



**Engage
to Change**

Multi-part Storytelling Series

Updated February 2024



Multi-part Storytelling Series

Who is this resource for? Corporate partners

How should corporate partners use this resource? Corporate partners can choose from the topics below to highlight employee co-sponsor experiences and leverage them in their larger corporate co-sponsorship storytelling strategy.

Tips & Tricks

Purpose

- To engage audiences and recruit individuals to participate in co-sponsorship through the Engage to Change co-sponsorship initiative.
- To provide audiences with a programmatic proof of concept.
- To break down the Engage to Change experience and share digestible snippets of the process.
- To inspire others to explore co-sponsorship as a meaningful community service project serving newcomers.

Purpose

- **Storytellers (whether co-sponsors, corporate partners, resettlement agencies, or media, etc.) all must have consent from newcomers to take their photo or use content including them in any way; speak with the resettlement agency to get more information on this topic.**
- Corporate partner and participating employees to collaborate on creating the content below.
- "Rolling Participation" – corporate partner to collaborate with additional co-sponsor groups as they come on board to create recommended content below.

Options for Content Creation

- Participating employees to own all content creation pieces.
- Corporate partner to select topics of interest to cover as a co-sponsor group (content can be video, writing, interview style, photo collage, panel discussion, other events, etc.).
- Corporate partner to interview participating employees on topics related to co-sponsorship, including those below.

Content + Topic Outline

1. Topic 1: Arrival Excitement and Preparation

Description: Share the anticipation and excitement leading up to the arrival of the refugee family. Discuss the logistical preparations, emotional readiness, and the feeling of embarking on a life-changing journey and the reasons/motivations for participating. Consider topics such as Community Sponsorship Training, meeting the agency staff, and assisting with pre-arrival core services.

2. Topic 2: Helpful Tips on Forming a Co-Sponsor Group

Description: Offer practical advice on how to gather and form a co-sponsor group. Discuss how employees were recruited to participate, how roles and responsibilities were determined, reasons why group members chose to participate, and what steps were taken to foster a supportive and inclusive team environment.

3. Topic 3: Group Structure: Working Together for Success

Description: Explore the importance of establishing an effective group structure for co-sponsorship. Discuss key considerations such as communication channels, decision-making processes, and fostering collaboration among group members. Consider topics such as identifying a team lead, playing up on strengths of the group, and the various roles co-sponsors play within the group.

4. Topic 4: A Day in the Life of a Co-Sponsor

Description: Provide a glimpse into the daily experiences of co-sponsorship. Share heartwarming stories, videos, challenges, and successes encountered in supporting the refugee family's integration process. Highlight the diverse tasks and responsibilities undertaken by co-sponsors. *Must have consent from newcomer to use any footage involving them or their families; this can be done without sharing footage of newcomers and can also be an opportunity to share a brief lesson in cultural humility.*

5. Topic 5: Overcoming Obstacles in Partnership with a Local Resettlement Agency

Description: Discuss the collaboration between the co-sponsor group and the local resettlement agency. Explore common challenges faced during the resettlement process and share strategies for building a strong partnership, effective communication, and problem-solving. Consider inviting and featuring agency co-sponsorship staff and the different perspectives each can bring into the conversation. Consider pre-sharing questions to help prepare.

6. Topic 6: Family and Community Support: Building Bridges

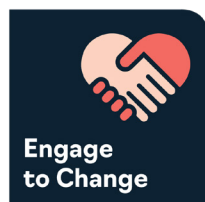
Description: Explore the importance of family and community support for the refugee family's successful integration. Feature family members, community members, government officials, etc., that may be involved in the support of the newcomer family. Discuss how this may positively impact and expand the social networks of the newcomer family to foster a sense of belonging in their new home.

7. Topic 7: Centering the Newcomer: Empowering Their Journey

Description: Highlight the co-sponsor group's commitment to centering the refugee family's voice and agency in the resettlement process. Discuss the efforts made to empower the family, honor their cultural heritage, and promote their self-sufficiency and independence. Consider cultural humility as a topic.

8. Topic 8: Lessons Learned: Reflections on the Co-Sponsorship Experience

Description: Reflect on the co-sponsorship journey and share valuable lessons learned. Discuss personal growth, community impact, and the enduring bonds formed through the experience. Offer insights and recommendations for others considering co-sponsorship.



Welcome.US

**Refugee Welcome
Collective**

Engage to Change is a project of Church World Service's Refugee Welcome Collective in partnership with Welcome.US under an agreement paid for by the U.S. Department of State.