

Welcome Start Outreach Partner Toolkit

For Outreach Partners to send to their networks
Updated July 2024

General Audience Outreach Email



SUBJECT: You're invited to help California refugees get started in the U.S. — please join us!

PREVIEW: New app helps Afghan and Ukrainian refugees learn English, gain job skills, and learn how to use technology and is funded by the State of California. Spread the word!

BODY:

Hi [NAME],

I want to let you in on something really exciting: [WelcomeStart.org](https://www.welcomestart.org). It's a new program from the California Department of Social Services and Refugee Program Bureau designed to help Afghan and Ukrainian immigrants settle into life in California.

They can use the app to build important skills for finding a better job, becoming confident in communication skills, creating more connections in the community, and much more — all with no-cost courses and coaching. Plus, **Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA** employment program requirements.

The first phase is available now in 8 California counties (Los Angeles, Sacramento, Stanislaus, Orange, San Francisco, Alameda, Santa Clara, and San Diego), and we'd love your help to invite refugees to sign up.

Please spread the word. Refugees can get login details at [WelcomeStart.org](https://www.welcomestart.org) in 5 languages. Let's make a difference together and thank you for your help.

Team Welcome Start

Afghan OP Outreach Email



SUBJECT: You're invited to help Afghan refugees in California get started in the U.S. — please join us!

PREVIEW: New app helps Afghan refugees learn English, gain job skills, and learn how to use technology and is funded by the State of California. Spread the word.

BODY:

Hi [NAME],

I want to let you in on something really exciting : [WelcomeStart.org](https://www.welcomestart.org). It's a new program from the California Department of Social Services and Refugee Program Bureau designed to help Afghan immigrants settle into life in California.

They can use the app to build important skills for finding a better job, becoming confident in communication skills, creating more connections in the community, and much more — all with no-cost courses and coaching. Plus, **Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA** employment program requirements.

The first phase is available now in 8 California counties (Los Angeles, Sacramento, Stanislaus, Orange, San Francisco, Alameda, Santa Clara, and San Diego), and we'd love your help to invite refugees to sign up.

Please spread the word. Refugees can get login details at [WelcomeStart.org](https://www.welcomestart.org) in 5 languages. Let's make a difference together and thank you for your help.

Best wishes,

Team Welcome Start

Ukrainian OP Outreach Email



SUBJECT: You're invited to help Ukrainian refugees in California get started in the U.S. — please join us!

PREVIEW: New app helps Ukrainian refugees learn English, gain job skills, and learn how to use technology and is funded by the State of California. Spread the word!

BODY:

Hi [NAME],

I want to let you in on something really exciting: [WelcomeStart.org](https://www.welcomestart.org). It's a new program from the California Department of Social Services and Refugee Program Bureau designed to help Ukrainian immigrants settle into life in California.

They can use the app to build important skills for finding a better job, becoming confident in communication skills, creating more connections in the community, and much more — all with no-cost courses and coaching. Plus, **Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA** employment program requirements.

The first phase is available now in 8 California counties (Los Angeles, Sacramento, Stanislaus, Orange, San Francisco, Alameda, Santa Clara, and San Diego), and we'd love your help to invite refugees to sign up.

Please spread the word. Refugees can get login details at [WelcomeStart.org](https://www.welcomestart.org) in 5 languages. Let's make a difference together and thank you for your help.

Team Welcome Start

Afghan OP Direct-to-Learner Email



The banner features a red and orange background with a yellow curved border at the bottom. On the right side, there is a circular inset image of a smiling woman and a young girl, both wearing white headscarves. The text on the banner reads: "welcome start" in white lowercase letters with a white 'w' inside a red square icon. Below this, it says "Free Courses and Coaching to" in white, followed by "GET STARTED IN THE U.S." in large, bold, white uppercase letters. At the bottom left, there are three logos: "CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES" in small black text, "cell-ed" in a red and white logo, and "IMMIGRANT integration" with "MAKING ALL" in a circular logo.

SUBJECT: You're invited to join Welcome Start, a skills training program for Afghan refugees in California!

PREVIEW: Learn essential skills with no-cost courses, all funded by the California Department of Social Services (CDSS), the Refugee Program Bureau (RPB), and Immigrant Integration.

BODY:

Hi [NAME],

Introducing [Welcome Start](#), a no-cost program powered by Cell-Ed! We're here to help you build important skills for finding a better job, becoming confident in communication skills, creating more connections in your community, and much more. Thanks to support from the California Department of Social Services (CDSS), the Refugee Program Bureau (RPB), and Immigrant Integration, it's all at no cost to you.

Here's what we offer:

- No-cost training for eligible Afghan refugees that you can take anytime, anywhere — no smartphone or WiFi needed. [You can check if you're eligible here.](#)
- Friendly live coaches who speak your language, and will keep you on track for success.
- Courses and content available in English, Dari, and Pashto.
- Plus, **Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA** employment program requirements.

If you're ready to start, just [click here](#) or visit welcomestart.org.

Best regards,

Your Welcome Start Team

Ukrainian OP Direct-to-Learner Email



SUBJECT: You're invited to join Welcome Start, a skills training program for Ukrainian refugees in California!

PREVIEW: Learn key skills with no-cost courses, all funded by the California Department of Social Services (CDSS), the Refugee Program Bureau (RPB), and Immigrant Integration.

BODY:

Hi [NAME],

Introducing [Welcome Start](#), a no-cost program powered by Cell-Ed! We're here to help you build important skills for finding a better job, becoming confident in communication skills, creating more connections in your community, and much more. Thanks to support from the California Department of Social Services (CDSS), the Refugee Program Bureau (RPB), and Immigrant Integration, it's all at no cost to you.

Here's what we offer:

- No-cost training for eligible Afghan refugees that you can take anytime, anywhere — no smartphone or WiFi needed. [You can check if you're eligible here.](#)

- Friendly live coaches who speak your language, and will keep you on track for success.
- Courses and content available in English, Ukrainian, and Russian.
- Plus, **Welcome Start activity hours count toward CalWORKs, CalFresh E&T, and RCA** employment program requirements.

If you're ready to start, just [click here](#) or visit welcomestart.org.

Best regards,

Your Welcome Start Team