



**Engage
to Change**

for Resettlement
Agencies

Guide to Recruiting Co-sponsors from the Corporate World

Updated February 2024



Engage to Change for RAs

A resettlement agency's guide to recruiting co-sponsors from the corporate world

Engage to Change offers an on-ramp for corporations and civic organizations to deepen their commitments to serving refugees, create meaningful engagement opportunities for their networks, and most importantly, recruit motivated volunteers to serve as co-sponsors alongside your agency's dedicated staff. Engage to Change is a Refugee Welcome Collective project funded by the U.S. Department of State and spearheaded by Welcome.US.

While co-sponsorship holds the potential to create a transformative impact on the resettlement landscape in the U.S., as well as on the lives of refugee families and the communities they are welcomed into, the challenge often lies in recruiting co-sponsors. As such, **Refugee Welcome Collective, in partnership with Welcome.US, is thrilled to offer resettlement agencies the [Engage to Change Guide to Recruiting Co-sponsors from the Corporate World](#).**

This foundational guide includes strategic communication materials, best practices, and storytelling templates to equip your agency with tools to forge corporate partnerships and tap into co-sponsor networks in your region. Agencies should use this guide as a roadmap for engaging with corporations – from identifying potential partners to creating an effective employee engagement program. By engaging corporations in your co-sponsorship program, you not only expand your resources and support base but also harness the expertise and influence of the corporate sector to enhance the impact and reach of your initiatives, ultimately benefiting the refugee families and individuals you serve.

We firmly believe that collaborative efforts can yield a great impact. In addition to utilizing these recruitment materials to engage corporate partners in your agency's co-sponsorship program, you will also be contributing to the expansion of the resettlement system capacity nationwide.

If you are engaging a mid to large-sized company interested in participating in Engage to Change in multiple locations, we may be available to support you in your co-sponsor recruitment efforts. Please reach out at info@refugeewelcome.org to learn more.

Welcome.US is a national initiative built to inspire, mobilize, and empower Americans to welcome and support those seeking refuge here and help them thrive. We work with partners across industries to innovate and expand the capacity of our current resettlement system to tap into the American spirit of welcoming.

Thank you for your unwavering commitment to making a positive impact on the lives of those seeking refuge in our country.

In partnership,

Refugee Welcome Collective





Guide to Recruiting Co-sponsors from the Corporate World

Table of Contents

Engage to Change corporate partner recruitment resources will help to equip your agency with tools to build strategic relationships and attract corporations seeking to make an impact in and around your community.

These resources provide an enhanced and streamlined process for establishing relationships with corporate partners and mobilizing employee volunteers to serve as co-sponsors.

The resources are organized into three chronological stages, seen below:

1

General Program Participation Toolkit

These resources outline what resettlement agency participation in Engage to Change entails and strategic recommendations for each step of the process.

- [FAQs for Resettlement Agencies](#)
- [Step-by-Step Guide: Forming Corporate Partnerships](#)
- [Partnership Exploration and Readiness Inventory](#)

2

Corporate Partner Recruitment Toolkit

These materials will help your agency attract corporate partners for Engage to Change.

- [Corporate Partner Recruitment Email](#)
- [FAQs for Corporate Partners](#)
- [Partnership Agreement Template](#)

3

Co-sponsor Recruitment Toolkit

These templates and tools will help you and your new corporate partner work together to mobilize employee networks as co-sponsors.

- [Suggested Recruitment Activities](#)
- [Co-sponsor Recruitment Email Template](#)
- [FAQs for Co-sponsors](#)
- [Storytelling and Communications Template](#)

Benefits of Corporate Partners

- **Increased welcoming capacity:** By building broader participation in welcoming, corporate partnerships can help resettlement offices increase their capacity to welcome and serve a higher number of new arrivals, while also supporting your team's annual co-sponsor group recruitment goals.
- **Community engagement:** Corporate partnerships allow local resettlement agencies to forge deeper connections within the community, opening doors to relationships with other meaningful corporate, civic, service, faith, or other community-minded entities.
- **Long term-impact:** A successful co-sponsorship experience is the best recruitment tool out there. Your new corporate partners could provide a steady stream of co-sponsors to support and scale your agency's co-sponsorship program, in addition to creating a long-term engagement opportunity for their employees, and meeting or exceeding their Corporate Social Responsibility commitments.
- **Financial and in-kind contributions:** In addition to cultivating volunteer opportunities for their employees, corporate partners can also be generous community philanthropists. Consider encouraging them to contribute to or match co-sponsorship program funds, eliminating a barrier to participation for their employee co-sponsor groups, and allocating critical resources to the change-makers who can make the greatest impact.

Engage to Change Co-sponsorship Initiative

The Engage to Change Co-sponsorship Initiative is a project of Church World Service's Refugee Welcome Collective funded under an agreement paid for by the U.S. Department of State.



Welcome.US



Refugee Welcome Collective

Welcome.US is a national initiative built to inspire, mobilize, and empower Americans from all corners of the country to welcome and support people seeking refuge in the United States and help them thrive. We work with partners across industries to innovate and expand the capacity of our current resettlement system to tap into the American spirit of welcoming.

Refugee Welcome Collective (RWC) collaborates with partners to provide in-depth training programs, weekly learning sessions, resources, and on-demand technical assistance for sponsors, practitioners at resettlement agencies, refugees paired with sponsors, and community and institutional partners to support quality community sponsorship programs across the United States.

If you are engaging a mid to large-sized company interested in participating in Engage to Change in multiple locations, we may be available to support you in your co-sponsor recruitment efforts.

Please reach out to info@refugeewelcome.org to learn more.

Welcome.US developed the resources included in this toolkit to support resettlement agency recruitment of corporate partners for participation in the Engage to Change Co-sponsorship Initiative.



FAQs for Resettlement Agencies

Who is this resource for? Resettlement agencies (RAs)

How should RAs use this resource? This FAQ is intended to address questions resettlement agencies may have about using the Engage to Change **Guide to Recruiting Co-sponsors from the Corporate World**. These resources will support resettlement agencies to recruit corporations to participate in the Engage to Change co-sponsorship initiative. Topics covered within this FAQ document include program guidelines, roles and responsibilities, and feedback mechanisms.

Program Requirements

Are there requirements for my resettlement agency to participate in the Engage to Change co-sponsorship initiative by using these recruitment tools?

Before recruiting corporate partners to participate in this initiative, consider the following recommendations and requirements to determine if this project is a good fit for your RA.

Recommendations:

- Capacity to onboard multiple co-sponsor groups in a short period
- Staff capacity and an understanding of working with best practices
 - We recommend using the RA Self-Evaluation tool in the General Program Participation toolkit to assess your preparedness in these areas. We have found that preparation before engaging corporate volunteers is key to the mutual success of the co-sponsorship group and the local resettlement agency.

Requirements:

- Existing or newly launched co-sponsorship program
- Adoption of the [Community Sponsorship Essentials Training for Co-sponsors](#) to complement any additional localized training (additional description below)
- Participation in light-touch surveys throughout the designated project period to provide feedback on the Engage to Change program

What is the Community Sponsorship Essentials Training?

Community Sponsorship Essentials (CSE) is a training tool for community sponsorship programs to provide greater access to information for those welcoming refugees through the U.S. Refugee Admissions Program and other newcomers. This online tool was developed by Community Sponsorship Hub (CSH), Refugee Welcome Collective (RWC), and Welcome.US in response to a clear need for a comprehensive, foundation-setting program that could be utilized by all organizations managing community sponsorship programs. The training has a specific track for co-sponsors and all co-sponsors that are recruited through this initiative must complete the CSE training.

Our resettlement agency has its own community sponsorship training. Is it a requirement to use the CSE Training?

Yes. The CSE training was developed to highlight and reinforce best practices in the community sponsorship space and is a requirement for co-sponsors and resettlement agencies participating in Engage to Change.

Is there support available to help our office adopt the CSE Training?

In addition to this [Adoption Guide](#), Refugee Welcome Collective has [technical assistance](#) experts available to help you integrate the training into your co-sponsor onboarding process.

We recommend that the total length of training that co-sponsors are required to complete is 6 hours or less, noting that the CSE training typically takes users approximately 4 hours to complete.

Are there reporting requirements to participate in Engage to Change?

To help gauge the impact of our collective efforts and refine our strategies for the betterment and sustainability of resettlement programs nationwide, Welcome.US requests that RAs share key metrics, including corporate partner recruitment numbers and subsequent co-sponsor group recruitment numbers, through the Refugee Welcome Collective's annual survey mechanism.

How will feedback be incorporated into improvements and the overarching project reporting?

The feedback you provide in the RWC surveys will be compiled alongside other participating agency feedback, summarized, and submitted to the U.S. Department of State.

Funding

Can we ask the corporate partner to fund their employees' co-sponsorship participation fee?

Apart from fostering volunteer opportunities for their staff, corporate collaborators can also play a generous role in community philanthropy. As you develop relationships with your corporate partner, invite them to consider donating to or matching the funds for the employee co-sponsorship program participants, removing a potential obstacle for employees interested in volunteering.

Roles & Responsibilities

How do I explain Engage to Change to corporate partners?

Engage to Change is an initiative supporting the growth and sustainability of resettlement programs nationwide by engaging civic organizations and corporations in co-sponsorship. Co-sponsorship is a form of community sponsorship in which individuals from a community, faith, employee, or other group join together to welcome a refugee newcomer family they are paired with into their community, providing them with the initial services they need to rebuild their lives in the U.S. Co-sponsor groups work in collaboration with a local resettlement office for the duration of their co-sponsorship work.

Through this project, our resettlement agency is recruiting and supporting corporate partners to engage their employees in co-sponsorship to help welcome refugees into our community. We firmly believe that collaborative efforts, both here locally and at a national scale, can help us increase our ability to welcome newcomers and help them thrive. The Engage to Change co-sponsorship initiative is led by [Church World Service](#) and [Welcome.US](#).

Can this RA location recruit corporate partners for Engage to Change?

As with typical co-sponsorship, corporate partners and employees located within 100 miles of your office are eligible to participate.

If you are engaging a mid- to large-sized company interested in participating in Engage to Change in multiple locations, we may be available to support you in your co-sponsor recruitment efforts. Please reach out to info@refugeewelcome.org to learn more.

Are there any formal agreements?

1. Your agency or office will not be required to enter into a formal partnership agreement with Welcome.US or RWC to access the *Guide to Recruiting Co-sponsors from the Corporate World* resources. (See above for program and reporting guidelines related to your relationship between your office and the Engage to Change initiative.)
2. We recommend as a best practice that you enter into an agreement with corporate partners you recruit through this initiative to outline each party's role. This is helpful in particular for parties new to co-sponsorship or long-term volunteer efforts. *A partnership agreement template is provided in the Corporate Partner Recruitment toolkit.*
3. Once formed, co-sponsor groups will be expected to follow your policies and sign a co-sponsorship agreement with your agency as applicable.

What are the roles and responsibilities of each party?

General responsibilities of each party's involvement in Engage to Change include, but are not limited to:

Welcome.US

- Provides RAs and local RAs with template materials for recruitment of corporate partners and employee co-sponsors through the *Guide to Recruiting Co-sponsors from the Corporate World*
- On a case-by-case basis, collaborate on storytelling, external promotion, and publicity
- Provide consultancy services for eligible mid to large-scale companies, with a focus on companies interested in engaging in more than one location in the U.S.

Resettlement Agency

In addition to administering your agency's existing co-sponsorship program:

- Utilize the *Engage to Change Guide to Recruiting Co-sponsors from the Corporate World* resources as appropriate to recruit new corporate partners into the existing co-sponsor program
- Integrate **Community Sponsorship Essentials Training** into required onboarding for co-sponsor groups
- Report the number of corporate co-sponsor groups recruited using the *Engage to Change Guide to Corporate Co-sponsors* through the annual RWC reporting mechanism

Corporate Partner(s)

The Corporate Partner can be expected to:

- (May) provide funds or matching support for participating co-sponsor groups (see section above on funding)
- Promote opportunities to employees, and confirm co-sponsor groups
- Provide support for co-sponsor groups before and during the co-sponsorship period, as needed
- Collaborate with RA on storytelling, external promotion and publicity
- On a case-by-case basis, collaborate with Welcome.US on storytelling

Co-sponsor Group(s)

In addition to adhering to your agency's existing co-sponsorship program, co-sponsor groups may be asked to:

- Contribute to corporate and resettlement agency storytelling efforts, as appropriate

Services

What services would local RAs be expected to provide?

Apart from the mandatory adoption of the Community Sponsorship Essentials for Co-sponsors training, no supplementary services or adjustments are mandated for an office participating in Engage to Change, beyond the scope of your existing services. Our recommendation is to consider staff capacity and availability to create a supportive environment that co-sponsors and corporate partners would want to come back to before agreeing to pursue this partnership and recruitment method.

Is there additional co-sponsorship program support available to RAs?

For technical assistance related to your co-sponsorship program, we encourage you to utilize the expertise available through Refugee Welcome Collective's [technical assistance](#) offerings. Some examples of topics include program design and management; designing or using program policies, agreements, and forms; monitoring and evaluating co-sponsorship programs; building understanding between case managers, co-sponsorship staff, and co-sponsorship groups.

Marketing

What kind of marketing, promotional, or storytelling activities will be involved?

A key component of the Engage to Change initiative is to share successful co-sponsorship stories to inspire others to participate. Welcome.US may contact RAs to partner on larger storytelling efforts to help promote engagement across different communities and constituencies. Additionally, we encourage you to share impactful corporate co-sponsor success stories by sending them to partners@welcome.us.

Additional Information

Our office has recruited a corporate partner but they may need additional support, beyond what we can offer, to launch co-sponsorship as an initiative for their employees. Can you help?

If you are engaging a mid- to large-sized company interested in participating in Engage to Change in multiple locations, we may be available to support you in your co-sponsor recruitment efforts. Please reach out to info@refugeewelcome.org to learn more.

I am interested in learning more about launching a corporate recruitment process utilizing the Engage to Change resources. What should I do next?

We are so glad you are excited and ready! You can get started today using the Engage to Change *Guide to Recruiting Co-sponsors from the Corporate World*. If you are an affiliate office, we recommend letting your national RA know that you will be using these resources.



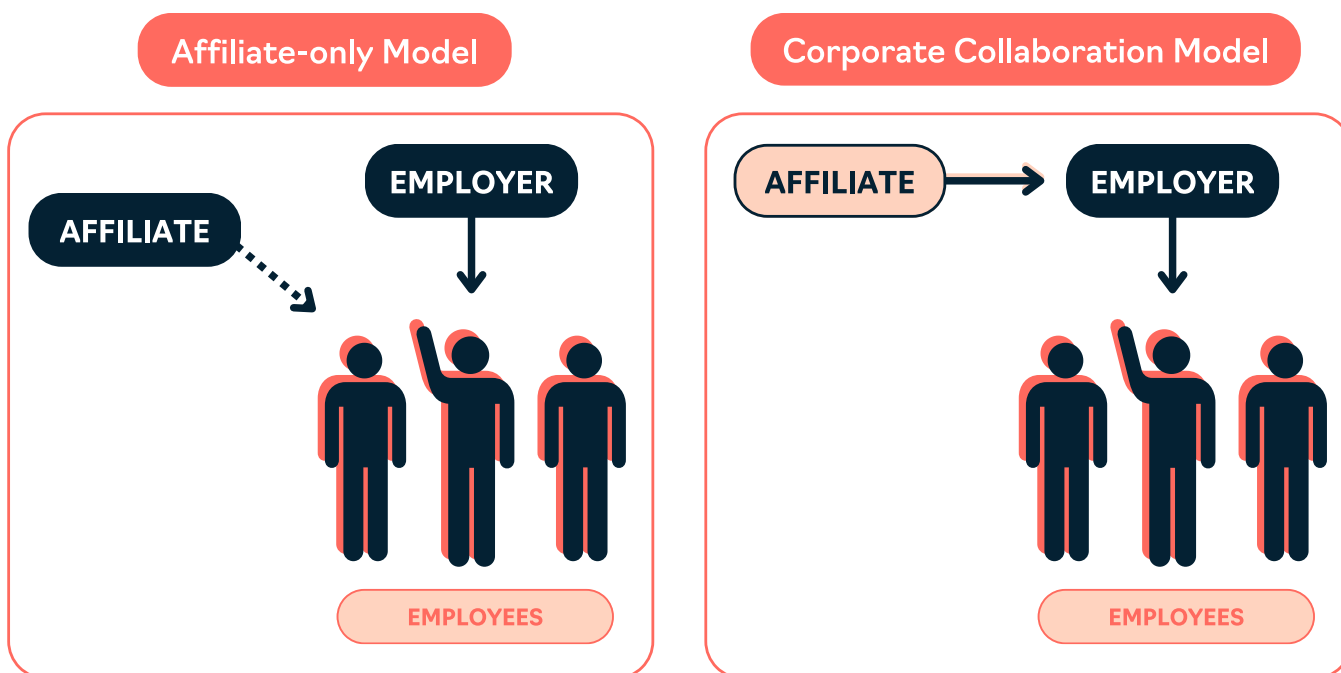
Step-by-Step Guide: Forming Corporate Partnerships

Who is this resource for? Resettlement agencies (RAs)

How should RAs use this resource? This resource outlines general strategic steps for recruiting corporate partners – from evaluating RA readiness and forming strategic partnerships to crafting a co-sponsor recruitment strategy and developing co-sponsorship storytelling assets for future scaling of recruitment efforts. Resources developed as part of the *Engage to Change Guide to Recruiting Co-sponsors from the Corporate World* are highlighted in the appropriate steps below.

Tips & Tricks

- The goal of a strategic corporate partnership is to cultivate a relationship with an organization that can work alongside you to help you meet or exceed your co-sponsorship goals.
- Corporate partners can play a key role in tapping into volunteer networks previously inaccessible or challenging for your agency to reach, as described in the diagrams below:



In the Affiliate-only Model: an affiliate may engage a few disparate employees in a one-time opportunity but is less likely to build a meaningful partnership with a corporation. Employees at the company continue to be offered other volunteer opportunities through their employer, such as with a local food bank, but the employer does not list co-sponsorship as a potential employee engagement opportunity company-wide. The affiliate operates on its own to engage employees when and as co-sponsors are needed.

In the Corporate Collaboration Model: affiliate collaboration with an employer allows for the promotion of Engage to Change as a corporate initiative that is integrated into employee volunteer program opportunities thereby increasing the likelihood of employees getting involved on an ongoing basis and over the long-term, magnifying the impact of the relationship. The employer helps recruit and refer co-sponsors to the affiliate.

Step 1: Complete Partnership Exploration and Readiness Inventory

- A successful co-sponsorship experience is the best recruitment tool out there, especially when recruiting from a single source, such as employees in the same company. Before using these methods of recruitment to take on additional co-sponsor groups, consider your office's staff capacity and availability to create a supportive environment that co-sponsors and corporate partners would talk positively about and come back to.
- Use the [Partnership Exploration and Readiness Inventory](#) resource to reflect on your office's readiness to team up with corporate partners in your area.

Step 2: Community Mapping

- Create a list of corporations in your community. You can start with corporations that have a large local presence, those that sit on local economic development chambers, or those that currently employ refugees. You can also research companies that have corporate social responsibility programs, diversity, equity and inclusion initiatives, or associated foundations or giving campaigns. In addition to corporate partners, you may want to consider churches, universities, service groups, clubs, etc.
- Once you have a list, research each organization's values, initiatives, or other volunteer efforts, and determine whether they align with yours.
 - **TIP:** Categories do not have to be directly related to working refugees; they can be more conceptual alignment, like community engagement, community service, human rights, poverty alleviation, and more.
 - **TIP:** Consider how involvement in co-sponsorship helps them – whether that is because they have employee resource groups that want opportunities to invest in the local community, they want to employ more newcomers, or because their social responsibility mission statement includes giving back to those less fortunate. You will want to approach the corporation with a clear idea about why engaging in your co-sponsorship program is a value-add to the company and its employees.
- Consider your allies. Community organizations you already work with or who support your office in different capacities may be able to refer you to corporate contacts.

Step 3: Corporate Partner Recruitment

- Corporate partners are likely to ask a number of questions when determining whether an initiative is a good fit for their employees. Fill out the [FAQs for Corporate Partners](#) to have the most accurate information about your co-sponsorship program on hand to share with prospective partners.

- To the best of your ability, identify and contact human beings, rather than a generic inbox, at the organization(s).
 - **TIP:** Remember to use your internal networks; communicate with other affiliates to explore whether their offices or locations are working with the same corporation.
- Use the [Corporate Partner Recruitment Email Template](#) to reach out and schedule a meeting with the contact to explore partnering
- Because co-sponsorship is a long-term volunteer engagement opportunity, developing a partnership may take time.
 - **TIP:** Lean into why *they* would benefit from the partnership and indicate the high need and the value add they would contribute.
- Share your co-sponsorship recruitment goals and strive to make them common goals.
 - **TIP:** Being concrete about the number of volunteers you wish to recruit as co-sponsors will help the corporate partner comment on what is possible and commit; anchoring your partnership around common goals is a great way to ensure collaboration moving forward.

Step 4: Recruitment Strategy Development

- After securing a corporate partner for co-sponsorship, collaborate with them on recruitment.
 - **TIP:** Communications and outreach to employees should come from the corporate team while technical expertise about co-sponsorship should come from your office's team.
- The [Suggested Recruitment Activities](#) resource shares recommended events, information, and storytelling ideas to incorporate into your joint recruitment strategy for increased engagement and touchpoints with employees
- The [Co-sponsor Recruitment Email Template](#) will lay the foundation for your corporate partner's communications with employees. The resource also includes a detailed FAQ section and considerations for you and your corporate partner as you build out your collective participation in the Engage to Change initiative together.
 - **TIP:** This resource can be repurposed into social media posts, newsletters, or other communications channels best suited to the corporate partner.
- Additionally, fill out the [FAQs for Co-sponsors](#) for your corporate partner to have handy as recruitment launches.
- Decide on a recruitment timeline and commit to checking in on the progress.

Step 5: Recruitment

- Once you have your resources and your timeline, it is time to recruit!
- Remember to revisit the [Suggested Recruitment Activities](#) resource (or create your own) with your corporate partner in order to adjust, pivot, or expand your joint recruitment strategy based on recruitment analysis and feedback from employees.

- Remember to keep your [FAQs for Co-sponsors](#) handy for both you and your corporate recruitment team to help respond to employee inquiries.

Step 6: Storytelling

- Videos, blog posts, press coverage, and other storytelling assets are powerful tools for resettlement agencies to lift up to recruit additional strategic partners and co-sponsors.
- Corporate storytelling inspires engagement and purpose among corporate employees and strengthens an organization's reputation and attracts talent.
- Utilize the [Storytelling and Communications Template](#) to lift up your corporate co-sponsor success stories.
- Share your corporate co-sponsor success stories with Welcome.US for possible further amplification and engagement.

Ongoing: Partnership Management

- The work your agency is leading relies on transformational rather than transactional relationships. As part of that, deep partnership means showing up for your partner's priorities in addition to asking them to show up for yours.
 - **TIP:** Consider how you can show up for your partner in meaningful ways.

Resource Completion Checklist

These four resources require customization based on your specific co-sponsorship program. Use this checklist to keep track of which resource you have personalized.

- [Partnership Exploration and Readiness Inventory](#)
- [FAQs for Corporate Partners](#)
- [Corporate Partner Recruitment Email](#)
- [FAQs for Co-sponsors](#)



Suggested Recruitment Activities

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



Communications and Storytelling Template

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.



Communications and Storytelling Template

Storytelling Topics

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 cosponsorship, 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.

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

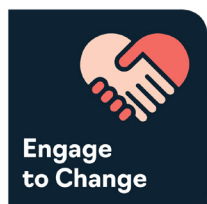
Description: Explore the importance of family and community support for the refugee family's successful integration. Feature family members, community members, government officials, etc., that may be involved in the support of the newcomer family. Discuss how this may positively impact and expand the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

2. **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.

3. **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.

