

CELEBRATE
IMMIGRANT
HERITAGE
MONTH
06.2016

Immigrant Heritage Month 2016

Activation Toolkit for Partners

Get Involved!

We are excitedly preparing for the third annual Immigrant Heritage Month (IHM 2016), a nationwide effort to gather and share inspirational stories of immigration in America, set to kick off in June. We are thrilled that you have decided to be part of the celebration! 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 immigration stories across the generations.

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

- Background on IHM
- Ideas for promoting your involvement in IHM and strategies to engage your supporters, customers or employees, including IHM events and social media
- Sample materials to help support your IHM events

“Immigrant Heritage Month is a chance to share our American stories.”

- President Barack Obama, June 6, 2015

About Immigrant Heritage Month

The third-annual Immigrant Heritage Month will celebrate our country's immigrant heritage--stories of individuals, families and communities who have contributed to the unique social fabric of a country whose greatness is fueled by its diversity. For the past two years, Immigrant Heritage Month has celebrated the millions of stories that make up our nation's interwoven narrative during a joyous, month-long celebration in June.

In 2015, a national partnership network of 238 nonprofit organizations, ethnic groups, cultural institutions and individuals hosted events, published blogs and stories, and shared social media content throughout the month, all contributing to IHM's successful celebration of our nation's rich immigrant heritage. The White House and Administration shared 18 blog posts from staff sharing their own immigrant heritage stories, including President Barack Obama himself, in a weekly address [Celebrating Immigrant Heritage Month](#). Members of Congress and other elected officials shared their personal stories with us, and the U.S. House and Senate both introduced resolutions recognizing June as Immigrant Heritage Month.

Building on the past two years' success, partners for IHM 2016 will help us amplify our message, encouraging us all to celebrate our immigrant heritage as a source of pride.



How to Get Involved

Even though Immigrant Heritage Month isn't until June, there are plenty of ways to prepare and participate in advance. Now is the time to start promoting your involvement with IHM as well as engage your supporters or customers. Several ideas for getting involved now include:

- Issue a press release announcing your involvement and why IHM is an impactful cause for your organization or company
- Send a launch email that includes your press release and/or this toolkit to your supporters or customers and encourage them to attend events or get involved with IHM online
- Begin gathering immigrant heritage stories to get ready for IHM

To kick off Immigrant Heritage Month and celebrate throughout June:

Online

- Share official Immigrant Heritage Month content on your own social media channels
- Create your own digital content for social media
 - Highlight employees, board members, or leadership's own immigration stories on social media and your website
 - On Thursdays, post an old photo that tells a story of immigrant heritage in your organization or to highlight a member of your staff, board members, or leadership; using hashtag #tbt and our hashtags #ImmigrantHeritageMonth or #IHM2016
 - Post a blog entry on your organization's website highlighting work you do with the immigrants in your community or celebrating immigrant contributions to your organization or community over the generations
 - Host an online Q & A tying IHM into your existing programming
 - Use your imagination!

Events

- Host an event in partnership with a local immigration organization or elected officials. Ideas for events include:
 - Highlighting immigrants who contribute 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
- Co-brand events that are part of your existing June programming as part of Immigrant Heritage Month
 - Include the Immigrant Heritage Month logo and messaging -- we are happy to share!
- Leverage existing community events during the month of June (e.g. Fathers Day, World Refugee Day)
- We will add these events to the official Immigrant Heritage Month calendar and promote them on social media

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

- Press release template
- Organizational email template

If you'd like to discuss other ideas or potential events, please contact Keenan Toohey at keenan@welcome.us or 202-818-9910.



Press Release Template

[DATE]

PRESS CONTACT/NAME

XXX-XXX-XXXX

XXXXX

ORGANIZATION NAME IS PROUD TO SUPPORT THE 3rd 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 third-annual Immigrant Heritage Month, an initiative to partner community organizations, elected officials, corporations, artists, and thought 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.

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

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

ABOUT IMMIGRANT HERITAGE MONTH –

Immigrant Heritage Month celebrates a United States that is fueled by immigrants from around the world and the ways in which America and the immigrants who have built our country are linked in a shared, productive history. Immigrant Heritage Month is organized by Welcome.us, a 501(c)3 nonprofit organization. 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 to kick off the 3rd Annual Immigrant Heritage Month, a nationwide effort to gather and share inspirational stories of immigration in America. IHM 2016 includes partnerships with community organizations, elected officials, corporations, media outlets, athletes, artists and thought leaders who will help us amplify our message, encouraging us all to celebrate our immigrant heritage as a source of pride.

The month will celebrate our country's immigrant heritage--stories of individuals, families and communities who have contributed to the unique social fabric of a country whose greatness is fueled by its diversity.

While Immigrant Heritage Month isn't until June, there are plenty of ways to prepare and participate in advance. Now is the time to start promoting your involvement with IHM as well as engage your supporters or customers. Several ideas for getting involved now include:

- Issue a press release announcing your involvement and why IHM is an impactful cause for your organization or company
- Send a launch email that includes your press release to your supporters or customers and encourage them to attend events or get involved with IHM online
- Share this toolkit with your partners at other organizations to grow support for IHM

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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 local events/activities]

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!

