

CELEBRATE
IMMIGRANT
HERITAGE
MONTH
06.2018

Immigrant Heritage Month 2018

Activation Toolkit
for Partners

brought to you by:



Every June, Immigrant Heritage Month (IHM) provides people across the United States an opportunity to explore their own heritage, and #CelebrateImmigrants and the diversity that forms the unique American experience. Through digital activations and events, we celebrate the contributions that immigrants have made, and continue to make, to our nation.

Hundreds of community groups, elected officials, business leaders, artists, entertainers, and influencers representing all 50 states came together to make IHM 2017 a great success. We're looking forward to your partnership to help make IHM 2018 even better.

Become an #ImmigrantHeritageMonth Partner!

There are many ways for you to get involved, take a look at the options below!

- Participate in a **digital day of action on June 1** to celebrate the first day of Immigrant Heritage Month.
 - Issue a **press release or blog post** announcing your support of IHM and why it is impactful for your organization or company
 - Send an email to your listserv of supporters or customers to **encourage others** to get involved
 - Post on social media to promote the start of the month
- Participate in **social activations** throughout IHM
 - We'll provide **GUIDANCE** and **SUGGESTED CONTENT** throughout the month
 - To facilitate creation of social media content, this year's IHM will center on theme weeks:
 - June 1 Kickoff weekend
 - Week 1: Community
 - Week 2: Family
 - Week 3: Food
 - Week 4: Love and support
 - Highlight employees, board members, or leadership's own immigration stories on social media and your website
 - On Thursdays, post an old photo that tells a story of immigrant heritage in your organization or to highlight a member of your staff, board members, or leadership; using hashtag #tbt
 - Post a blog entry on your organization's website highlighting work you do with the immigrants in your community or celebrating immigrant contributions to your organization or community over the generations
 - Host an online Q & A tying IHM into your existing programming
 - Use your imagination! Create something unique to your community.



- **Host an event** in support of IHM. Here are some suggestions to help you plan:
 - Events could include:
 - Food festivals
 - Walking tours of a historic neighborhood
 - Immigrant art show
 - Children’s activities
 - Service events
 - Work with a local immigration organizations or elected officials to help build crowds or attract press
 - Highlight immigrants who contribute to the community or to your organization
 - Co-brand events that are part of your existing June programming as part of Immigrant Heritage Month
 - Leverage existing community events during the month of June, such as Fathers Day and World Refugee Day
 - Include the I Am An Immigrant and Immigrant Heritage Month logos and messaging – we are happy to share!
 - Take lots of photos at your events and share them on social media
 - We will add your June events to the official Immigrant Heritage Month calendar and promote them on social media

Your logo will appear on the partners page of the IHM website and any events will be added to the official IHM calendar.

A note for current partners:

All organizations that participated in IHM 2017 are partners for IHM 2018, based on communications from last year.

BACKGROUND ON IHM & I AM AN IMMIGRANT

I Am An Immigrant is part of Welcome.us, a 501(c)(3) non-profit organization that coordinates Immigrant Heritage Month each June. I Am An Immigrant is an ongoing public awareness campaign to encourage Americans to share stories of their families’ immigrant heritage, and what it means to be an immigrant in America. Learn more by visiting www.iamanimmigrant.com and by following I Am An Immigrant on [Facebook](#) and [Twitter](#).

