



**Engage
to Change**

Scaling Participation & Sharing Successes

Updated February 2024



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Who is this resource for? Corporate partners and resettlement agencies (RAs)

How should corporate partners and RAs use this resource? RAs should customize the strategy below and use the checklist to stay on track with communications. This resource is intended to help corporate partners and resettlement agencies leverage Engage to Change program milestones as storytelling opportunities which in turn can inspire even more people to participate. Corporate storytelling connects employees to the company's mission, boosting engagement, fostering a sense of purpose, and enhancing morale, and is key for scaling employee participation in co-sponsorship. Effective storytelling also improves the company's reputation, making it more attractive to potential hires and enhancing brand image.

Tips & Tricks

- **Ensure consent.** Remember to protect and respect newcomer privacy unless the newcomer has explicitly agreed to be featured in storytelling. Stories can be impactful even if they use pseudonyms or other best practices.
- **Outline key stakeholders (*recommendations include*):**
 - **Corporate Staff:** project staff, communications team, and executive leadership (as appropriate) to lead on crafting, confirming, and carrying messages of success via internal and external platforms.
 - **Employee Co-sponsors:** Personal experiences from participants as they onboard will form the foundation for much of the storytelling; they may also be responsible for crafting and carrying messages of success through appropriate channels.
 - **Resettlement Agency Staff:** project staff available for consultation, feedback, and guidance on communications strategy.
- **Outline target audiences**
 - **Primary Audience:** Employees actively engaged in co-sponsorship as well as employees who are not currently engaged but could be mobilized to participate
 - **Secondary Audience:** Corporate partners (i.e. vendors), community partners involved in the work of welcoming, local media, and the general public.
- **Strategy considerations**
 - **Storytelling Strategy:** The corporate team to build a storytelling campaign (template strategy below) to best highlight and share the experiences and achievements of employee participants, showcasing the program's transformative impact. Consider the most appropriate channels for disseminating stories.

- **Stakeholder Engagement:** Identify influential figures (leadership at the organization, resettlement agency, employee champions of this program, government officials, etc.) to act as thought leaders and champions of co-sponsorship. Collaborate with them to amplify stories and messages (re-sharing, re-tweeting) to draw additional attention to the cause.
- **Strategic Partnerships:** Highlight strategic partnerships showcasing the alignment with the program’s mission to increase capacity through community engagement. Collaborate on joint events, co-promotion of program successes and milestones, and sharing resources to expand reach and attract new participants.
- **Measurement and Evaluation:** Recommended for the corporate team to implement metrics to track the effectiveness of communication efforts, including website traffic, press, social media engagement, and participant recruitment. All parties are to regularly evaluate and adjust these communications and storytelling strategies based on the results.
- **Consider key program milestones**
 - **Partnership Launch:** Recommended joint press release announcing the partnership of resettlement agency and corporate partner on the Engage to Change co-sponsorship initiative.
 - **Family Match and Arrival:** Capture content at the time of arrival. Always center the newcomer and ensure consent before sharing names, photos, videos, or committing to interviews with the press. Welcome.US developed [this guide](#) that can support strategic content capture.
 - **After the 90 Days – Post-Arrival:** Launch storytelling initiative(s) to highlight the first co-sponsorship cohort in the midst of their volunteerism.
 - **End of the Co-sponsorship Period:** Launch storytelling initiative(s) to highlight the first co-sponsorship cohort to complete the program and feature employee experiences.

Template Communications Plan with Proposed Timeline

Month 1 Recommended Activities

Website Landing Page

- Corporate team to include Engage to Change initiative information on the website landing page or employee engagement portal.

Press Release/Launch

- Corporate team and resettlement agency to announce Engage to Change partnership and launch of employee recruitment. [Here's an example.](#)
- Launch social media promotion of the partnership announcement.
- Corporate team to distribute Press Release via personalized email to all employees, or distribute Internal Communications email.
- Consider linking PR on Corporate Social Responsibility, Employee Resource Group, or corporate volunteer programs website. ***Calls to action to consider include:***
 - “You can stay up to date on the progress of participating co-sponsorship groups by ***[insert steps employees can take]***”
 - “If you are interested in learning more about this service project opportunity, ***[insert steps employees can take]***”
- Resettlement agency staff to share the news broadly; consider engagement opportunities to have on deck for interested groups.
- Corporate team to plan for opportunities to share more broadly (via social channels, etc.) to external audiences, media, partners, and the general public to capitalize on this milestone and recruitment opportunity.

Future Storytelling

- Corporate team to confirm with co-sponsor groups their interest to participate in grassroots/employee storytelling.
- Corporate team to draft employee-level storytelling plan (*recommended multi-week blog post series - see the link to resource below*); share with the co-sponsorship group and decide on the structure and roll-out.
- Consider future employee engagement events where employees can speak about their co-sponsorship experiences and begin to prepare necessary content.

Month 2 Recommended Activities

Employee Grassroots Comms Plan

- This storytelling series, whether blogs, videos, webinars, or roundtables, etc., intends to increase employees' knowledge of this opportunity, co-sponsorship in general, and drive interest and excitement to learn more.
- Corporate team to develop a communications plan and deadlines for employee submissions.
- Corporate team to identify and confirm opportunities for visual engagement from co-sponsor groups (video blogging, panel discussion opportunities, etc.).

TIP: [Here is the link to a blog / multi-part storytelling series comms plan](#)

Month 3 Recommended Activities

- Launch** [multi-part storytelling series](#)
- Corporate team to lift up story/ies on social media platforms and through targeted newsletters/channels.
- Corporate team to remind and support employees of upcoming storytelling submissions for series.
- Repurpose PR, and initial blog post content for other communications channels (social media, newsletters, etc.), and consider testimonials from prominent figures in the industry (resettlement agency partner, state refugee coordinator, and other government officials, Corporate team, and partners, stakeholders, community).
- Draft targeted messaging to employees to expand the reach and extend the recruitment phase if needed.

Month 4 Recommended Activities

- Corporate team to identify upcoming all-staff forums/events to promote program successes and intensify promotion of the program, spotlighting co-sponsorship as a service opportunity and networking opportunity.
- Prepare any content to be delivered at upcoming events.
 - [Examples may include slideshow, one-pagers printed, handouts, visual assets of co-sponsor group and newcomer family, only if consent has been received by all involved]
 - Corporate team to plan follow up activities and outreach
- Corporate team to remind and support employees of upcoming storytelling submissions for series.

Months 6–12 Recommended Activities

- Develop a plan for storytelling at the end of a co-sponsorship group's participation; consider local press involvement as appropriate.

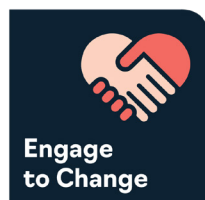
Monthly Recommended Activities

- Corporate team and resettlement agency staff to debrief on the activities implemented and weigh success metrics that will inform future storytelling and promotions.

Additional Considerations

- Leverage World Refugee Day (WRD), June 20, as a recruitment opportunity.
- Consider other national or international holidays that can be leveraged to support promotion and increase awareness.

We encourage you to share impactful corporate co-sponsor success stories with Engage to Change by emailing info@refugeewelcome.org.



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**Refugee Welcome
Collective**

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