



**Engage
to Change**

Suggested Recruitment Activities

Updated February 2024



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Who is this resource for? Resettlement agencies (RAs) and corporate partners

How should RAs and corporate partners use this resource? Consider these recommended recruitment activities as your resettlement and corporate teams collaborate on a joint employee co-sponsor recruitment strategy to deepen engagement, heighten interest, and drive participation in Engage to Change among employees.

Tips & Tricks

- **Double up.** Use this resource in tandem with the [Co-sponsor Recruitment Email Template](#) and the tips & tricks offered there as you collaborate on your strategy.
- **Map out your timeline.** Keep in mind that recruiting co-sponsor groups may last 1-3 months as potential volunteers learn more about the initiative and consider the responsibilities of a co-sponsor.
- **Consider the past.** What made past employee engagement initiatives successful? Can those tactics be replicated here (types and frequency of communication, successful marketing strategies, etc.)?
- **Consider the future.** Is there a time of year or upcoming events that would strategically support the launch of Engage to Change co-sponsor recruitment? Are there times of year that should be avoided for an initiative launch?
- **Identify champion voices.** Can you identify employees that can be internal champions of this initiative? If none arise at the onset, consider how you might encourage championing employee participants over time, and consider how you may amplify refugee stories.

Recommended Activities for Co-sponsor Recruitment

Events

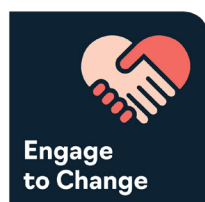
- Launch the Engage to Change initiative as a spotlight employee engagement initiative
- Corporate partner and resettlement agency to host joint virtual or in-person lunch and learn sessions about resettlement and co-sponsorship, including from a staff member or client with lived experience as a newcomer
- Corporate partner to host employee office-hours for drop in questions or for an opportunity to meet with agency co-sponsorship lead
- Resettlement agency to host an affiliate open house or other event for employees to attend

Information

- Resettlement agency to fill out the [FAQ for Co-sponsors](#) template
- Share information on general refugee resettlement (pamphlet, newsletter, webinar, roundtable, lunch and learn)
- Utilize Refugee Welcome Collective's (RWC) [technical assistance](#) team as a resource to address concerns or for foundational refugee and co-sponsorship knowledge (example topics include: resettlement overview, using technical assistance during co-sponsorship period, co-sponsorship day to day)
 - RWC is an Engage to Change partnering organization. Their team is extremely knowledgeable and will be available to help troubleshoot and support the co-sponsors.

Storytelling

- Connect employees with past co-sponsors, if available via affiliate
- Lift up co-sponsorship related communications, storytelling etc. to showcase past success
- Corporate partners should consider building a dedicated program webpage where resources, news, progress updates, and interest forms can live



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.