

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 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. Coaching and courses count for 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 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. Coaching and courses count for 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 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. Coaching and courses count for 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



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.
- Coaching and courses count for 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 Ukrainian 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.
- Coaching and courses count for 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

Social Media Posts for Outreach Partners

Facebook and LinkedIn

Text:

1.

Ukrainian immigrants: Would you like more skills for better jobs? Welcome Start is a program offering FREE courses, content, and coaching in your language (English, Ukrainian, or Russian) so that you can improve your English, learn more job skills for better jobs, and more! Plus, Welcome Start hours are countable for CalWORKs, CalFresh E&T and RCA employment activity requirements.

Welcome Start is available for eligible Ukrainian immigrants in select counties in California.

Get started today!

Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzevd>

Images:

1.



Alt text Image: A smiling Ukrainian man with an orange hard hat on in a factory.

Text above the image reads: "Ukrainian Immigrants: Would you like more skills for better jobs? Go to WelcomeStart.org"

2.

2.

A better job can pave the way for a better future. That's why Welcome Start was created, to help Afghan immigrants in select counties in California learn English, learn job skills, and more for FREE. Welcome Start hours are also countable for CalWORKs, CalFresh E&T and RCA employment activity requirements.

Click on the link below to learn more!

Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzevd>

3.



welcome start

Afghan Immigrants:
Would you like
more job
skills for
better jobs?

**Go to:
welcomestart.org**

CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES IMMIGRANT
cell-ed ALL

Alt text Image: A smiling Afghan woman in a hijab, wearing a headset.

Text above the image reads: "Afghan Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

Do you wish your English was better to communicate with teachers, doctors, and others? Welcome Start can help! This program was developed to help Afghan newcomers settling in California learn English, with FREE courses and coaching in your language. Plus, activity hours count for CalWORKs, CalFresh E&T and RCA employment activity requirements!

Welcome Start is for eligible Afghan immigrants in 8 California counties.

It's easy to get started! Just access the website, here:

Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzevd>

4.

3.



The image is a promotional graphic for 'Welcome Start'. At the top, there are three logos: 'cell-ed', 'CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES', and 'IMMIGRANT INTO CITIZEN ALL'. Below these is the 'welcome start' logo, where 'welcome' is in blue and 'start' is in orange. To the right of the logo, the text reads: 'Afghan Immigrants: Welcome to learning English to talk to teachers, doctors, and others!'. Below this text is a circular image of a smiling woman wearing a brown hijab, sitting in front of a bookshelf. At the bottom right of the graphic, it says 'Learn more: welcomestart.org'.

Alt text Image : A smiling Afghan woman in a hijab in front of a bookcase.

Text above the image reads: "Afghan Immigrants: Welcome to learning English to talk to teachers, doctors, and others! Learn more: welcome start.org"

4.

Do you want to improve your English to better communicate with teachers, doctors, and others? Welcome Start was designed to assist Ukrainian newcomers settling in California, by offering FREE courses and coaching in English, Ukrainian, and Russian. Learn English and build a stronger foundation for your future! Plus, Welcome Start activity hours count for CalWORKs, CalFresh E&T and RCA employment activity requirements.

Welcome Start is available for eligible Ukrainian immigrants in 8 California counties.

Getting started is easy—just visit our website:

Links:

FB:

<https://tiny.welcomestart.org/tj3pfwfe>

LI:

<https://tiny.welcomestart.org/yckpzvzd>



cell-ed CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES IMMIGRANT ALL

welcome start

Ukrainian Immigrants:
Welcome to
learning English
to talk to
teachers,
doctors,
and others!

Learn more:
welcomestart.org



Alt text Image : A Ukrainian woman smiling holding her child. A healthcare professional is swabbing her arm. They are all smiling.

Text above the image reads: “Ukrainian Immigrants: Welcome to learning English to talk to teachers, doctors, and others! Learn more: welcome start.org”

X

Text:

1. [#Ukrainianimmigrants](#) in California: Want more job skills for better jobs? Welcome Start offers FREE courses & coaching in English, [#Ukrainian](#), and [#Russian](#) to help you succeed! Plus, activity hours count for CalWORKs, CalFresh E&T, and RCA benefits.

Link:

<https://tiny.welcomestart.org/bdeveyzk>

Images:

1.



Alt text Image: A smiling Ukrainian man with an orange hard hat on in a factory.

Text above the image reads: "Ukrainian Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

2.

Welcome Start helps

#Afghanimmigrants in select counties in California learn English, get job skills, and more, with FREE courses in #Dari and #Pashto. Activity hours count for CalWORKs, CalFresh E&T and RCA employment activity requirements. Get started today!

Link:

<https://tiny.welcomestart.org/bdeveyzk>

#refugees

2.



welcome start

Afghan Immigrants:
Would you like
more job
skills for
better jobs?

**Go to:
welcomestart.org**

CDSS CALIFORNIA DEPARTMENT OF SOCIAL SERVICES
cell-ed
IMMIGRANT integration
ALL

Alt text Image: A smiling Afghan woman in a hijab, wearing a headset.

Text above the image reads: "Afghan Immigrants: Would you like more skills for better jobs? Go to welcome start.org"

3.

Want to improve your English?

Welcome Start helps

#Afghanimmigrants in select CA counties learn English with FREE courses, and coaching in #Dari, #Pashto, and English. Plus, activity hours count for CalWORKs, CalFresh E&T and RCA employment activity requirements.

<https://tiny.welcomestart.org/bdeveyzk>

3.



welcome start

Afghan Immigrants:
Welcome to
learning English
to talk to
teachers,
doctors,
and others!

**Learn more:
welcomestart.org**

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Want to improve your English?

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#Ukrainianimmigrants in select CA counties with FREE courses and coaching in English, #Ukrainian, and #Russian. Activity hours count for CalWORKs, CalFresh E&T and RCA employment activity requirements.

Link:

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4.



welcome start

Ukrainian Immigrants:
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