



Activation Toolkit for Partners



Get Involved!

We are excited that you have decided to be part of Immigrant Heritage Month! Your support will play an instrumental role in the success of the month and helping to spread the word about the importance of celebrating and sharing the immigration stories that we all have.

This toolkit contains ideas and sample materials for celebrating Immigrant Heritage Month, including:

- Background on Welcome.us and IHM
- Ideas for promoting your involvement in IHM and strategies to engage your supporters/customers, including IHM launch events and beyond
- Sample materials to help support your IHM events



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Fast Facts About Welcome.us & Immigrant Heritage Month

In the United States, with a good idea and enough hard work, anything is possible. The entrepreneurial drive and spirit of our country is built on our diversity of origins. It is what drew the first people to the U.S. and what continues to drive American business. American success is a result of our many distinct experiences, not in spite of it.

Welcome.us, a new non-profit organization, is dedicated to celebrating a United States that is fueled by immigrants from around the world. Immigrants past and present – and their subsequent generations – have always been united by the common cause of building a better life for themselves and their families.

- Beginning with the launch of the first-ever Immigrant Heritage Month (IHM) in June 2014, Welcome.us will partner with corporations, media outlets, organizations, celebrities, athletes, faith, civic, and political leaders to gather and share inspirational stories of American immigrants.
- Our goal is to encourage as many Americans as possible to tell the story of how they first felt welcomed to the American experience. Our history and stories will help determine our future—at Welcome.us, we want everyone here to be a part of that history.
- Through a campaign driven by social media, earned media, partnerships, and outreach, we aim to help our nation remember and celebrate the richness of our immigrant history – the source of our greatness.
- We are a charitable, non-political organization supported by FWD.us, which was founded by Mark Zuckerberg, Marissa Mayer, Reid Hoffman, Bill Gates, Padmasree Warrior, and other tech leaders. Led by Tolu Olubunmi, an immigrant and DREAMer, our organization will be focused in the coming months on launching the Welcome.us campaign as well as establishing Immigrant Heritage Month to honor the ways in which America and the immigrants who have built our country are linked in a shared, productive history.
- Welcome.us is assembling a diverse honorary board – made up of business leaders, including Mark Zuckerberg and others; policymakers, including Congressmen Valadao, Crowley, Honda, Polis and others; athletes; faith leaders; media personalities and celebrities, including Jared Leto, Russell Simmons, Jamie Lee Curtis, Michael Bolton, Kenny G, and more – to help elevate the work of Welcome.us.



IHM Themes

To help celebrate the many aspects and impacts of immigrants, we will be highlighting four key themes throughout the month.

Telling the story of American immigrant ancestry

Throughout the month, we will highlight America's rich immigrant ancestry. We are in the process of reaching out to elected and community leaders in cities across the country to help organize events or walking tours to celebrate each city's unique immigrant history. Simultaneously, we will launch the IHM social media campaign, joining with our partners to encourage the public to share their "welcome stories" via the Welcome.us social media platforms and website. Additionally, Welcome.us will join FWD.us and others in co-sponsoring a Silicon Valley-based Hackathon—bringing together marketing executives, growth hackers, and data scientists. In addition, we will be working with our partners to celebrate our nation's newest citizens at naturalization ceremonies across the nation. We will facilitate the attendance of federal, state, and local political and civic leaders at these ceremonies.

Highlighting immigrant contributions to the economy and culture

IHM will also emphasize storytelling, and through partnerships with nonprofit organizations, members of Congress, and corporations, we will highlight immigrant contributions to the U.S. economy and culture throughout history.

Celebrating modern immigrant families

IHM will also seek to celebrate modern immigrant families, kicking off with Father's Day on June 15th. We are engaging museums across the country, as well as the faith community, to honor America's Founding Fathers, and celebrate the fathers of today who are laying the foundation for an even brighter tomorrow. Welcome.us is co-hosting a film screening at the Martin Luther King, Jr. Memorial on the National Mall in partnership with The Memorial Foundation on June 19th, co-branded PSAs with nonprofit organizations featuring a variety of celebrities will be released during this time.

Honoring immigrants who serve our Nation in the armed forces and through civil service

Throughout the month we will also celebrate immigrant service to our nation. We will release videos honoring renowned immigrant members of armed forces, civil servants, and NGOs.



Getting Involved

During the first week of June, there will be IHM launch events around the country including marquee events in New York, Miami, Chicago and San Francisco. This is a great time to promote your involvement with IHM as well as engage your supporters/customers. Several ideas for getting involved include:

- Issue a press release during the first week announcing your involvement and why IHM is an impactful cause for your organization/company
- Send a launch email that includes your press release to your supporters/customers and encourage them to attend events/get involved with IHM online and share their welcome story
 - Send a weekly email that highlights each theme. Highlight the impact/importance of employees/organization leadership or supporters who fit with the theme.
- Host a launch event in partnership with a local immigration organization or elected officials. Ideas for launch events include:
 - Highlighting immigrants who contribute significantly to the community or to your organization
 - Sponsoring an event in the community such as immigrant food festival or walking tour of a historic neighborhood
- Highlight employees, board members or leadership who have compelling immigration stories on social media and your website
- Sponsor a community screening of [Documented](#)
- Use your social media channels to connect with IHM and share content created by your organization and supporters

To help support your engagement, we have developed templated materials for you to use including:

- Press release template
- Organizational email template
- Sample social media posts



Press Release Template

[DATE]

PRESS CONTACT/NAME

XXX-XXX-XXXX

XXXXX@welcome.us

ORGANIZATION NAME IS PROUD TO SUPPORT THE 1ST ANNUAL IMMIGRANT HERITAGE MONTH

Organization Name Joins Nation-Wide Effort to Highlight Immigrant Impact on History and Future of America

CITY, STATE – Today [ORGANIZATION NAME] announced its support of the first ever Immigrant Heritage Month, an initiative organized by the non-profit [Welcome.us](https://welcome.us) to partner with corporations, media outlets, organizations, celebrities, athletes, faith, civic, and political leaders to gather and share inspirational stories of American immigrants.

[INSERT ORGANIZATION QUOTE ON WHY IHM IS IMPORTANT TO THEM]

[ADD RELEVANT DETAILS IF ORGANIZATION IS HOSTING AN EVENT]

Supporters are encouraged to connect with Immigrant Heritage Month through social media or events in their city and share their own unique immigration story. Immigrant Heritage Month will focus on four key themes:

- Telling the story of American immigrant ancestry
- Highlighting immigrant contributions to the economy and culture
- Celebrating modern immigrant families
- Honoring immigrants who serve our Nation in the armed forces and through civil service

[INSERT DETAILS ON ORGANIZATION'S EFFORTS TO SUPPORT IHM]

Tolu Olubunmi, executive director of Welcome.us, provided national context for the events in CITY:

"In the United States, with a good idea and enough hard work, anything is possible," said Tolu Olubunmi, executive director of Welcome.us. "The entrepreneurial drive and spirit of our country is built on our diversity of origins. It is what drew the first people to the U.S. and what continues to drive American business. American success is a result of our many distinct experiences, not in spite of it.

"Our goal is to encourage as many Americans as possible to tell the story of how they first felt welcomed to the American experience. Our history and stories will help determine our future—at Welcome.us, we want everyone here to be a part of that history.

"Visit 'welcome.us' for more information on how to share your story and learn more about our nation-wide effort."



ABOUT WELCOME.us (will be revised with most current information at release) –

Welcome.us, a new non-profit organization, is dedicated to celebrating a United States that is fueled by immigrants from around the world. Led by Tolu Olubunmi, an immigrant and DREAMer, the organization is focused on launching the Welcome.us campaign and establishing Immigrant Heritage Month to honor the ways in which America and the immigrants who have built our country are linked in a shared, productive history. Welcome.us is supported by FWD.us, which was founded by Mark Zuckerberg, Marissa Mayer, Reid Hoffman, Bill Gates, Padmasree Warrior, and other tech leaders. Our Honorary Board for Immigrant Heritage Month includes: Congressmen Valadao, Congressman Crowley, Congressman Honda, Congressman Polis, Jared Leto, Russell Simmons, Jamie Lee Curtis, Michael Bolton and Kenny G. Learn more about the campaign and Immigrant Heritage Month by visiting Welcome.us.

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Activation Email to Supporters

Dear Friend of [ORGANIZATION NAME]:

As a supporter of [X Organization], we wanted to invite you to join us next week as we join many other partner organizations and the Welcome.us campaign to kick off the 1st Annual Immigrant Heritage Month. During this month, we will join together to encourage as many Americans as possible to celebrate our country's history and its future by telling the story of how they first felt welcomed to the American experience.

IHM is a part of the Welcome.us campaign, an organization created to help highlight how ultimately our country's heritage is its immigrant heritage. From our first days as a nation to today, the entrepreneurial drive and spirit of our country is built on our diversity of origins. It is what drew the first people to the U.S. and what continues to drive American business, our culture and our nation as a whole. IHM offers the opportunity for people like you to join a diverse set of organizations, celebrities, elected officials, faith leaders and civic groups to help celebrate our unique immigrant heritage.

Throughout the month, we will host a variety of activities and events to help recognize the tremendous impact that immigrants have had in creating the rich fabric of American culture. Events and activities include:

[Insert list of events/activities]

During the month, we hope you will join us in celebrating America's rich immigrant heritage, and the ways in which America welcomed you and your family. Some ways that you can engage include:

- Sharing you or your family's own welcome story;
- Telling us about the local immigrant businesses and entrepreneurs in your community and the impact they have; or
- Sharing with us why you think immigrants strengthen our American culture.

IHM will be an exciting month and we look forward to sharing with you some of the amazing experiences that we have along the way. To join in or follow our activities throughout the month, please go to Welcome.us or connect at the links below. [INSERT LINKS]

We look forward to celebrating with you!



IHM Social Media

During the month of June, IHM will have a large presence on social media. Make sure that you connect with us on Twitter, Facebook, Instagram and YouTube. Here you should encourage your supporters and employees to upload videos sharing their own personal immigration story, a message about what IHM means to them and also showcase how your organization is celebrating IHM. And don't forget to use our official hashtag, #welcomeus, so we can follow your posts!

SAMPLE TWEETS/FACEBOOK POSTS

- We are proud to support Immigrant Heritage Month and we want you to as well! Visit welcome.us to join us. #welcomeus
- It is Immigrant Heritage Month. Tell us how your family was welcomed to America. #welcomeus
- IHM celebrates the diverse fabric of our country. RT and help us celebrate our nation of immigrants. #welcomeus
- See our #welcomeus stories on the welcome.us website and add your own in honor of Immigrant Heritage Month.
- Immigrants have a tremendous impact on our economy. What is your favorite immigrant-owned business? #welcomeus