



WELCOMING  
WEEK

# NATIONAL PARTNER TOOLKIT

Join us for Welcoming Week!  
Sept. 13–22, 2019



Presented by Ebay Foundation





## OVERVIEW

Thank you for joining us as a national partner for Welcoming Week 2019! We are proud of the growing number of state, regional, and national organizations around the world that make this celebration a success.

During this annual series of events, communities and institutions bring together immigrants, refugees, and long-time residents in person and online in a spirit of unity to build strong connections across the community and affirm the benefits of welcoming everyone—including newcomers.

Welcoming Week takes place Sept. 13-22, 2019, and we look forward to building on last year's success. In 2018, there were over 2,000 events in 400 communities during Welcoming Week, with more than 80,000 people participating and over 14 million social media impressions.

There are a number of ways that national partners can help support the work including encouraging affiliates and members to host Welcoming Week events and lifting up welcoming messages and stories during this week.

By participating in Welcoming Week events, you are part of a growing movement across the world that recognizes that being a welcoming community makes us stronger economically, socially, and culturally. We are grateful for your interest, and we look forward to partnering with you to make your event a success.

This toolkit provides materials to guide your participation in Welcoming Week, including:

- Welcoming Week background
- Inspiration for how your organization can participate in Welcoming Week checklist, tips, inspiration, and more
- Messaging and social media calendar

**We're here to help!** If you have questions or want a thought partner about strategies your organization can use to build a more welcoming America during Welcoming Week and beyond, you can email us at [events@welcomingamerica.org](mailto:events@welcomingamerica.org).

**Want to plan ahead? Welcoming Week 2020 will take place September 11–20.**

## KEY STEPS FOR WELCOMING WEEK PARTNERS

- ▶▶ Get in touch with us at [events@welcomingamerica.org](mailto:events@welcomingamerica.org) so we can recognize you as a partner at [welcomingweek.org](http://welcomingweek.org)
- ▶▶ Plan your online and social media strategy for Welcoming Week
- ▶▶ Consider how you can encourage and prepare your members or constituents to participate in Welcoming Week



## WELCOMING WEEK BACKGROUND

This is a moment for us to reaffirm that our organizations and communities are stronger when we all feel like we belong and the contributions of all are welcome. At a time when political rhetoric has deepened divisions and hate crimes have risen around the world, Welcoming Week 2019 reminds us to double-down on our inclusive vision and find new ways to bring together people across lines of difference to develop greater understanding and mutual support.

To change the narrative, to shape the immigrant experience, to affirm our values and live up to them – these are enormous tasks that take all of us working together. Perhaps nothing is more important, for this is the heart of our democracy.

As Welcoming America celebrates its 10th anniversary in 2019, we see how Welcomers are leading the way in communities across the globe, with a movement 40 million strong and growing. Celebrate Welcoming Week, and show the world how your community, organization, or business welcomes everyone, from every background and demographic.

**Together, we can make every organization and community the kind of place where diverse people from around the world feel valued and want to put down roots. Together, we can build a nation of neighbors.**

Welcoming America is a nonpartisan, nonprofit organization that is leading a movement of inclusive communities becoming more prosperous by making everyone who lives there know they belong. We help places move beyond divisiveness to ensure that all residents—including immigrants and refugees—can fully participate.



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## EVENT INSPIRATION

Below are some ideas to get you started on planning for Welcoming Week. **No matter your plans for Welcoming Week, they should have the goal of encouraging connectivity and dialogue.**

### ACTIVATE YOUR CONSTITUENTS AND MEMBERS

- » Encourage your members or affiliates to host Welcoming Week events. Share the [step by step guide](#) on Welcoming Week event planning.
- » Get members, employees, or constituents out to Welcoming Week events in their community. You can find a list of events [here](#).

### SHAPE THE NARRATIVE

- » Write a blog post (or create a video, photo essay, cartoon, sculpture...). Depending on your organization, this could include profiling immigrants or refugees in your community, highlighting immigrant inclusion work within your network, or sharing ways your readers can support welcoming throughout the year.
- » Participate in the daily social media prompts and the “I am a Welcomer” campaign. You’ll find more on page 4.

### PLAN FOR THE FUTURE

- » Look for ways that your programs or business can further welcoming work. Create a plan.
- » Make plans to attend the [Welcoming America conference in 2020 in Charlotte, NC!](#) It’s a great place to meet people from across the country and learn more about welcoming work.

### BUILD CONNECTIONS INTERNALLY (AND IN THE COMMUNITY)

- » Host an event at your headquarters or project site! Consider becoming a co-host for an event in your community or find ideas for your own event [here](#).
- » Celebrate the diversity in your workplace by hosting a potluck where everyone is asked to bring a dish that represents their cultural background. Check out [Taste of Harmony](#) for some ideas.
- » Play the More Than One Story card game in your office or with your volunteers; order at [welcomingamerica.org/mtos](http://welcomingamerica.org/mtos)
- » If your work is creative, consider partnering with an artist of a different background.





## MESSAGING & SOCIAL MEDIA

### OVERVIEW OF MESSAGING

This is a time when many are embracing a vision of inclusion, standing up for our democratic values, and promoting communities where all feel that they are part of our social fabric. This is also a time of fear and increased divisions as groups are pitted against each other and some wonder if they are still welcome. Research shows that communicating a positive vision—one that emphasizes inclusion, unity, and a positive shared future—is key to overcoming divisions.

Each day during Welcoming Week we lift up a different theme critical to welcoming and immigrant inclusion. Following you'll find this year's communications calendar along with general messages to lift up during the week.

### DAILY THEMES – WELCOMING WEEK 2019

#### FRIDAY, 9/13: KICK OFF WELCOMING WEEK!

##### KEY MESSAGES

- Today is the start of Welcoming Week!
- There has never been a more important time for communities to show that they are welcoming to everyone, of all backgrounds, including immigrants and refugees.
- What will you do this week to bring together friends, coworkers, and constituents in a spirit of unity to build stronger connections and affirm the benefits of welcoming everyone?

##### SAMPLE SOCIAL MEDIA

- Join us to celebrate #WelcomingWeek Sept 13-22, [welcomingweek.org](http://welcomingweek.org)
- How will you celebrate #WelcomingWeek? Join the growing movement; find an event near you or other ways to get involved: [welcomingweek.org](http://welcomingweek.org)
- Our [community's, nation's] success depends on making sure everyone who's a part of it—including immigrants—feels welcome here. #WelcomingWeek

#### SATURDAY, 9/14: A NATION OF NEIGHBORS

##### KEY MESSAGES

- You, as an individual, can grow welcoming in your community.
- Meaningful connections across lines of difference keep us knit together.

##### SAMPLE SOCIAL MEDIA

- Share the story of a relationship in your life that exposed you to a new culture and broadened your sense of who belongs. #WelcomingWeek
- Lift up local champions and bridge builders who lead local efforts to build understanding and community. For inspiration, check out this story #Welcoming Week
- How can you help build a nation of neighbors? Learn more about how people and organizations can build connected communities here. #WelcomingWeek



## MESSAGING & SOCIAL MEDIA

### SUNDAY, 9/15: WELCOMING FAMILIES

#### KEY MESSAGES

- Migrants that have come to the US embody American values. They have defied all odds to leave behind discrimination and violence. Moving your family to a new place to build a better, safer life, is a quintessentially American thing to do.
- We believe that families should stick together that we should look out for each other and that hard work should be rewarded.
- We all want our children to grow up safe and secure. Many families are coming to the US fleeing gang violence and threats to their lives. They are doing what we all would—going to great lengths to find a safe place where their children can thrive.
- Every child deserves to be raised in a loving environment. We learned a long time ago that institutions cannot replace devoted caregivers. The U.S. no longer has orphanages, and we shouldn't lock up migrant children and families.

#### SAMPLE SOCIAL MEDIA

- Let's show our country that Americans care for the well being of children and parents seeking refuge. #WelcomingWeek
- Call your representatives and share why you welcome families!
- Share a time your family moved for more opportunity. Were you welcomed into your new neighborhood? #WelcomingWeek

### MONDAY, 9/16: WELCOMING ECONOMIES

#### KEY MESSAGES

- Every day more communities recognize that tapping into the talents of all residents, including immigrants and refugees, is the smart thing to do to build a vibrant and competitive economy.
- Together with long-term residents, immigrant business owners are fueling the competitiveness of local companies and communities.
- No matter where you sit, there is a role you can play in inclusive economic development.

#### SAMPLE SOCIAL MEDIA

- Check out an immigrant or refugee owned business today. We'll be headed here [link to local immigrant or refugee owned business]. #WelcomingWeek
- New Americans are fueling the competitiveness of local companies and communities in the global economy. #WelcomingWeek
- Find the "why" and the "how" of building a more welcoming economy in the Welcoming Economies Playbook. #WelcomingWeek



## MESSAGING & SOCIAL MEDIA

### TUESDAY, 9/17: CITIZENSHIP DAY

#### KEY MESSAGES

- Welcoming Week celebrates our nation's highest democratic values: freedom and opportunity.
- Our democracy is stronger when everyone participates.
- Let's celebrate our newest citizens!
- Background: Citizenship Day (also referred to as Constitution Day) is a United States federal observance that commemorates the signing of the U.S. Constitution and honors those who have become U.S. citizens through the naturalization process.

#### SAMPLE SOCIAL MEDIA

- Would you pass the naturalization test? Test your knowledge. Then find out how you can help with test prep in your community. #WelcomingWeek
- Our democracy is stronger when everyone participates. Share how you plan to get involved in your local government, boards, or PTA. #WelcomingWeek
- Is your community supporting citizenship? Find best practices [here](#). #WelcomingWeek

### WEDNESDAY, 9/18: 2020 CENSUS - GET OUT THE COUNT!

#### KEY MESSAGES

- Getting an accurate count for Census 2020 is important for everyone, and for building welcoming and inclusive communities that serve all of us.
- Background: The Census Bureau conducts the census every 10 years and the data collected have an impact on the future of our communities. These data help to determine how the federal government distributes more than \$800 billion annually—shaping where government officials build schools, roads, and hospitals, and fund other essential programs and services. The census is also used to apportion congressional representation among the states and ensure equal representation through redistricting. More here: <https://censuscounts.org/impact/>

#### SAMPLE SOCIAL MEDIA

- Census 2020 is less than a year away! Let's roll up our sleeves and make sure all our neighbors count. #WelcomingWeek
- Census 2020 data will determine where schools, roads, and hospitals are built. Help to Get Out the Count. #WelcomingWeek
- Sign and share this pledge to participate in Census 2020. #WelcomingWeek

### THURSDAY, 9/19: WELCOMING SCHOOLS

#### KEY MESSAGES

- One of the first places that refugee and immigrant families have the opportunity to connect with others is in schools. Make sure it's a welcoming place for all.
- The future of our communities depend on educating all of our children.

#### SAMPLE SOCIAL MEDIA

- [Check out these activities for classrooms and after school programs](#) to build welcoming schools! #WelcomingWeek
- How did your school or college make you a more welcoming person? #WelcomingWeek



## MESSAGING & SOCIAL MEDIA

### FRIDAY, 9/20: WELCOMING COMMUNITIES

#### KEY MESSAGES

- Welcoming is more than a value, it's an action. Agencies, cities, counties, and states can't simply say they are welcoming, they have to put in place the programs and policies to back it up.
- Welcoming is the work of all organizations and institutions in a community. Whether your new to welcoming or have been working to build a more inclusive community for decades, there are actions you can take to build a more welcoming community.

#### SAMPLE SOCIAL MEDIA

- Welcoming America has set a bar for communities that call themselves welcoming. Do you meet it? Take the test. #WelcomingWeek
- Welcoming is the work of everyone! Who isn't at the table yet in your community? How can you get them involved? #WelcomingWeek

### SATURDAY, 9/21: WELCOMING AROUND THE WORLD

#### KEY MESSAGES

- Places around the world are welcoming immigrants and refugees. We are part of an international movement.
- Our vision is a world in which all people—including immigrants and refugees—feel at home. Learn more about what members in our [international Welcoming Network](#) are doing to advance towards that goal during #WelcomingWeek and all year long.

#### SAMPLE SOCIAL MEDIA

- In Australia, @welcomingaus is fostering the creation of more inclusive communities. Check out their work to see how they're participating in the global welcoming movement!
- In Slovenia, @sloga\_platform has hosted countless #WelcomingWeek activities. [Check out their highlight](#) on the connection between volunteering and welcoming communities!
- @MBIEgovtnz leads the Welcoming Communities initiative through which a network of local councils are set out on a mission to create a more welcoming New Zealand. Make sure to check out their work for #WelcomingWeek inspiration!

### SUNDAY, 9/22: CELEBRATE AND PLAN TO MAKE EVERY WEEK WELCOMING WEEK

#### KEY MESSAGES

- How will you make every week a Welcoming Week? #WelcomingWeek
- Welcoming Week demonstrated that in places large and small, rural and urban, people of all backgrounds are coming together to create stronger communities. Let's keep the energy going! #WelcomingWeek

#### SAMPLE SOCIAL MEDIA

- #WelcomingWeek is about more than a few days of welcoming, it's about creating welcoming communities where everyone feels valued. Is your community welcoming?
- Welcoming is the work of everyone! Who isn't at the table yet in your community? How can you get them involved? #WelcomingWeek





## MESSAGING & SOCIAL MEDIA

### GENERAL WELCOMING WEEK MESSAGES

- This is a time to celebrate the values that unite us as neighbors, parents, and colleagues, and to make our communities more welcoming to newcomers and to everyone who calls them home.
- Welcoming Week celebrates our nation's highest democratic values: freedom and opportunity.
- Welcoming Week reminds us that no matter where you come from, what your gender is, or the color of your skin, we all deserve the opportunity to reach our greatest potential.
- There has never been a more important time for communities to show that they are welcoming to everyone, of all backgrounds, including immigrants and refugees.
- We are proud to be a part of Welcoming Week, which is demonstrating that in places large and small, rural and urban, people of all backgrounds are coming together to create stronger communities.
- Welcoming Week is an annual celebration bringing together thousands of people and hundreds of local events that celebrate the contributions of all of us—newcomer and long-time residents alike—and the role communities play to foster greater welcome and opportunity for everyone. Welcoming Week is Sept. 13-22, 2019.

Welcoming America has a number of communications tools to further define your messaging. You'll find them at [welcomingamerica.org/learn/resources](https://welcomingamerica.org/learn/resources).

### SOCIAL MEDIA HASHTAGS & PHOTO FRAMES

Show your support by adding our Welcoming Week social media profile photo frame.

**Facebook:** Go to [facebook.com/profilepicframes](https://facebook.com/profilepicframes) and search for Welcoming America.

**Twitter:** Go to [welcomi.ng/photofilter](https://welcomi.ng/photofilter) to add the frame to your profile photo.

The photo frame is currently available.



## MESSAGING & SOCIAL MEDIA

### SUGGESTED GENERAL SOCIAL MEDIA MESSAGES

- Working together we can make communities stronger economically & culturally. Celebrate #WelcomingWeek Sept 13-22
- Proud to be doing my part to build a nation of neighbors. #WelcomingWeek
- Join us to celebrate #WelcomingWeek Sept 13-22, [welcomingweek.org](http://welcomingweek.org)
- Every day more communities recognize that opening up opportunity for all residents is the right & smart thing to do #WelcomingWeek
- How will you celebrate #WelcomingWeek? Join the growing movement; host or attend event near you: [welcomingweek.org](http://welcomingweek.org)
- Let's show the world that our communities want to be welcoming to everyone #WelcomingWeek [welcomingweek.org](http://welcomingweek.org)
- "#IWelcome immigrants and refugees because ..." @welcomingusa #WelcomingWeek

### #IWELCOME CAMPAIGN

To participate in the #IWelcome campaign take a photo of you, a civic group or your workplace team with one of our multilingual "I'm a Welcomer" signs and post to social media with how your community welcomes.

"I'm a Welcomer" signs can be downloaded in a variety of languages at [welcomingweek.org](http://welcomingweek.org).

We also encourage you to highlight the personal stories of immigrants and refugees and their contributions to your community, adding #WelcomingWeek and #IWelcome.