



THE HOUSE THAT SHE BUILT

HOW TO BE AN AMBASSADOR ✨

The Challenge

The shortage of skilled trade workers is a growing crisis for our country. A contributing factor is that children and parents are not aware of the vast opportunities for successful careers in the building industry. Many people still believe that a traditional college education is the only path to a prosperous future when that path can and should be determined by the unique child and their interests, skills, and goals. Currently, women are the most underrepresented community in these careers, making up less than 3% of the workforce.

The Solution

Join the mission of The House That She Built movement. Help create a sense of urgency to overcome the international labor shortage in construction by elevating the skilled trades within underrepresented communities. To do this we will:

- Change the perception of career based bias by getting the book and the message in front of the youngest learners BEFORE that bias forms (K-2).
- Shift the mindset that one path is better than another by getting in front of parents and teachers.
- Refresh the unfavorable/stereotypical image of specific jobs.
- Recruit future workers through the most obvious underrepresented community...women.

How To Get Involved



HOST an event in your community and share the mission, at your school, library, community center, etc.



READ the book to a child in your life, at a school, or at an event!



SNAP a photo of a child reading the book, your event, etc.



SHARE the mission and your photos on Facebook and Instagram. Tag @shebuiltbook and use the hashtag #shebuiltbook



REQUEST that your local independent book store sell the book!

How To Say It ✨

The House that She Built is more than a book. It is a MOVEMENT. The mission is to support workforce development initiatives in home building by generating awareness of the skilled trades to the largest underrepresented community and cultivating curiosity and conversation.

Questions? Want to connect more? Contact Mollie Elkman Melkman@grouptwo.com

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