Globig Outreach for Social Media Groups

Outreach Message for Group Admins

Hello (Name),

I hope this finds you well! I see you are an admin of {group}.

I am reaching out to introduce you to Welcome Start, a program from the California Department of Social Services, Refugee Program Bureau, and Immigrant Integration that is designed to assist Afghan and Ukrainian refugees transitioning into living in California (specifically in Alameda, Los Angeles, Orange, Sacramento, San Diego, San Francisco, Santa Clara, and Stanislaus counties.) Welcome Start is powered by Cell-Ed, a mobile-first technology platform implementing this program.

Welcome Start supports Afghan and Ukrainian refugees transitioning into living in select counties in California by providing them with free courses and coaching in their own languages so they can improve their English, learn essential skills, and access more opportunities. Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

. Here are some key features of the Welcome Start program:

- Zero-Cost: The program is available for eligible Afghan refugees.
- Flexibility: With Welcome Start, learning is convenient and accessible any time, anywhere, without needing a smartphone or Wi-Fi connection.
- Personalized Support: Participants can connect with experienced coaches who speak their language, providing personalized guidance and assistance throughout their journey.
- Multilingual Content: Courses and resources are available in multiple languages, including English, Dari, Pashto, Ukrainian, and Russian.

We believe your promotion of Welcome Start to your online community could greatly increase awareness and participation in this program, making a meaningful difference in the lives of thousands of refugees. To learn more about Welcome Start, please visit **WelcomeStart.org**. Please let us know if this is something you would like to help with. We would love to work with you!

Outreach Message for Group Admins (Shortened)

Hi (Name),

I hope you're doing well! I noticed you're an admin of {group}. I'd like to introduce you to Welcome Start, a program by the California Department of Social Services, Refugee Program Bureau, and Immigrant Integration. It offers free courses and personalized coaching sessions in Pashto, Dari, Ukrainian, and Russian to assist Afghan and Ukrainian immigrants in transitioning to life in California. The program covers learning English, mastering job search skills, improving communication, and more. Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Welcome Start is specifically designed for Afghan and Ukrainian refugees in Alameda, Los Angeles, Orange, Sacramento, San Diego, San Francisco, Santa Clara, and Stanislaus counties. You can find more information at **WelcomeStart.org**. Would you be able to help us spread the word about this program within your networks? Let us know if you're interested in collaborating. We'd love to work with you!

Social Media Posts for Facebook Groups

Text:

1. Have you heard? Welcome Start is here to help eligible Afghan and Ukrainian immigrants in select counties in California get the skills to learn English, find a job, improve communication, and more. Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Learn more:

Link:
https://tiny.welcomestart.org/yc3h8x6w

2. Afghans and Ukranians settling in California: Did you know that the Welcome Start Program can help you learn English, access support in YOUR language, AND Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements?

This program is for eligible Afghan and Ukrainian immigrants in 8 California counties. Click on the link below to get started!

Link:
https://tiny.welcomestart.org/yc3h8x6w

Image 1:

Alt text Image 1: A smiling Afghan mother in a hijab holds her smiling daughter

Text beside the image reads: Welcome Start. Free Courses and Coaching to Get Started in the U.S.

Image 2:

3. Afghan and Ukrainian refugees in California: the Welcome Start program is here to help you get settled! Plus, Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA employment program requirements.

Here are some of the program's highlights:

- Completely zero-cost to eligible Afghan and Ukrainian refugees
- Accessible anytime, anywhere — no smartphone or wifi required, audio lessons available
- Connect with a live coach that speaks your language
- Courses and content available in English, Dari, Pashto, Ukrainian, and Russian.

This program is for eligible Afghan and Ukrainian immigrants in 8 California counties.

Access the program at the link below:

Link: https://tiny.welcomestart.org/yc3h8x6w

4. Transitioning to life in a new culture and learning a new language can be extremely challenging. That's why the Welcome Start program was developed: to help Afghan and Ukrainian immigrants settling in California learn English, find jobs, improve communication, and more. As an added benefit, Welcome Start activity hours count toward CalWORKs, CalFresh

Alt text Image 2: A smiling Ukrainian mother reads to her daughters.

Text beside the image reads: Welcome Start. Free Courses and Coaching to Get Started in the U.S.

| E&T, and RCA employment program requirements.

This program is for eligible Afghan and Ukrainian immigrants in 8 California counties. It's easy to get started - just access the website, here:

Link:
https://tiny.welcomestart.org/yc3h8x6w | |