

## Brochure Description

Digital brochure needed for construction contractor related nonprofit organization.

Document will be primarily for digital viewing with potential for print version. Should be branded with our branding (logo attached). This is intended to be a multiple page document, plan to print and web (email) use. Standard Letter size document 8.5 x 11 inch.

The call to action is to pique the interest of construction contractors in our membership program. Each page/image needs to follow a logical flow / story line.

- **Who are we talking to / audience:** Residential or light commercial construction contractors in need of developing business skills, safety & compliance knowledge, continuing education, marketing, and technical assistance
- **Core Thought(s) / Emphasis:** convey or reassure construction contractors that a membership will accelerate their business growth.
- **Tone of Voice:** Enthusiastic, trustworthy, and knowledgeable
- **Mandatory Requirements** - website address (contractorsorganization.com), email (contact@acoorg.com) and phone number (971-645-4292) in the footer

The goal is to create interest in our membership to help them grow their business and join a trusted contractor community.

**Front page:** Should capture our logo (attached) and unique design that benefits a nonprofit organization serving the construction industry.

**Page 1** - About us, and vision & mission

**Page 2 & 3** Highlights and explanation of products and solutions

**Page 4** Membership levels

**Back page:** This will have images of key directors. Also, back page will contain company's address, website, and telephone information.

**SansSerif**

## **Page 1**

### **Mission**

To promote, educate and advance a diverse contractor community by providing pathways of accessibility to help build a stronger foundation for a better future.

### **Vision**

To become the preferred organization for construction contractors striving to be the best in their trade through education, training, and ongoing development.

### **Core Values**

- Empower through learning & development
- Strengthen & sustain the industry
- Build partnerships to benefit underserved communities
- Act with integrity, respect, and honesty
- Promote diversity, equity, and inclusion throughout the industry

### **Diversity, Equity & Inclusion**

ACO promotes and encourages open dialogue and positive working environments for BIPOC and other identity groups, to thrive within a contractor community and facilitate a more inclusive and resilient future.

### **About Us**

ACO is organized as a 501c6 membership organization supported by a 501c3 charitable foundation. Our foundation allows us to provide access to training and education resources to an underserved community of contractors, supporting them in developing a sustainable and profitable business.

We invite you to join a community of contractors who are better prepared to overcome challenges within the industry, empowering them to share ideas, lessons learned, proven practices, and insights with other industry leaders.

## **Page 2**

### **Technical Assistance**

One of our primary goals is to provide technical assistance to the contractor community based on individual level of competency. We understand that contractors strengths lie in their knowledge of their trade, and business skills must be developed around their strengths.

The importance for contractors to understand how to use and implement current technology, acquire new skills, and expand existing capacity, lies therein that it helps business owners become significantly more competitive in their market so they can ultimately increase their revenue and strengthen their business.

Technical assistance may take many forms. Examples of technical assistance we provide include teaching skills, building capacity, or creating change, such as:

- Business & Strategic planning
- Marketing and communications
- Computer technology
- Legal and accounting services

### **Safety & Compliance –**

#### **OSHALogs**

OSHALogs.com is a secure, web-based application that enables employers to create each state's first report of injury, track injuries, and view injury metrics in real-time. The software includes the ability automatically generate and download PDF versions of OSHA forms 301, 300, and 300A to print, share, or email.

Works with all devices: computers, tablets, and smartphones. Once data is entered and intuitively updated on all other forms, OSHALogs will automatically generate benchmark figures with no additional input by location and log.

#### **GotSafety**

Our partnership with GotSafety gives you the tools you need to protect your workers, meet compliance requirements, and create a positive workspace environment for your employees and others you may work with. GotSafety's staff of safety professionals, safety trainers, and administrative staff combined with innovative technology has helped thousands of contractors across the nation save money and improve efficiency.

Included in the mobile app are the following:

- Over 1,200 bilingual (Spanish/English) safety lessons with digital signoff rosters
- An online form builder to create job and equipment-specific inspection forms
- Mobile-accessible document storage repository
- Live monthly webinars addressing safety topics

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### **Contractor Education -**

We provide education through live classes, training workshops, and via eLearning courses. We provide in-class training for EPA/RRP Certification, CPR/First Aid certification, Fall Protection certification, and the Oregon CCB 16-hour Pre-licensing training.

We also offer a full suite of online construction education courses to help contractors learn at their own pace and convenience. Courses are mobile-friendly and available in English or Spanish. Our online course catalog includes

- OSHA 10 & 30 training
- Trade-specific skills
- Safety courses
- Administrative courses
- HAZWOPER
- Construction management
- Environmental exposure
- And much more...

We also offer targeted training tracks in specific skillsets to promote business development necessary to operate an efficient business. Skillsets include:

- Business operations
- Business Law & Contracts
- Understanding financials
- Safety & Compliance training
- Marketing & Networking
- Business Management / HR

### **Directory for Contractors –**

DirectoryforContractors.com is a FREE effortless way for contractors to connect with property owners to search for a contractor in their local area. As marketing has evolved, contractors need to adopt a variety of online tools and technologies to help gain more online visibility which will result in more business for you.

The site gives instant access to residential and commercial contractors, an online bid request system, links to the contractor's social media pages and a review system all in one spot.

Create your business profile and easily manage your unlimited FREE Bid requests, reviews, social media, photo gallery, YouTube videos just to name a few. Having a profile listing adds legitimacy to your business.

A prime advantage of having your business listed is the SEO and relevant incoming "links to your business". Link building is an important building block of any SEO campaign.