badges on all promotional materials related to #EconDevWeek, including social media posts, flyers, websites, emails, and more.



View and download the official #EconDevWeek assets at <http://www.iedconline.org/EDW>.

Social Media Graphic Templates

Customize the below social media templates in Canva to spotlight your leaders and events.

Download editable graphics



SECTION 2

Amplify Your Efforts With a Solid Marketing Strategy

Develop a multi-weeklong campaign featuring community events, the launch of new resources, or even the opening of new community assets in the lead up to #EconDevWeek. Your campaign can feature your organization's mission, the history of economic development in your community, facts about the profession, your service offerings, and any success stories in your community.

Engage your audience as much as you can and utilize local stakeholders and influencers to expand your message. Share photos, videos, and graphics on your social media channels, use the official hashtag #EconDevWeek, and tag IEDC so we can engage with and share your content.

Follow us on social media below:

#EconDevWeek



[@International Economic Development Council](#)



[@iedcONLINE](#)



[@IEDCTweets](#)

Sample Social Media Posts

[Download editable template](#)

Customize the following social media post templates to suit your campaign needs.

Leading up to #EconDevWeek:

- **Post 1:** The countdown has begun! Gear up [Your Organization] for an #EconDevWeek filled with innovation and collaboration from May 12–16. Check out the action at [URL]. [Tag IEDC] #IEDC #EconDevWeek
- **Post 2:** Building Futures, One Partnership at a Time! This #EconDevWeek, come see how [Your Organization] utilizes partnerships to craft a better tomorrow in [Your City/County]. Join the movement at [URL]. [Tag IEDC] #IEDC #EconDevWeek

During #EconDevWeek:

- **Post 3:** It's official—we've declared #EconDevWeek in [Insert City or County Name]. Thank you to our elected officials [Tag Mayor, City Council Members, Statehouse Representatives, and Federal Representatives] for recognizing the value in what we do as #EconDevProfessionals. Read the full #EconDevWeek [Press Release/Proclamation] at [Add URL]. [Tag IEDC]
- **Post 4:** DID YOU KNOW? Last year, the [Insert City/County Name] attracted [#] new businesses, retained [#] local businesses, assisted [#] aspiring entrepreneurs, and grew the population by [#] residents. Discover what it takes to realize your entrepreneurial vision for 2025 this #EconDevWeek #GetItDone [URL] [Tag IEDC]
- **Post 5:** We worked with [#] businesses in 2024. We're aiming to help [#] in 2025. Let's make yours one of them. Learn more about what we're doing to strengthen local business and create jobs in [your community] by participating in #EconDevWeek!
- **Post 6:** Calling all changemakers! #EconDevWeek ignites May 12! Partner with [Your Organization/City/County] to build a stronger economic future. Share your ideas, spark connections: [URL] [Tag IEDC] #EconDevWeek #IEDC
- **Post 7:** It's time to partner, inspire, and celebrate the everyday trailblazers of economic development. Share your journey, make lasting memories, and be part of the movement. Dive into the festivities at #EconDevWeek: [URL] [Tag IEDC] #IEDC
- **Post 8:** This #EconDevWeek week, we celebrate the collective power of economic development partnerships. Join the movement with [Your Organization/City/County]: [URL] [Tag IEDC] #EconDevWeek #IEDC

Proclamation Template

[Download editable template](#)

Communities from around the world officially proclaim Economic Development Week each year. Proclamations and resolutions are signed in person, posted online, and shared within communities. Customize this proclamation to officially proclaim Economic Development Week in your community.

PROCLAMATION

[Insert City, County, State/Provincial Logo or Seal]

WHEREAS, more than 100,000 economic development or related professionals worldwide are committed to creating, retaining, and expanding top-tier opportunities that facilitate long-term, equitable community growth; and

WHEREAS, the economic development profession cultivates thriving neighborhoods, champions sustainability and resiliency, boosts economic prosperity, enhances the quality of life, and builds robust tax bases; and

WHEREAS, economic development professionals operate throughout diverse economic environments, including rural, suburban, and urban settings; local, state, provincial, and national governments; public-private partnerships; chambers of commerce; institutions of higher education; among many similar organizations and associations; and

WHEREAS, economic development professionals serve as stewards, bridging connections between community stakeholders such as residents, business leaders, elected officials, industry executives, and educational administrations, to collaborate in promoting job creation, community investment, infrastructure advancements, and an optimistic future; and

WHEREAS, economic developers contribute to the betterment and progress of [insert city, county, or state/province] within the [state/province or country] of [insert country].
WHEREAS, since 1926, the International Economic Development Council has been a leader and driving force in advancing economic development initiatives, with a steadfast commitment to fostering growth and prosperity in communities of all sizes worldwide through equity, inclusion, sustainability, resilience, and innovation; and

NOW THEREFORE BE IT RESOLVED, that the [insert city, county, or state/province] recognizes Economic Development Week, and remind individuals of the importance of this community celebration which supports expanding opportunities, bettering lives, and moving society forward.



Media Alert Template

[Download editable template](#)

Customize this template to invite national and local news media and journalists to cover your event.

[Organization Name] to Highlight Economic Achievements and Opportunities with [Event/Initiative Name]

WHEN: Monday, May 12, through Friday, May 16, 2025

[Event Time(s) or "Various Times, See Highlights"]

WHERE: [Venue Name and Address], [City, State, Zip Code]

[Additional Location Details, if any, such as "Virtual Attendance Options Available"]

WHAT: [Organization Name] is thrilled to mark the 2025 Economic Development Week, an annual celebration led by the International Economic Development Council (IEDC) aimed at recognizing and enhancing the efforts that create vibrant communities with strong economies. During this significant week, [Organization Name] will host [Event/Initiative Name], featuring a series of [events/activities/workshops] designed to showcase our local achievements in economic development and to explore future opportunities for the growth and prosperity of our community. **Highlights of the week include:**

- [Highlight #1]: [Brief Description]
- [Highlight #2]: [Brief Description]
- [Highlight #3]: [Brief Description]

[Event/Initiative Name] promises to be an engaging and informative event, bringing together community leaders, business owners, and the public to discuss strategies for sustainable economic growth and resilience.

WHO: [Organization Name], in partnership with [Partner Organizations, if any]

Featuring [Key Speakers/Participants], [Their Titles]

Open to the public.

WHY: To celebrate the accomplishments of economic development in our community and to engage in dialogue about future directions and opportunities for inclusive growth.

VISUALS/INTERVIEWS: Opportunities for photos, videos, and interviews with key participants will be available. [Specific Visuals, if any, list spokespeople/available interviewees.]

CONTACT: [Name of the Contact Person], [Their Title], [Organization Name], [Phone Number], [Email Address]

Please RSVP by [RSVP Deadline, if applicable] to [Contact Person's Name] for details or to arrange interviews.

Your participation in Economic Development Week 2025 is warmly welcomed and greatly appreciated, as we aim to bring together diverse voices to champion the cause of economic development in our community.

###



Customize this article to share with your national and local news media outlets, include on your website, publish in your newsletter, and share on social media.

FOR IMMEDIATE RELEASE

[Date]

Contact Information: [Name of the Contact Person], [Title], [Organization Name]
[Phone Number], [Email Address]

[Organization Name] Celebrates 2025 Economic Development Week

Taking place from May 12–16, the week recognizes and honors the dedicated work of economic developers and their contributions to communities around the world.

[City, State], [Date] — [Organization Name] is proud to announce its participation in the 2025 Economic Development Week, a global initiative led by the International Economic Development Council (IEDC).

"The future of economic development is centered around collaboration and partnerships," said IEDC president and CEO Nathan Ohle. "Economic Development Week is an opportunity to celebrate and lift up the stories of economic development happening throughout the world. At the heart of this year's Economic Development Week are stories of collaboration and partnership, and how the field of economic development works together to support, cultivate, and drive economic prosperity for place of all sizes, in every region in the world."

The IEDC created Economic Development Week in 2016 to recognize the work that EDOs and professionals do in their communities. IEDC celebrates Economic Development Week every year, highlighting the programs, best practices, and exceptional individuals that positively impact life in their communities. In just a few years the event has become one of the most widely recognized awareness weeks of its kind validating the—often unheralded—work of the economic development profession.

"Economic Development Week is a crucial time to reflect on our collective achievements and to plan for a future of inclusive and sustainable growth," said [Name of the Spokesperson], [Title of the Spokesperson] at [Organization Name]. "Through [Event/Initiative Name/Etc.], we are inviting businesses, community leaders, and the public to join us in celebrating our progress and to engage in meaningful discussions about the economic future of our community."



Event Highlights:

[Highlight #1: Name and brief description]

[Highlight #2: Name and brief description]

[Highlight #3: Name and brief description]

All events are open to the public, and we encourage everyone interested in the economic well-being of our community to participate.

For additional information about [Event/Initiative Name] and how to get involved, please contact [Name of the Contact Person] at [Phone Number] or [Email Address].

About Economic Development Week

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About [Organization Name]

[Organization boilerplate]

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###



SECTION 3

Customize Your Celebration With Unique Initiatives

Draft an Economic Development Week proclamation for your elected officials.

Communities from around the globe officially proclaim Economic Development Week each year. Proclamations and resolutions are signed in person posted online, and shared within communities. Template resolution is available at iedonline.org/edw.

Reach out to local influencers, bloggers, and content creators.

Identify local creatives interested in economic development and reach out to them. They represent trusted third-party perspectives on the issues and businesses that impact your community. You'll need to give them credit for their hard work—logo and link exchanges, special social media badges, or even an online forum that allows them to share the stories are all ideas to consider. These professionals can remain long-term partners after Economic Development Week ends.

Give a virtual or in-person tour of your latest project.

Invite your members of Congress (U.S. Senate and House of Representatives) and state and local officials and executive leadership teams to visit your office and explore your latest project or initiative.

Align with sponsors.

This is an opportunity to strengthen your relationships with the companies and community advocates who have similar goals and objectives. Think of which brands would benefit from association with your organization—these mutually beneficial partnerships give both parties the opportunity to reach new audiences and serve to deepen your relationship with these important regional stakeholders.

SECTION 4

Become a member of IEDC During #EconDevWeek and You Could Win a Free Registration to IEDC's 2025 Annual Conference in Detroit, September 14–17!

In celebration of Economic Development Week, any new members who join IEDC between May 12–16, 2025 will be entered into a raffle for a chance to win one free registration to IEDC's 2025 Annual Conference*** in Detroit, September 14–17 (a value of \$1,250).

IEDC members save more than \$1,800 compared to non-members. Some of our member benefits include:

- Access to members-only networking opportunities
- Engage and meet others through participation in IEDC advisory committees
- Member discounts on conference, seminar, and webinar registrations
- Member-only access to the ED Now newsletter
- Discounted professional development courses
- Exclusive access to our online member directory
- Complete access to all IEDC publications
- And more!

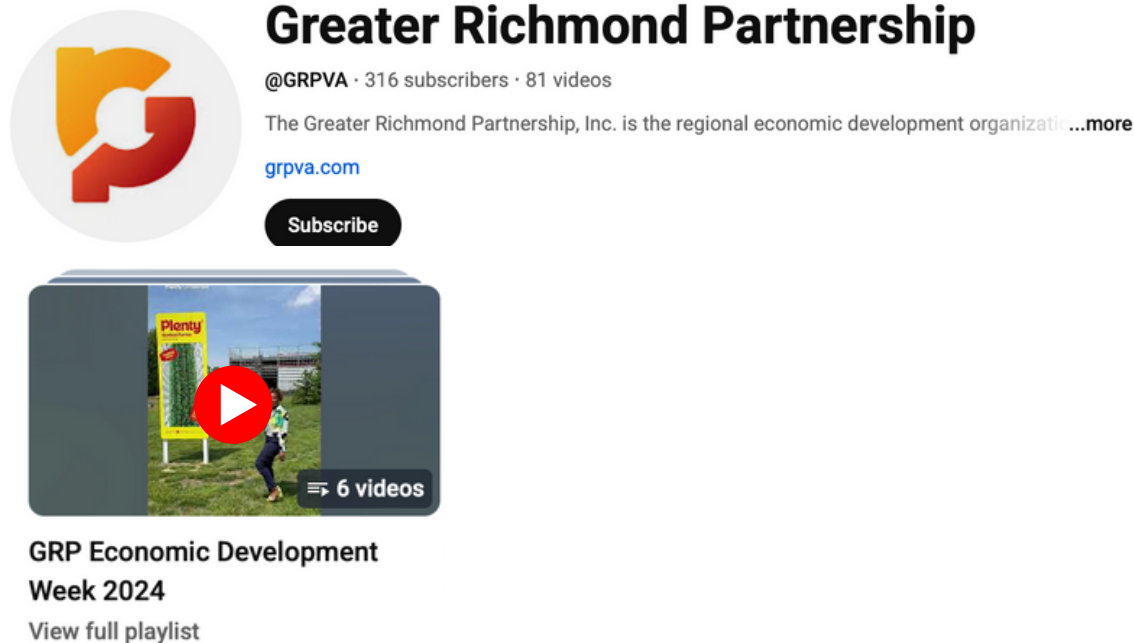
IEDC membership can help build your career, expand your network, and better your community! Get in touch today at membership@iedconline.org.

***The 2025 Annual Conference registration giveaway is not eligible to be transferred to another party or redeemed for cash.



Check out what these 2024 award winners did for Economic Development Week

Greater Richmond (Va.) Partnership YouTube Series



Greater Richmond Partnership
@GRPVA · 316 subscribers · 81 videos
The Greater Richmond Partnership, Inc. is the regional economic development organization...more
grpva.com
Subscribe

GRP Economic Development Week 2024
View full playlist

The image shows a YouTube channel profile for the Greater Richmond Partnership. It includes a circular profile picture with a stylized orange and red logo, the channel name, handle, subscriber count, and video count. A description of the organization is provided, along with a website link and a 'Subscribe' button. Below this is a video player showing a person standing next to a 'Plenty' sign in a field, with a red play button overlay and a '6 videos' indicator. The video title 'GRP Economic Development Week 2024' and a 'View full playlist' link are also visible.

Charles County (Md.) “With Love From Charles County” Digital Gift Card Program



Charles New & Major Projects About Us Media Events Data & Resources f in @ Q
With Love From Charles Why Charles County Key Industries Incentives Business Support Life in Charles

JOIN CHARLES COUNTY'S DIGITAL GIFT CARD PROGRAM

Register Your Business and Start Feeling the Love

JOIN CHARLES COUNTY'S DIGITAL GIFT CARD PROGRAM
Feel the Love, County-wide
REGISTER YOUR BUSINESS TODAY

Looking to purchase “With Love From Charles” gift cards?
PURCHASE HERE

There is no cost to participate or swipe fees — meaning your

The image is a screenshot of the Charles County website's digital gift card program page. It features a dark blue header with the 'Charles' logo and navigation links. The main content area has a large banner with a hand holding a smartphone displaying a 'With Love From Charles' gift card. To the right, there are two blue boxes: one for purchasing cards and another stating there are no costs or fees. The overall design is clean and professional, using a color palette of blues, reds, and whites.



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INTERNATIONAL
ECONOMIC DEVELOPMENT
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The Power of
Knowledge and Leadership

#EconDevWeek
www.iedconline.org/edw