

# CIM Association Partners:

We need your help to promote the  
2021 CIM Auction at World of Concrete



## Building for the Future

The Concrete Industry Management (CIM) Program, the only one of its kind, was developed to address the anticipated shortage of skilled managers in the concrete industry. CIM, which includes four-year and MBA programs, prepares students to excel in all segments of the concrete and concrete construction industries.

The CIM program has been able to continue its outstanding work thanks, in major part, to its annual fundraising auction at World of Concrete. These funds support the current CIM programs, allow for expansion to other universities and fund scholarships—all of which benefit the entire concrete industry.

The future of the concrete industry is in our hands. The support from so many of you in the past has helped make the auction a huge success. For CIM to continue its great work, we need your continued support. You can help by participating in both the live and silent events on **June 9, 2021** and by spreading the word. Together, we can champion a great cause and make this the best auction ever!

## Can we count on you?

### Spread the Word

- **Follow** CIM on Facebook and Twitter and like, share and retweet using **#2021CIMAuction**. Add images that you can download from CIM's website.
- **Share** the CIM Auction details on your website and link to the CIM auction page.
- **Post** information about the auction on your LinkedIn group.
- **Promote** the auction at your association events and meetings.
- **Send** an email blast to your members with a link to the CIM auction page.
- **Ask** your members to promote the Auction to their industry contacts.
- **Include** information about the Auction in your next enews.
- **Send** out a press release (contact Brian Gallagher if you need a copy).
- **Add** content to your website about the CIM Auction and a link to the CIM Auction webpage.
- Inform your staff, committees and Board about the CIM Auction.

These are just a few of the many ideas that you can use to help us promote the CIM Auction. If you need any materials, press releases or other information to send to your members, please contact Brian Gallagher.

For more information, please visit  
[www.concretedegree.com](http://www.concretedegree.com).