

# ENGAGING NEW IMMIGRANT COMMUNITIES



## 01. GET THE FACTS

*Devote a sufficient amount of time and resources to understand who the different groups are in your community. Once you have identified the groups of interest, do further research to understand the norms, traditions and cultural nuances that are unique to these communities.*



## 02. YOUR MISSION IS YOUR GATEWAY

*For a community to have an interest in a relationship with you, you must provide programs and services that authentically engage and serve its needs. This is not a matter of creating a one-time program or putting on an isolated event, but rather about recognizing different groups as important stakeholders either because of what you do or because of the makeup of the community that you serve.*



## 03. MAKE IT A PERSONAL AND ORGANIZATIONAL PRIORITY

*Senior leadership must make community outreach both a personal and an organizational priority. On the personal side, senior leaders must be present and visible, demonstrating to that community that it and its members are valued. On the organizational side, the involvement of members from diverse communities on volunteer boards and committees must be genuinely welcomed and sought out.*



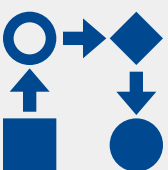
## 04. ENLIST THE HELP OF A CHAMPION

*Find a credible, well respected champion who can help you build bridges with the community. Organizations need to have an entry point, and the members of the community need to trust you. Building relationships with well-regarded members of the community will serve to achieve both objectives.*



## 05. CREATE SHARED OWNERSHIP

*Genuinely invite input and share the authority and decision-making. Ensure that different perspectives and ideas are welcomed, heard, and acted upon.*



## 06. DON'T JUST TRANSLATE, RESONATE!

*Ensure your messages and materials work for your prospect group and are culturally appropriate. It's not just a matter of translating your existing copy into another language, and the message may need to be different for different groups.*



## 07. BE IN IT FOR THE LONG HAUL

*Building bridges to new ethnic communities will take time, patience and perseverance. Remember, this is about building relationships, an activity that regardless of ethnicity, doesn't happen overnight.*