

WIC WEEK

Keys to the Future

March 3-9 2024

Southeast Region received around \$16,200 from participating in WIC Week. Our goal for 2024 is to bring in chapter funds through WIC week.

- **Lets Build Award:** Construction related activity
- **Reaching Out Award:** Connecting with similar associations, chapter partnerships and other community involvement.
- **Marketing Award:** What forms of marketing are you using to promote WIC Week and NAWIC and how often?
- **Innovation Award:** Think outside of the box to promote and appreciate women in construction.

Action Items:

1. Date to create WIC Week Chapter video
2. Ideas for each category



Space Coast Florida