

CELEBRATE
**IMMIGRANT
HERITAGE
MONTH**

Community • Love • Food • Family

ELECTED OFFICIALS ACTIVATION TOOLKIT

BROUGHT TO YOU BY:

**I
STAND
WITH
IMMIGRANTS**

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, events and nationwide partnerships, we celebrate the contributions that immigrants have made, and continue to make, to our nation.

Over the past eight years, hundreds of community groups, elected officials, business leaders, artists, entertainers, and influencers representing all 50 states have come together to make IHM a success. As we celebrate our ninth year, we're looking forward to your partnership to make IHM2022 more impactful!

This toolkit provides various options for participation in Immigrant Heritage Month, as well as sample materials, including:

- Background on the I Stand With Immigrants Initiative and Immigrant Heritage Month
- Options for promoting your involvement in IHM and strategies to engage your constituents, including IHM events and social media
- Sample media advisory, press release, proclamation, and remarks

Elected Officials: Get Involved!

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

- Sign or introduce a resolution or proclamation officially declaring June as Immigrant Heritage Month
 - [Here's a template!](#)
 - Since the inception of IHM, the White House, members of Congress, governors and mayors across the country have issued proclamations recognizing June as Immigrant Heritage Month!
- Participate in **social activations** throughout IHM. To facilitate the creation of social media content, this year's IHM will center around the following themes: **Community, Family, Food, and Love**. We'll provide guidance and suggested content throughout the month!
 - **Join the June 1 Digital Day of Action to help kick off the celebration**
 - Tell the stories of immigrants who have been on the front lines of the COVID-19 pandemic within your communities, or shine a light on how immigrants have played a crucial role in challenging times of the past
 - Announce your involvement in IHM on your social media platforms using our hashtags #ImmigrantHeritageMonth and #CelebrateImmigrants
 - Use your social media platforms to highlight your constituents' or staff members' immigration stories
- Include information about IHM in your newsletters, sharing IHM graphics and suggested social copy. Showcase the work you do with the immigrants in your



district, or celebrating immigrant contributions to your community over generations, by posting on your website and social media platforms

- Use your imagination! Create something unique to your district.
- Issue a press release announcing your participation in Immigrant Heritage Month and why it is impactful for your district/community, specifically highlighting the contributions of immigrants working in essential frontline roles combatting the COVID-19 crisis
- Email your colleagues and constituents to **encourage others** to get involved publicly by supporting IHM
- **Host an event** in support of IHM. Here are some suggestions to help you plan:
 - Attend or speak at a naturalization ceremony
 - Host a roundtable to discuss the impact of immigrants in your district or community or host webinar for your local immigrant communities about resources available to help individuals and families affected by the COVID-19 pandemic
 - Invite immigrant entrepreneurs and leaders to be ambassadors to the local immigrant community
 - Host an immigrant food festival or create a list of local immigrant-owned and operated restaurants, and encourage the community to support these businesses
 - Offer a walking tour with historical narration of an immigrant neighborhood in your district; if appropriate, incorporate local immigrant businesses in the event
 - Partner with a local museum to host an exhibit of immigrant art
 - Offer a Commendation of Excellence/Proclamation for immigrants in your district
 - Host a Movie Night featuring a film or documentary highlighting immigrant directors or immigrant experiences
 - Optional: facilitate a post-screening discussion
 - Partner with local immigrant musicians to host an in person or livestream concert
 - Work with a local immigration organizations, community groups and constituents to help build attendance or attract press
 - Highlight immigrants who contribute to your district/community
 - Leverage existing holidays community events during the month of June, such as Father's Day (June 19) and World Refugee Day (June 20) by adding an #ImmigrantHeritageMonth lens
- Branding: Include the I Am An Immigrant, I Stand With Immigrants, or Immigrant Heritage Month logos and messaging in your communications - we are happy to share!
- Share any events you're hosting for the month of June and we will add to our events page for Immigrant Heritage Month on IAmAnImmigrant.com



BACKGROUND ON IHM

About Immigrant Heritage Month: Immigrant Heritage Month (IHM) is a nationwide effort to gather and share inspirational stories of immigration in America held every June. IHM is powered by FWD.us and is part of an ongoing effort to empower immigrants and allies to share stories and drive action that demonstrate how immigration is good for our communities, economy, and country. IHM also works to provide new avenues for individuals and organizations to support immigrants in their communities and workplaces during June and throughout the year. For more information, visit IAmAnImmigrant.com.



MEDIA ADVISORY TEMPLATE

[DATE]

PRESS CONTACT/NAME
XXX-XXX-XXXX
XXXXX@XXXXX.XXX

Media Advisory

[NAME] WILL HONOR [LEADERS/COMMUNITY ORGANIZATIONS/BUSINESSES] FOR CONTRIBUTIONS TO CITY IMMIGRANT HERITAGE AND CULTURE DURING IMMIGRANT HERITAGE MONTH

Nationwide Effort of 'I Am An Immigrant' Campaign Includes Similar Events to Across the Country to Celebrate Immigrant Heritage Month

CITY, STATE –NAME will honor [Leaders/Community Organizations/Businesses] for distinct contributions to CITY. The effort is part of a nationwide kick off of Immigrant Heritage Month, an initiative to gather and share inspirational stories of American immigrants, past and present.

WHO: NAME
RECIPIENT #1
RECIPIENT #2
RECIPIENT #3
And many prominent members of the community

WHAT: Remarks from NAME and participants

WHEN: TIME
DATE

WHERE: LOCATION

For questions or to request an interview, please contact [PRESS CONTACT].

PARTICIPANT BACKGROUND –

[INSERT FULL LIST OF PARTICIPANTS AND ORG DESCRIPTIONS (ie why they are being recognized)]

ORGANIZATION BOILERPLATE

[PARTNER INSERTS THIS]

ABOUT IMMIGRANT HERITAGE MONTH: Immigrant Heritage Month (IHM) is a nationwide effort to gather and share inspirational stories of immigration in America held every June. IHM is powered by FWD.us and is part of an ongoing effort to empower immigrants and allies to share stories and drive action that demonstrate how immigration is good for our communities, economy, and country. IHM also works to provide new avenues for individuals and organizations to support immigrants in their communities and workplaces during June and throughout the year. For more information, visit IAmAnImmigrant.com.



PRESS RELEASE TEMPLATE

[DATE]

PRESS CONTACT/NAME
XXX-XXX-XXXX
XXXXX@XXXXX.XXX

Press Release

NAME HONORS [LEADERS/COMMUNITY ORGANIZATIONS/BUSINESSES] FOR CONTRIBUTIONS TO CITY IMMIGRANT HERITAGE AND CULTURE DURING IMMIGRANT HERITAGE MONTH

Nationwide Effort of 'I Am An Immigrant' Campaign Includes Similar Events to Across the Country; National Leaders Speaking Out; and Launch of 9th Annual Immigrant Heritage Month in the US

CITY, STATE – Today Mayor [Congressperson/etc] NAME honored three [Leaders/Community Organizations/Businesses] for distinct contributions to CITY. In [THEIR] remarks, [THEY] walked through how each contributed to the character of CITY – culturally, economically and historically – and made the city what it is today. The effort is part of a nation-wide kick off to Immigrant Heritage Month, an initiative community organizations, elected officials, corporations, media outlets, athletes, artists and thought leaders to gather and share inspirational stories of American immigrants.

RECIPIENTS:

- RECIPIENT #1
- RECIPIENT #2
- RECIPIENT #3

[Full details on participants and organizations included below.]

NAME spoke about the importance of immigrants in providing the cultural foundation for CITY's development and how the city's many distinct immigrant communities continue to [[character of the city]]

QUOTE UNIQUE TO CITY OR DISTRICT

PARTICIPANT BACKGROUND –

[INSERT FULL LIST OF PARTICIPANTS AND ORG DESCRIPTIONS (why they are being recognized)]

ORGANIZATION BOILERPLATE

[PARTNER INSERTS THIS]

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SAMPLE IHM PROCLAMATION (For City/State)

Whereas generations of immigrants from every corner of the globe have built our country's economy and created the unique character of our nation;

Whereas immigrants continue to grow businesses, innovate, strengthen our economy, and create American jobs in [DISTRICT/STATE];

Whereas immigrants have provided the United States with unique social and cultural influence, fundamentally enriching the extraordinary character of our nation;

Whereas immigrants have been tireless leaders not only in securing their own rights and access to equal opportunity, but have also campaigned to create a fairer and more just society for all Americans; and

Whereas despite these countless contributions, the role of immigrants in building and enriching our nation has frequently been overlooked and undervalued throughout our history and continuing to the present day:

Now, therefore, be it resolved by the [BLANK] assembled, that June 2021 is designated as "Immigrant Heritage Month."

For information on the impact that immigrants have in your state, please click here: [The Economic and Political Impact of Immigrants, Latinos and Asians by State](#)



SAMPLE FLOOR SPEECH (For State/Federal)

OPENING: [Mr/Ms]. Speaker, I rise today to honor the immigrants of our great nation, a group that we are all connected to in some way or another. June is Immigrant Heritage Month and it is with great pride that I stand before you today to...

OPTION 1 sharing personal immigration story: [...tell you my own personal/own family's story of immigration. INSERT PERSONAL STORY]

OPTION 2 recognizing immigrant contributions in the city/district: [...share with you the tremendous benefits that immigrants have brought to the [City / Congressional District.]

OPTION 3 for June 20, World Refugee Day: [...celebrate the refugees who have come to our country on World Refugee Day. Today we recognize the strength and courage of refugees who have fled their homeland out of fear for their safety, as a result of violence and war, or to escape political or religious persecution. They may not have come to America because they wanted to, but we want them to know that our commitment to refugees remains the same as it did to those who first immigrated to our country through Ellis Island. As the great Emma Lazarus quote on the Statue of Liberty reads:

“Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore.
Send these, the homeless, tempest-tossed, to me:
I lift my lamp beside the golden door.”
Here in America, we welcome you with open arms.]

CONCLUSION: We all have our own welcome story – a story about how this country opened their arms to us or to our forefathers, and welcomed us/them to this great land of hopes, dreams and freedom. A place where you can become anyone, do anything. Please join me to celebrate America's immigrants – past, present and future.

