

Templates for Data-Driven Community Engagement Messages

Each template below lists the “components” or the information you will need on hand with an example from the case study. Use these templates to organize your thoughts quickly, so you can focus on your other programmatic and administrative work. For visuals like the ones in the social media templates, you can use basic shapes and text boxes in Word or Google Docs, or try a design tool like Canva or Adobe Express.¹

Sample Social Media Template 1: Photo + Quote

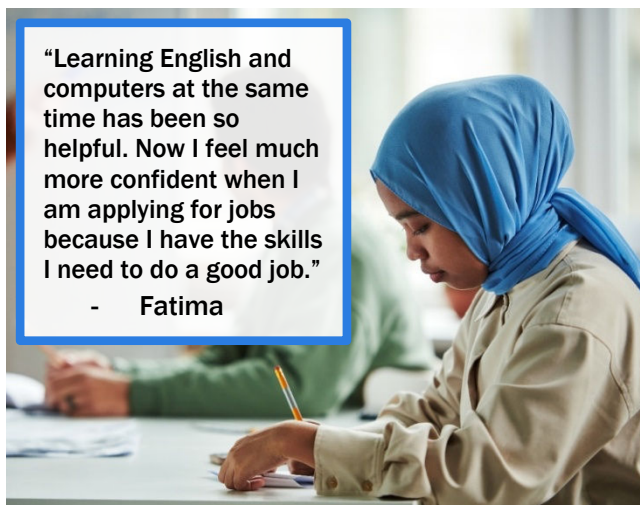
Use the combination of a photo of a client (engaging in your programming or a portrait) and a quote to communicate impact and grab people’s attention as they scroll.

Audiences on social media generally expect short content that delivers a simple, clear takeaway. They likely span a range of digital literacy levels and may not know much about your organization or programming.

Components:

- One picture (with consent to share it)
- One short client quote (from a survey response, focus group, or interview with consent to share it)
- A short caption of 1-3 sentences providing context
 - Optional: include a key data point that supports the quote.
- A brief “call to action” inviting viewers to donate, share, volunteer, etc.

Example: Photo + Quote



“Learning English and computers at the same time has been so helpful. Now I feel much more confident when I am applying for jobs because I have the skills I need to do a good job.”
- Fatima

Caption: Fatima enrolled in our combined English and digital literacy workshops hoping to improve her skills and confidence.

The average student improved from low-intermediate to intermediate in their English level after completing our workshops, reaching the minimum level needed to succeed in quality jobs.

Your community donation can help us expand these workshops to reach even more hardworking newcomers like Fatima.

¹ Note: While Switchboard does not endorse any individual product or for-profit corporation, this toolkit provides examples of some common tool options.

Sample Social Media Template 2: Key Metrics

Combine one or two numbers that indicate important results with a small amount of explanatory text to help audiences engage with your impact in an accessible way. Keep your presentation simple and direct to engage a social media audience.

Tip: align this template with your team's or organization's brand by changing the background color or adding your logo

Components:

- A simple background, e.g., a blank square filled with your organization's main brand color
- One or two numbers that demonstrate the impact of your programming or another significant result
- A short phrase that puts the number(s) in context
- A short caption of 1-2 sentences providing additional context about the programming the numbers relate to
- A brief "call to action" inviting viewers to donate, share, volunteer, etc.

Example: Key Metrics



Caption: Newcomers to the United States face major barriers to employment. Our innovative combined English and digital literacy skills workshops help clients overcome two of those barriers.

You can help them on their journey to self-sufficiency – sign up to be a volunteer mentor via our website today!

Sample Newsletter Template 1: Client Story

A short client story that puts a human face on your work can have a big impact on donors, community members, and other supporters. If you collect a story and have consent to share it (anonymously or with a pseudonym, if preferred), consider building a newsletter around it.

Newsletter subscribers may be more familiar with your work and willing to invest slightly more time in reading a full client story. Delivering this story to their inboxes, rather than on a social media feed, may engage readers better since they expect to receive longer-form information via email.

Components:

- A 1-3 paragraph story from a client that showcases growth or improvements made with the help of your programming
- A photo of the client (if possible) with consent to share it
- 1-2 key data points or other pieces of information about the programming the client references
- A brief “call to action” inviting viewers to donate, share, volunteer, etc.

Example: Client Story

You may remember reading in our last newsletter that our combined English and digital literacy workshops helped newcomers improve from low-intermediate to intermediate levels of English. But what does that mean in practice? Read Tadesse’s story below to find out.

He says, “When my family and I first arrived, I could not understand anything people were saying. It was scary not to be able to read signs or ask basic questions without help. I felt like I was letting my family down and I worried when I could not find a job.

I learned some English at the community center and started working at the grocery store. The work was hard and I had a lot of back pain, and we still couldn’t pay our bills. Now that my English is better, I got a job that pays more and doesn’t cause me pain. I worry less about the future, and I play with my children a lot more.”



Your support is what drives these life-changing programs. To help us expand next year, consider donating or volunteering as a mentor at the links below

Sample Newsletter Template 2: Mid-Year Update

Short updates with a few meaningful data points keep supporters engaged and showcase your team's hard work. When choosing data to share, try linking the numbers to a human story. You can reuse this format for other milestones, like the end of the year or a major anniversary.

Remember that your newsletter likely includes a mix of local donors and community members who want to see the positive results you have achieved. Frame your data in a way that highlights success and foreshadows future work to sustain or increase community support.

Tip: align the template with your brand by changing background colors or adding your logo

Components:

- 2-3 key metrics or data points that demonstrate progress toward your team's or organization's objectives
 - *Optional: include your indicator targets to show your progress toward them*
 - *Remember to put these in context and help your audience understand what the numbers mean for your clients!*
- 3-4 sentences about your plan to continue serving newcomers (e.g., previews of upcoming programming, event highlights, etc.)
- A brief "call to action" inviting viewers to donate, share, volunteer, etc.

Example: Quick Mid-Year Update

Now that the year is halfway done, we are excited to share the progress we've made so far thanks to your generous support. Here is a quick summary of what you've helped us accomplish in the first half of the year:



These results are not just numbers. They represent human beings who are making real progress toward rebuilding their lives and finding stability. To keep this momentum going as we head into the second half of the year, we are planning to:

- Re-run our popular English/digital literacy workshops for a new cohort of learners.
- Invest in targeted support groups for single-parent households to make sure both parents and children have safe places to process their emotions and challenges.
- Host a Community Resource Fair in the fall to uplift other local services and help newcomers learn about the support available to them in our community.

Can you help us reach our fundraising goal to keep these programs running for the rest of the year? Use the link below to show your support for your newcomer neighbors today!

Example: Introducing Your Organization

Sample Partnership Email Template: Introducing Your Organization

Used strategically, data can be a powerful tool for attracting partnerships. Before drafting your message, think carefully about what information would be most useful to your potential partner (see "Identify the Interests of Your Audience"). Keep your message simple and concise.

Components:

- 1-2 key data points that explain the population(s) you serve and showcase programming
- A brief description of your programs or projects that could be useful to the partner
- A 1-2 sentence pitch outlining how you envision collaborating and how each organization would benefit from a partnership
- A proposed next step (email response, phone/video call, etc.)

Dear [contact name, if known],

I am a program manager at [organization name], where we serve refugees and other newcomers. We recently piloted a workshop series to help newcomers improve their English and digital literacy skills, and we are planning a second cohort later this year.

The pilot cohort was about 40% Afghan, and we anticipate similar numbers next time. Learners told us that 1:1 support during the workshops helped them learn faster, so I am reaching out to community organizations in our area to recruit volunteer mentors. Since your organization serves Afghan-Americans and has a strong track record with immigrant-focused programming, I think there could be a good partnership opportunity here. In particular, this could be a nice fit for your Young Adult Service Club, though we would welcome any volunteers over age 15.

Would any of your members or others in the community you serve be interested in volunteering to mentor a newcomer adult during our workshop series? I'm happy to share logistical details to help people decide. We can also establish a referral system for you to enroll eligible newcomers you work with, and provide certificates verifying volunteer hours for any mentors who need them (e.g., to meet school requirements).

I'd welcome the chance to talk more about the workshop series or how our organizations might partner. Please feel free to propose a time to meet for a brief call, and thank you for your time.

Note: if you know your audience is especially short on time or balancing many responsibilities, you could adapt this template to present the key details from the second paragraph in bullet point form:

Since your organization serves Afghan-Americans and has a strong track record with immigrant-focused programming, I think this could be a good partnership opportunity. Here are the key details:

- The pilot group was about **40% Afghan**, and we expect similar numbers next time
- Learners told us that 1:1 support during the workshops helped them learn faster, so **we're recruiting volunteer mentors** from community organizations in our area
- This could be **a nice fit for your Young Adult Service Club**, though we'd welcome any volunteers over age 15

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