



Welcoming Week 2022 Toolkit

For communications and event planning

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Overview & Contact

Thank you for celebrating Welcoming Week with us!

This year, Welcoming Week takes place September 9-18. Through events — virtual or in-person — across the U.S. and around the world, local communities celebrate diversity and inclusion by bringing people together and furthering a welcoming spirit.

This toolkit is intended for Welcoming America members, Welcoming Week partners, organizations, and individuals. It contains ideas, tools, resources, and guidance on participating in Welcoming Week. These recommendations are not meant to be prescriptive. Communities should make Welcoming Week their own! As you plan, consider what events, messages, and collaborations will be the most effective in building a welcoming place for all.

The toolkit was last updated on **Jul 6, 2022**

Key items

- **Shortlink for this toolkit:** <https://wamerica.us/ww2022toolkit>
- **Welcoming Week website:** welcomingweek.org
- **Event submission form:** wamerica.us/WelcomingWeekEventSubmission
- **Visual assets:** wamerica.us/WW2022assets
- **Campaign hashtags:** #WelcomingWeek2022 and #WhereWeBelong
- **Social media handles:** @WelcomingUSA (Instagram/Twitter) @WelcomingAmerica (LinkedIn/Facebook)
- **Welcoming Week merchandise:** wamerica.us/WW2022Shop
- **Questions:** communications@welcomingamerica.org

About Welcoming Week

Celebrating the 10th anniversary of Welcoming Week

This year, Welcoming Week celebrates its 10th anniversary. What started as a small collection of events in U.S. communities has since expanded to reach more than 400 events annually across the world, signaling the broad commitment to welcoming values. Join us in 2022 to recognize and celebrate the people, places, and values that ensure everyone feels welcome and belongs in our communities, no matter where they come from.

Ways to get involved

Whether you're a partner, member, organization, or individual, ***anyone can participate in Welcoming Week***. Some key actions you can take this year are:

- Host an event during Welcoming Week
- Share how your community is being welcoming on social media
- Issue a Welcoming Week Proclamation or Resolution
- Purchase Welcoming Week swag

This toolkit offers information, resources, and tools to help you get started on taking any of these actions.

Branding update

To commemorate the anniversary and more Welcoming Week celebrations to come, we are introducing a new logo and visual identity:



To recognize the global appeal and practice of welcoming, the logo is available in four additional languages:



Logo files and branding guide, including visually accessible high contrast logos, are available below under “[Communications Tools and Templates](#)”.

Highlights of the new logo

- **More inclusive:** previous versions of the logo used U.S.-centric colors or the U.S. map as the primary features. The new logo uses a universally recognizable shape that is unique to Welcoming Week.
- **Continuity:** The colors and fonts in the new logo match the most recent version of the logo, offering familiarity and continuity of the campaign.
- **Accessible:** The logo was tested against web accessibility standards to appear vivid for most eyesights, and is now offered in multiple languages.

Transition year

We recognize that many organizations who regularly participate in Welcoming Week may have proceeded with designing collateral and other promotional materials for this year using the previous version of the logo. As this is a transitional year, organizations may choose to proceed with these materials, or adjust the logo as capacity allows.

Theme

Our theme for Welcoming Week 2022 is **Where We Belong**.

By focusing on the places and spaces that foster belonging (ie. cities, workplaces, neighborhoods, etc.), “Where We Belong” aims to go deeper and spark individual reflection on how and why belonging occurs, and ways we can break barriers so that places can foster belonging for all, including immigrants and refugees.

Cities, towns, counties, and nations — and the institutions within them — can lean into what makes their communities welcoming places and showcase how it helps foster belonging for all people, especially immigrants. By doing this, we demonstrate the scale and breadth of Welcoming Week spreading across the globe, leaning into the universal values of welcoming places and individuals by helping others belong and feel at home.

Daily themes

Additionally, each day of Welcoming Week will have its own theme based on the [Welcoming Standard](#) (U.S. version) framework areas of welcoming values and/or practices that ladder up to the larger theme of “Where We Belong”:

- Friday, September 9: Launch day
- Saturday, September 10: Civic engagement
- Sunday, September 11: Connected communities
- Monday, September 12: Economic development
- Tuesday, September 13: Education
- Wednesday, September 14: Equitable access
- Thursday, September 15: Government and community leadership
- Friday, September 16: Safe communities
- Saturday, September 17: Celebrating new citizens (Citizenship Day in the U.S. and Australia)
- Sunday, September 18: Closing Day

How to implement daily themes

The daily themes are suggested topics to guide your messaging and activities for Welcoming Week. Participants are welcome to activate one or all themes as part of their Welcoming Week plans.

For each day, highlight examples in your community that demonstrate how a topic is fostering belonging for residents. For example:

- On Saturday, focus on **civic engagement** by sharing a story on social media about how providing voter information in multiple languages helped immigrant and refugee residents gain a stronger sense of belonging in their community.
- On Monday, focus on **economic development** by highlighting local immigrant and refugee business owners or programs that help these communities connect to business resources.
- On Thursday, focus on **government and community leadership** by announcing a new public-private partnership to improve residents' lives.

Messaging & Talking Points

Use these talking points to guide your communications and outreach for your Welcoming Week plans and activities:

- Our sense of belonging is tied to the places and spaces that we live, work, and rest in. It is what motivates us to build a greater “we” - because we each know what it means to not belong somewhere, we are even more empowered to help foster belonging for others.
- Within cities and communities, not everyone feels they belong. Discriminatory policies in housing, economic development, voting, and more have prevented immigrants and non-immigrants alike from a sense of belonging in the places they call home.
- Truly welcoming places are grounded in the welcoming values and practices of government leadership, equitable access, civic engagement, connected communities, education, economic development, and safe communities.

- As we celebrate a decade of Welcoming Week, let's look more closely at the spaces and systems in our community and explore ways to make them more welcoming for everyone, including immigrants and refugees.
- No matter where you come from or who you are, [city/county] is where we all can belong.

In addition to being a community-building tool (strategies shared below), Welcoming Week is an opportunity to share the work of welcoming places with the media. This list provides talking points that you may use in your media outreach plan.

- Welcoming Week is a time when a chorus of people from around the world—in communities large and small, rural and urban—celebrate the benefits of an inclusive society and deepen their commitment to creating places that are welcoming to everyone, including immigrants and refugees.
- The purpose of Welcoming Week is to elevate a spirit of unity that shows the successful multi-racial democracy we can be if everyone truly belongs in the places they call home, including immigrants and refugees.
- Welcoming Week is an opportunity to celebrate the values that unite us as neighbors, parents, and colleagues, and to make our communities more welcoming to all those who call [CITY, STATE, COUNTRY] home.

Communications Tools & Templates

Visual Assets

Logos, social media graphics, and more assets will be available in this folder

Communications Timeline (recommended)

One month prior: Start teasing out your Welcoming Week plans by encouraging followers to “save the date” and highlighting the hashtags on social media (#WelcomingWeek2022,

#WhereWeBelong). Post 2-3 times per week per platform, gradually increasing the number of posts as more information for your event becomes available.

Two weeks prior: Increase the number of posts to 3-4 times per week. These should push strongly for attendee registrations, engagement on social media through hashtags, and build excitement for the event.

During Welcoming Week: Post at least once or twice per day per platform. Pre-schedule reminders for events just before their start time. Assign a staff or volunteer to live tweet from virtual and on-site events. Collect notable stories throughout the week and save them for a follow-up email campaign or blog post.

After Welcoming Week: Share success stories from your event(s), highlighting any prominent guests, notable social media moments, and metrics on attendees, views, likes, etc. Remember to thank any partners and donors by tagging them in your posts.

Social Media Tips

Hosting an event with your organization? Not able to host or attend one at all? No matter your plans for Welcoming Week, they should all encourage connections—use social media to your advantage.

In the weeks leading up to Welcoming Week, we strongly encourage hosts to create a social media engagement plan to promote your event(s), increase registration, and provide your communities additional ways to engage in the welcoming movement.

Key event hashtags: #WelcomingWeek2022 | #WhereWeBelong

Photos

Take a photo of yourself or with a few members of your team with our [multilingual "I'm a Welcomer" signs](#). If a sign in your language is not available, download the blank version and write it in and please notify communications@welcomingamerica.org so that we can ensure there is a sign in your language for next year.

Share Your Stories

Share inspiring stories from your community where you and other welcomers are creating spaces of belonging. Highlight the personal stories of immigrants and refugees and how their communities made them feel they belong.

If you're sharing these on social media, remember to tag **@WelcomingUSA** on Twitter and Instagram, and **@WelcomingAmerica** on Facebook and use #WelcomingWeek2022 and #WhereWeBelong. You can also email them to communications@welcomingamerica.org to discuss other ways to amplify them.

Social Media Post Templates

For Twitter

We all search for places #WhereWeBelong. From libraries to schools to workplaces, join us this #WelcomingWeek from Sept. 9-18 in celebrating the places and spaces that create a sense of belonging for you & others. welcomingweek.org

I'm proud to live in [city/community]: a welcoming place where everyone, regardless of background, is #WhereWeBelong. Be part of the global #WelcomingWeek movement this Sept. 9-18: welcomingweek.org

As we celebrate 10 years of #WelcomingWeek, a more welcoming [community name] is #WhereWeBelong. I'm proud to live in [community] and hope you'll celebrate this enduring movement with us Sept. 9-18! welcomingweek.org

New to [city/region]? Welcome! Join us & @welcomingusa for #WelcomingWeek2022 this September. No matter where you're from, we're glad you're here. #WhereWeBelong [link to event].

The places #WhereWeBelong are defined by strong govt & community leadership; equitable access; civic engagement; and so much more. Celebrate what makes your community welcoming this #WelcomingWeek2022: welcomingweek.org

For Facebook/Instagram

Whether it's starting a new job, changing schools or neighborhoods, we all know how it feels to not belong. That is why we're celebrating the places and spaces #WhereWeBelong for #WelcomingWeek2022! Join us this September to celebrate the spirit of welcoming in [city]: [event URL or description]

We all search for places #WhereWeBelong. Whether it's your local community center or office or city park, join us this #WelcomingWeek from September 9-18 to celebrate the places, spaces, and people that create a sense of belonging for you and others, especially those from other countries. Learn more: welcomingweek.org

As a proud resident of [city/community], fostering a welcoming place for everyone — including those from other countries — is #WhereWeBelong. When everyone belongs, the entire community thrives. Celebrate our welcoming spirit this #WelcomingWeek2022 in September! Learn more: welcomingweek.org

Did you know this year is the 10th anniversary of #WelcomingWeek? Since 2012, our organization has been at the forefront of ensuring that [city/community] is #WhereWeBelong, no matter our background. Join us in celebrating this enduring movement during #WelcomingWeek2022 this September: welcomingweek.org

The places #WhereWeBelong — cities, municipalities, buildings, etc. — are all defined by

- Strong government & community leadership
- Equitable access to services
- Robust civic engagement
- High quality education
- Community safety for all
- Connected residents and communities
- Economic development that benefits all of us

Celebrate what makes your community welcoming this #WelcomingWeek2022: welcomingweek.org

For LinkedIn

Where is it that you belong? Whether it's the office or your local park, places that put values into action are #WhereWeBelong. This September, we're celebrating #WelcomingWeek by highlighting the places and spaces that foster belonging for all, especially those from other countries. Learn how you can join us: welcomingweek.org

As a proud resident of [city/community], fostering a welcoming place for everyone — including those from other countries — is #WhereWeBelong. When everyone belongs, the entire community thrives. Celebrate our welcoming spirit this #WelcomingWeek2022 in September! Learn more: welcomingweek.org

Did you know this year is the 10th anniversary of #WelcomingWeek? Since 2012, our organization has been at the forefront of ensuring that [city/community] is #WhereWeBelong, no matter our background. Join us in celebrating this enduring movement during #WelcomingWeek2022 this September: welcomingweek.org [share a story of a place where you belong]. That is why I'm celebrating the 10th anniversary of #WelcomingWeek by spotlighting the places where I belong and hope to foster belonging for others. Join me in the celebration of the places #WhereWeBelong: welcomingweek.org

Sample Press Release

FOR IMMEDIATE RELEASE: September XX, 2022

###

[CITY/ORGANIZATION] celebrates Welcoming Week

This week, [NAME OF MUNICIPALITY OR ORGANIZATION] celebrates Welcoming Week by [EXPLANATION OF ACTIVITY]

[INSERT QUOTE FROM ORG EXECUTIVE OR PROMINENT COMMUNITY MEMBER ON WHAT WELCOMING WEEK ACCOMPLISHES LOCALLY]

Under the theme of “Where We Belong”, [ORG NAME] will host the following event(s) in September:

[ADD DETAILS OF EVENT – WHAT, WHERE, WHO, ETC]

"For the past decade, Welcoming Week has brought neighbors together to elevate the work happening every day in communities to ensure we all belong and thrive, no matter where we've come from. Now, as welcomers from all corners of the globe join in the celebration, the chorus of voices rejecting division and embracing unity grows stronger than ever."

###

About Welcoming Week

Welcoming Week is an annual campaign and celebration to showcase the movement of communities striving to be more welcoming places for all, including immigrants. Launched in 2012 by Welcoming America and its members, Welcoming Week provides individuals and communities the opportunity to proclaim welcoming values through events and local initiatives that foster mutual understanding between immigrants and non-immigrants, as well as deeper belonging for all.

About Welcoming America

Welcoming America is a nonprofit, nonpartisan organization that leads a movement of inclusive communities becoming more prosperous by ensuring everyone belongs. Through the Welcoming Network, we work to change systems and culture by providing communities the roadmap they need to create welcoming policies and share new approaches to inclusion to create an environment where everyone can truly thrive. Learn more at welcomingamerica.org.

Media Contact:

[LOCAL MEDIA CONTACT INFO HERE]

Welcoming America:

Daniel Valdez, daniel@welcomingamerica.org

Hosting an event

Events are the heart and soul of Welcoming Week. They build stronger communities by bringing together immigrant and non-immigrant residents, encouraging dialogue, and building connections between people who are different.

By hosting a Welcoming Week event, you are part of a growing movement of communities across the world who recognize that building welcoming communities makes us stronger.

COVID-19 Considerations

With the COVID-19 pandemic persisting in many places around the world, we encourage event planners to carefully consider current health guidelines and COVID-19 rates in their community as they develop their Welcoming Week events. We recommend consulting CDC recommendations for small and large gatherings, which can be found [here](#), along with the recommendations put forward by your state and local health departments.

Hosting a Welcoming Week event? Let us know!

Add your event on our event submission form so that it appears on our global map of Welcoming Week events + list of events, so people in your area can find it and attend. For any questions or requests to edit your submission, contact communications@welcomingamerica.org.

Developing Your Event

Welcoming Week hosts build bridges through events that bring people of different backgrounds to work on a shared activity. Use the following steps to help guide the development and execution of your event.

1. **Listen:** Start by listening. Ask a diverse set of residents and organizational partners: What are the needs you are hearing from your community? What is being identified as a need or a priority? What types of projects feel relevant to host during Welcoming Week? Listen for needs and ideas that might lend themselves to one or more community events where people from different backgrounds, and with different abilities and English-language skills, could participate. Also consider the answers to your questions and what they suggest about where the community understanding and connections need to be built. Who do you hope to bring together? What type of activity will build connections without reinforcing stereotypes or power dynamics?

Example: If kids and parents express concerns about the mental health toll of the pandemic consider partnering with an arts organization or artist on a creative activity to help children express grief and loss along with their hopes for the next school year. If food insecurity or a lack of family-friendly activities is brought to light, consider planting a fall crop in a community garden.

2. **Identify and engage partners:** Before you get deep into planning, identify partners to help create and host the event. Partners should bring expertise to the event and help recruit diverse attendees. If your event relies on bringing together people from different backgrounds who typically do not interact, you may need to recruit multiple partners who can inform the logistics and also ensure diverse turnout.

Example: if you are hosting a community gardening project, ask the [Master Gardener](#) program of your county to be a partner. If your event is to register people to vote, partner with the local chapter of the political parties to create a bipartisan voter registration drive.

3. **Jointly establish clear goals for your event:** Once you've brought your partners onboard, define the purpose of your event. If you are working with multiple partners, it's

likely that several goals will be identified. Naming the goals will be critical to ensuring success and sustained collaboration for future efforts.

Below is a chart to get started on steps 1 through 3:

Expressed Community Need	Welcoming Week Event Idea	Possible Partners	Goal(s)

4. **Plan your event:** As you work toward launching your event, use a checklist to make sure you're ready. Have a clear plan for engaging a diverse range of people to participate in the event. If you are planning an in person event, you will also want to check on local COVID-19 regulations and rates and put in place necessary precautions if COVID-19 rates and hospitalizations are high.
5. **Plan to continue welcoming after Welcoming Week is over:** Solo events can be impactful, but events that bring people together consistently over longer periods of time are often more effective. Consider whether there are opportunities to bring participants back together in the coming weeks or months, or if there are other ways you and your Welcoming Week partners can continue to collaborate throughout the year. Consider joining the [Welcoming Network](#) to build your organization's skills and capacity.

Event Examples

Below are examples of past Welcoming Week events that you can use as inspiration:

BEAUTIFICATION PROJECTS

- [Offer tours of local gardens in multiple languages](#)
- Clean up a local park or a few neighborhood blocks

- Tend a community garden
- Paint a community mural or [chalk walk](#)
- Build a new playground

COLLABORATE WITH BUSINESSES

- [Have an information booth at your local market for your organization](#)
- [Partner with local business groups to host bilingual talks on investment](#)
- [Host a discussion on inclusivity and cultural awareness for working abroad](#)
- [Recognize immigrant entrepreneurs through an award ceremony](#)
- Host a networking event for entrepreneurs of diverse backgrounds
- Host a business tour in an immigrant neighborhood
- [Host an event about how to start a new business](#)

CIVIC PARTICIPATION

- [Host an immigrant affairs symposium on citizenship](#)
- [Display an interactive history of immigration in public spaces](#)
- [Host a naturalization test preparation workshop](#)
- [Host a naturalization ceremony](#)
- [Host a voter registration drive](#)

ARTS & CULTURE

- [Host an Art of Belonging display at your local public library](#)
- [Partner with community health centers to celebrate new generations of immigrants](#)
- [Host a film screening or virtual watch party](#)
- Work with a local museum or art gallery to spotlight immigrant and refugee artists
- Host a virtual dance party with an immigrant DJ
- [Create activity stations in a public park](#)

MORE IDEAS

- [Simulate a refugee camp](#) to help residents understand what migrants go through
- [Support Afghan refugees through a 1k race](#)

Planning Checklist

Start off planning by following the steps outlined under [Developing Your Event](#). After you've identified the type of event(s) you'll host, engaged partners, and set your goals, you may want to consider the following:

AGENDA

- Identify the setting and an agenda that ensures key audiences and partners feel welcomed.
- Set the speakers list, including local VIPs and champions

PRE-EVENT LOGISTICS

- Check local COVID-19 rates and regulations. Consider what impact it may have on your event and what mitigation strategies are necessary.
- Secure and confirm location for event
- Set time and date of event - be mindful of any major holidays celebrated by your core attendees
- Recruit volunteers for specific roles at the event
- Secure or create all materials and props needed (e.g. microphone, speakers, podium, paper plates, paint brushes, etc.) (if an in-person event)
- Order Welcoming Week swag at store.welcomingamerica.org (international shipping available)
- If the event is in-person, prepare a Plan B in case of inclement weather.

CREATE A TURN-OUT PLAN

- [Add your event](#) to the [Welcoming Week event map](#)
- Create a schedule of social media posts to get people excited and wondering how they can participate
- Identify organizational partners, allies, donors, etc. and send invitations
- Send out reminder with clear roles and logistics to volunteers

GET THE WORD OUT

- Send a media advisory a week before your event, and follow up with journalists a couple of days in advance.
- Make media follow-up/turn-out calls
- Send out the press release day of the event. ([You can find a template release here](#)).
- Assign a press contact person - this person should be available at the event
- Use #WelcomingWeek2022 and #WhereWeBelong in all social media posts

ASSIGN DAY-OF ROLES

- Confirm your photographer/videographer (you will also want to be sure they are collecting signed release forms)
- Confirm master of ceremonies or moderator (if applicable)
- Confirm volunteer coordinator (if applicable)

PREPARE YOUR EVENT MATERIALS

- Clipboards and pens
- Sign-in sheets
- Evaluations
- Welcoming banner
- Video/photo release forms
- [Download and print welcomer signs](#) (available in various languages)

AFTER THE EVENT

- Send thank you emails or notes
- Post and tag pictures on your website, blog, and Facebook page
- Share your best stories from Welcoming Week with us on social media or send them to communications@welcomingamerica.org.
- Consider becoming a [Welcoming Network member](#) (for U.S. nonprofits and local governments) or joining the [Welcoming International newsletter](#).
- Identify how you and your community will continue to welcome throughout the year.

FOR VIRTUAL EVENTS

- Review virtual event platforms. See the top webinar platforms [HERE](#).

- Determine your audience. With a virtual event, you can now reach a much larger audience.
- Consider time zones so your event is readily accessible to a broad range of people.
- Select an event host to guide the event. This person would do the main introduction and closing for webinars or live streaming.
- Create a schedule and script for event participants.
- Make sure to include ways for attendees to interact. Ask them to live tweet using the hashtags #WelcomingWeek #WelcomingWeek2022 #WhereWeBelong or enable live commenting.
- Optimize the quality of your event environment (lighting, sound)
- Test, test, test! Do a dry run with your event panelists to make sure your event runs smoothly.
- Consider a registration page with an option for attendees to opt into your newsletter.

Issue a Welcoming Week Proclamation or Resolution

If you are a government staffer or work closely with local or state government, consider issuing a Welcoming Week proclamation or resolution. By formalizing your community's welcoming values, a Welcoming Week proclamation or resolution can strengthen belonging among immigrant and non-immigrant neighbors.

Examples of past proclamations and resolutions:

- [State of New York](#)
- [Montgomery County, Maryland](#)
- [Salt Lake County, Utah](#)
- [City of Charleston, West Virginia](#)
- [City of Dallas, Texas](#)
- [Timmins, Ontario \(Canada\)](#)
- [Durham, Ontario, \(Canada\)](#)

Sample Template:

Welcoming Week 2022 By [THE GOVERNOR/MAYOR/COUNTY EXECUTIVE]: A Proclamation

Our [COMMUNITY'S/STATE'S] success depends on making sure that all [RESIDENTS] feel welcome here. Today, new [RESIDENTS] are a vital part of our community — bringing fresh perspectives and new ideas, starting businesses, and contributing to the vibrant diversity that we all value.

This week, we honor the spirit of unity that is bringing neighbors together across [COMMUNITY/ STATE]. During Welcoming Week, I invite all [RESIDENTS OF COMMUNITY/STATE] to join this movement of communities nationwide by renewing our commitment to our core American values and by taking action in the spirit of welcoming. By working together, we can achieve greater prosperity and make our [COMMUNITY/STATE] the kind of place where diverse people from around the world feel valued and want to put down roots.

Regardless of where we are born or what we look like, we are [RESIDENTS], united in our efforts to build a stronger [STATE/COMMUNITY]. By recognizing the contributions that we all make to create a vibrant culture and a growing economy, we make our community more prosperous and more inclusive to all who call it home.

Let us come together to build communities where every resident has the opportunity to contribute at his or her best. Let us come together to create more prosperous communities and to reaffirm that [STATE] still stands as a beacon of freedom and opportunity.

Now, therefore, I [NAME, TITLE], by virtue of the authority vested in me by the Constitution and laws of [STATE/COMMUNITY], do hereby proclaim the week of September [DATE], 2022, Welcoming Week. I call upon the people of [STATE] to join together to build stronger communities across [STATE/COMMUNITY].