

WELCOMING AMERICA



Talking Points & Sample Email Template

About this Guide

This guide is for [Welcoming Network](#) members and other local partners seeking talking points and perspectives to use in their communications regarding COVID-19. Use these as inspirations to tailor messages to your respective communities in email campaigns, social media, webinars, etc.

Key Narratives

Everyone wants to feel safe and healthy in the communities we call home. Whether you just arrived or have lived in [community] your entire life, you're an [place demonym - ex. Atlantan]. All residents, no matter where they are from, must be part of the solution: parents, business owners, workers, etc.

That means making sure everyone is sharing information through trusted networks, in multiple languages and on platforms that are accessible to residents without internet, and with communities who may be at greatest risk of isolation. It also means countering bias and calling out hate and discrimination when we see it, because none of us can risk being stigmatized as the problem or excluded from the solution.

Local leaders are our moral compass during times of grave challenges. Today is no different. There is an alternative to standing by: we can take action to protect those around us. Across the world, local leaders are bringing their communities together to solve this challenge. They are finding strength in the diversity of perspectives and solutions that all people can bring.

In this time of challenge, we should **focus on what unites us**: our shared hopes for the safety and well-being of our families and country. We may not share the same history, but we share one future as a country. This is true regardless of the color of your skin, or where your ancestors were from. There is no room for bias, race-based fears, or other forms of discrimination when combating a virus; we are all in this together.

As Americans, **we believe in treating everybody fairly** regardless of what they look like or where they came from. But what we believe, feel, and do can be different. Even in these challenging times, we must ensure that all community members have reliable and timely access to information and resources that keep us safe and connected. It is vital for welcoming communities to hold fast to the values of inclusion, accessibility, and participation, now more than ever.

Neighborliness is global. Around the world, everyday heroes are coming together across lines of difference to tackle the virus, demonstrating further that we are all in this together. Here in our community, we are seeing neighbors coming together to support one another. For example, a coalition of nonprofits and healthcare providers in Los Angeles is [reaching out to immigrant communities](#) who may be apprehensive about seeking help during the COVID-19 crisis to provide accurate information, physical exams, and medical consultation.

Our response is stronger when we all have an opportunity to contribute. When you see workers on the frontlines in [place], you will see people of all backgrounds working together. Whether fighting a fire or battling a pandemic, frontline workers are focused on one thing: saving lives. Shared values and goals bind diverse groups of workers on the front line in any fight. Here in our community, that means we're taking a whole-of-community approach to make sure *every* group is involved. Today, we're more united than ever here in [community] and we're counting on everyone to be part of the solution.

Sample Email Template

How to use: Below is a sample email template for members to use incorporating the key narrative points above. Remember to fill in the placeholders and adjust the language as needed to suit your organization's goals with this message.

Subject line: Our Commitment to Being a Welcoming Community

Dear [NAME],

As the COVID-19 crisis continues to unfold across the world, we want to take a moment to share and reaffirm our values to you, your family, and communities.

Everyone wants to feel safe and healthy in the communities we call home. Whether you just arrived or have lived in [community] your entire life, you're an [place demonym - ex. Atlantan]. All residents, no matter where they are from, must be part of the solution: parents, business owners, workers, etc. Please make sure everyone is sharing information through trusted networks, in multiple languages and on accessible platforms. Call out bias, hate, and discrimination when you see it, as none of us can risk being stigmatized as the problem or excluded from the solution.

As a local leader, we strive to be a moral compass during times of grave challenges. Today is no different. We are here to protect those around us and bring communities together to solve this challenge by **focusing on what unites us**: our shared hopes for the safety and well-being of our families and country. We may not share the same history, but we share one future as a country and are in this together. It is vital for welcoming communities to hold fast to the values of inclusion, accessibility, and participation, now more than ever.

Here in our community, we are seeing neighbors coming together to support one another. [insert examples from your community]

Our response is stronger when we all have an opportunity to contribute. When you see workers on the frontlines in [place], you will see people of all backgrounds working together. Whether fighting a fire or battling a pandemic, frontline workers are focused on one thing: saving lives. Today, we're more united than ever here in [community] and we're counting on everyone to be part of the solution.

We hope you and your families are staying safe and following the advice of local and national public health officials. Please visit our website [insert link] for the latest COVID-19 information. Stay connected with us by email or social media, and always feel free to send in your questions and stories.

We are here for you!

Sincerely,
[signature]