



WASHINGTON COVID-19
IMMIGRANT RELIEF FUND

Messaging Toolkit



Supported and funded by the Washington State Department of Social and Health Services.

Overview

Welcome! Thank you for your work in helping to spread the word about the Washington COVID-19 Immigrant Relief Fund. The goal of this toolkit is to support you in your outreach efforts for immigrants in Washington. With your outreach, we hope that the news about this fund reaches as many people as possible, and that they feel encouraged to apply. We're grateful for your commitment to ensuring as many of our immigrant neighbors as possible get access to these needed resources.

Who is this toolkit for?

This toolkit is for our community-based organizations, leaders, and community members to use to spread the word about the Washington COVID-19 Immigrant Relief Fund, help people understand what it is and how it works, and encourage them to apply.

How to use this toolkit

Use the sample messaging below to share messages of support through your personal and/or organization's own channels. Of course, please customize it to your own voice and tone.

Messaging and FAQ

Message summary

Top level message

COVID-19 emergency relief—by and for immigrants.

Tagline

Immigrants taking care of each other

Short elevator statement

As immigrants, we've made Washington our home. If you're an immigrant experiencing hard times because of COVID-19, and you aren't eligible for federal stimulus funds or unemployment insurance, this fund is for you. **Apply for the Washington COVID-19 Immigrant Relief Fund and receive a \$1,000 one-time direct payment (up to \$3,000 per household).** Your information will never be voluntarily shared with the government or ICE, and the public charge rule should not apply for this fund. You can get help with your application in multiple languages. The last day to apply is December 6.

Long elevator statement

In Washington State, immigrants have always been neighbors and essential workers. We keep the economy strong, contribute to our communities, and care for our families.

During the COVID-19 pandemic, we've been at the highest risk for getting the virus, losing work, or needing to support our family members in new ways. But the federal government intentionally left millions of us out of much-needed financial support, based on immigration status.

This is wrong. All of us who call Washington home deserve support to make it through this time.

That's why we as immigrant-led organizations partnered with the Governor's office to establish the Washington COVID-19 Immigrant Relief Fund. This year, we'll distribute \$40 million in CARES Act funds allocated to Washington to support immigrants in Washington who are ineligible for other federal funds or unemployment insurance due to their immigration status.

You can apply to receive a \$1,000 one-time direct payment (up to \$3,000 per household). Your information will never be voluntarily shared with the government or ICE, and the public charge rule should not apply for this fund. You can get help with your application in multiple languages. The last day to apply is December 6th.

We will make it through this time—because we are immigrants taking care of each other.

How to talk about the fund

It's important to talk about the fund in a way that's both factually accurate and encouraging in tone. When you talk about the fund, try to keep it:

- **Positive and hopeful**—we should acknowledge the reality of the COVID-19 pandemic, but share a message of hope and resilience with this fund.
- **Realistic**—this fund will not completely solve people's problems, and since funding is limited, not everyone who applies will get money. We shouldn't over promise when we talk about the fund.
- **Empowering**—this fund is a hard-fought victory for immigrants in Washington. It was immigrant organizations who called for the creation of the fund and worked with the Governor's office and the Department of Social and Health Services to make it a reality. We should talk about this fund as immigrants supporting each other, not a government handout.

What is the Washington COVID-19 Immigrant Relief Fund?

Key message

All of us are being impacted by COVID-19, but many people in Washington aren't eligible for federal stimulus funds or unemployment insurance because of immigration status. So the Washington COVID-19 Immigrant Relief Fund was set up to support immigrants. You can apply for a one-time direct payment of \$1,000, up to \$3,000 per household.

Additional messages

- After COVID-19 hit, the federal government sent \$1,200 stimulus payments to support most people in the United States—and many people have access to unemployment insurance too. But many of us were left out because of our immigration status.
- In response, a coalition of immigrant organizations called on the Washington state government to create a relief fund specifically for immigrants. Understanding the need for assistance, the Governor allocated a \$40 million fund to be administered by non-profit organizations with assistance from the Washington State Department of Social and Health Services.

Why was the Washington COVID-19 Immigrant Relief Fund created?

Key message

As immigrants, we have been some of the hardest hit by the COVID-19 pandemic. To keep our communities healthy and safe, we need to support each other right now. That's why immigrant organizations worked with Washington State to get funding for immigrants who can't access federal aid.

Additional messages

- Washington is home to hundreds of thousands of immigrants. We are essential workers in Washington's biggest industries, like agriculture and construction—and we contribute over a billion dollars in federal, state, and local taxes every year. We are neighbors, friends, coworkers, and family members.
- Our communities are some of the hardest hit by COVID-19. Many of us have lost our jobs, others show up every day to jobs that put us at high risk of exposure, and others are caring for family members at home because of the virus. Some of us are mourning the loss of our loved ones.
- While everyone knows that we are essential workers and neighbors, we have not been treated that way: federal relief funds intentionally excluded millions of us based on our immigration status.
- That's why immigrant-led community organizations collaborated with the Governor's office, the Washington Department of Social and Health Services, and the Legal Foundation of Washington to create this fund. All of us who call this state home deserve the support we need to make it through this time.

How much can I receive through this fund?

Key message

You can apply to receive a one-time direct payment of \$1,000 per person, with a maximum of \$3,000 per household. You can receive the money as a check or gift card (Visa or Mastercard).

Who can apply?

Key message

To apply for the relief fund, you must:

- Be a Washington resident

- Be at least 18 years old
- Have been significantly affected by the pandemic (such as losing work, being infected by the virus, or caring for a family member who was infected)
- Not be eligible to receive federal stimulus funds or unemployment insurance because of immigration status

Additional messages

- Applications will be accepted on a first come, first served basis since the total fund is limited. We will prioritize those in greatest need.

How do I apply?

Key message

You can apply online, over the phone, or by mail. All three options are available [for English version: "in several languages"; for all other versions: "in *insert that language*"]. The last day to apply is December 6.

- Website: www.immigrantreliefwa.org
- Phone: 1-844-724-3737
- Mail: Visit the website to print the application form

Additional messages

- Only Scholarship Junkies, the organization managing the fund, will have access to personal information in the application. It will never be voluntarily shared with the police, the government, or ICE.
- Before you apply, you'll need to gather some documentation to show your identity and your residency in Washington State. For example, you could provide a copy of a state ID card, a driver's license, or a utility bill with your name and address. You can see a table below with the full list of acceptable documents.
- Apply online at www.immigrantreliefwa.org. The application is available in multiple languages:
 - Chinese
 - English
 - French
 - Garifuna
 - Hindi
 - Korean
 - Somali
 - Spanish
 - Swahili
 - Tagalog/Filipino

- Vietnamese
- If you have any questions, find a local partner organization to talk to on the website. You can also call the Washington Immigrant Solidarity Fund (WAISN) hotline at 1-844-724-3737. Support is available every day from 6AM-9PM, and people will be available to speak in multiple languages.
- After you apply, you'll receive updates about your application by email and text. You'll be notified if your application is accepted within 3 weeks of applying. If your application is accepted, you'll receive payment within 2 weeks after that.
- Our funds are limited, so not everyone who applies will be able to receive aid at this time.

These are the documents that you can use in your application to prove your identity and your residency in Washington State. Please make sure that you have a clear copy of either:

- One item from List A, or
- One item from both List B and List C

List A: Residency & Identity Documents	List B: Identity Documents	List C: Residency Documents
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<ul style="list-style-type: none"> ● Washington State Identification Card showing full name and Washington state address ● Washington State Driver's License showing full name and address ● Current student identification card from a school located in Washington state ● Any utility bill showing your full name and Washington state address ● Cell phone bill or internet bill showing your full name and Washington state address ● Insurance statement showing your full name and Washington state address ● Bank statement showing your full name and Washington state address ● 2019 tax return showing your full name and Washington state address ● Paystub from employer showing your full name and your Washington state residency address ● Rent receipt showing your full name and Washington state address 	<ul style="list-style-type: none"> ● Student identification card from any school ● Passport from any country ● Consulate card ● Birth certificate ● International Driver's License ● Metro card with photo 	<ul style="list-style-type: none"> ● Signed and dated letter* stating the full name and phone number of the person writing the letter from the following entities: <ul style="list-style-type: none"> ○ Landlord acknowledging WA residency ○ A representative from your place of worship acknowledging WA residency
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*You may use this letter template for this application.

Is my information safe?

Key message

Personal information will never be voluntarily shared with the government, ICE, law enforcement, your landlord, your employer, or anyone else. All information is stored securely in an encrypted format so it can't be accessed.

Additional messages

- According to our contract with the Washington State Department of Social and Health Services, the only people with access to an applicant's personal information are Scholarship Junkies (the community organization that manages the fund) and Seattle Credit Union (who distributes the money). We will not share your information with anyone else. But if there is a legal subpoena, we may be legally required to release personal information. It's unlikely that this would happen, but not impossible.

How is the fund run?

Key message

The fund is managed by immigrant-led community organizations in Washington—the same people who called for the fund to be created. It is supported and funded by the Washington State Department of Social and Health Services.

Additional messages

- Immigrant-led community organizations across the state are partnering with the Governor's office, the Washington State Department of Social and Health Services, the Legal Foundation of Washington to create this fund. While Washington State is providing the money and oversight, they do not handle any personal information.
- The community organizations in charge of the fund set the criteria, handle applications, distribute money, and keep personal information safe. The community organizations leading the fund are:
 - Asian Counseling and Referral Service
 - Colectiva Legal del Pueblo
 - Fair Work Center
 - Legal Foundation of Washington
 - Northwest Immigrants Rights Project
 - Nuestra Casa
 - OneAmerica
 - Raiz of Planned Parenthood
 - Scholarship Junkies
 - Seattle Credit Union
 - Washington Census Alliance
 - Washington Dream Coalition
 - Washington Immigrant Solidarity Network
- All of the organizations involved in the fund have worked for years with immigrant communities, including underserved farmworkers, low-wage workers, and immigrants

who are Black, Indigenous, LGBTQIA2+, living with disabilities, and many others. They are all committed to the well-being and privacy of immigrant communities.

Will money from this fund prevent me from getting a visa or green card in the future because of the public charge rule?

Key message

No. Assistance from this fund is considered one-time disaster relief assistance and should not be considered under the public charge rule. Receiving assistance from the fund should not impact your ability to obtain a green card.

Communications Tools and Materials

Use the following sample messages to help get the word out about the Washington COVID-19 Immigrant Relief Fund in your communities. Please feel free to tailor them to your organization's or your own personal voice. We want as many people as possible who qualify for the fund to apply. These are urgently needed resources and we want to ensure our immigrant neighbors and friends have the support and care they deserve.

Suggested hashtags

#WAImmigrantRelief
#WACOVIDRelief

Sample social media posts

Facebook

- As immigrants, we've made Washington our home. If you're an immigrant experiencing hard times because of COVID-19, and you can't get federal financial relief or unemployment insurance, apply for the Washington COVID-19 Immigrant Relief Fund. \$1,000 in financial relief (up to \$3,000 per household) is available. Apply at www.immigrantreliefwa.org.
- Applications are open for the Washington COVID-19 Immigrant Relief Fund! Your information will never be voluntarily shared with the government or ICE, and the public charge rule shouldn't apply for this fund. Learn more and apply at www.immigrantreliefwa.org.
- The Washington COVID-19 Immigrant Relief Fund was made BY immigrants FOR immigrants. Applications are open for financial relief for those impacted by COVID-19, who can't get federal financial relief or unemployment insurance. Learn more and apply at www.immigrantreliefwa.org.
- Immigrants support each other. Apply now for the Washington COVID-19 Immigrant Relief Fund, a new fund created for immigrants impacted by the coronavirus pandemic. Learn more and apply at www.immigrantreliefwa.org.

Twitter

- Immigrants support each other. Apply for the new #WAImmigrantRelief Fund. If you're an immigrant impacted by #COVID19, you may qualify for up to \$1k in relief (up to \$3k per household). Learn more + apply now at 1-844-724-3737 / www.immigrantreliefwa.org.

- The Washington COVID-19 Immigrant Relief Fund: by immigrants FOR immigrants. Your info is secure + will never be voluntarily shared with the government or ICE, and the public charge rule shouldn't apply. If you're an immigrant impacted by COVID-19, learn more about the fund and apply now. www.immigrantr reliefwa.org.
- If you're an immigrant experiencing hard times because of COVID-19, and you can't get federal financial relief or unemployment insurance, apply for the #WAImmigrantRelief Fund. Up to \$1k in financial relief (up to \$3k per household) is available. www.immigrantr reliefwa.org
- COVID-19 emergency relief—by and for immigrants. If you're an immigrant and you can't receive federal financial relief or unemployment insurance, apply for the Washington COVID-19 Immigrant Relief Fund now and you could get up to \$1k in relief \$\$.
www.immigrantr reliefwa.org

Instagram

- COVID-19 emergency relief—by and for immigrants. The new Washington COVID-19 Immigrant Relief Fund was created to offer support for our immigrant neighbors and workers impacted by COVID-19. If you or someone you know is experiencing hard times and you can't get federal financial relief or unemployment insurance, apply for the new Washington COVID-19 Immigrant Relief Fund and get up to \$1k in funds (up to \$3k per household). Learn more and apply at www.immigrantr reliefwa.org. #WAImmigrantRelief
- As immigrants, we've made Washington our home. If you're an immigrant experiencing hard times because of COVID-19, and you can't get federal financial relief or unemployment insurance, apply for the Washington COVID-19 Immigrant Relief Fund. Up to \$1k in financial relief (up to \$3k per household) is available. Your information is secure and will NOT be voluntarily shared with the government or ICE, and the public charge rule shouldn't apply. Apply at www.immigrantr reliefwa.org #WAImmigrantRelief
- Are you an immigrant experiencing hard times because of #COVID19 and you can't get federal financial relief or unemployment insurance? That's why we joined with other immigrant orgs across the state to create the Washington COVID-19 Immigrant Relief Fund. You can now apply for financial relief of \$1k (and up to \$3k per household) at www.immigrantr reliefwa.org. #WAImmigrantRelief
- Immigrants support immigrants. That's what the new Washington COVID-19 Immigrant Relief Fund is designed to do. If you're an immigrant experiencing hard times due to COVID-19, and can't get federal financial relief or unemployment insurance, apply now! You could get \$1k in relief and up to \$3k per household. Learn more at www.immigrantr reliefwa.org. #WAImmigrantRelief

Short text to use on graphic posts (include WIRF logo)

- Immigrants taking care of each other
- COVID-19 emergency relief—by and for immigrants.
- Apply for COVID-19 funding. Visit www.immigrantr reliefwa.org or call 1-844-724-3737.

- COVID-19 funding for immigrants. Safe and secure.
- Apply now.

Sample video scripts

Use the following script as a guide to record a selfie-style video to help share about the fund and encourage people to apply. It's also great to add your own personality and voice to your video, like why you think this fund matters personally.

As immigrants, we've made Washington our home.

We work hard every day to help our community.

Today, with this pandemic affecting everything around us, it is time to get the support we deserve.

The Washington COVID-19 Immigrant Relief Fund was created for immigrants by immigrants in Washington to provide financial relief.

If you're an immigrant experiencing hard times because of COVID-19, and you can't get access to federal money, this fund is for you.

And you can get \$1,000 and up to \$3,000 per household. Your information is secure.

Apply before December 6th. To learn more, visit www.immigranreliefwa.org

We are immigrants, and we are taking care of each other.

When possible, we recommend including a slide at the end of the video that includes your organization's logo and the WIRF logo.

Sample text messages

Hi *[name]*. I'm *[your name]* from *[your organization]*. I want to make sure you know about the new immigrant relief fund - set up by immigrants for immigrants in Washington. It's for people who didn't qualify for federal coronavirus relief because of their immigration status. You could receive \$1K to support you and your family. Learn more and apply at www.immigranreliefwa.org.

Hi *[name]*. I'm *[your name]* from *[your organization]*. Have you applied for the Washington COVID-19 Immigrant Relief Fund yet? You could get \$1K to support you and your family during

the COVID-19 pandemic. Let me know if you have questions, and learn more or apply at www.immigrantreliefwa.org.

Hi *[name]*. I'm *[your name]* from *[your organization]*. You can still apply for the Washington COVID-19 Immigrant Relief Fund! Apply at www.immigrantreliefwa.org before December 6, and you could get \$1K to support you and your family.

Sample email content

Hi *[name]*, I'm *[your name]* from *[your organization]*.

As immigrants, we've made Washington our home—and we need to support each other here during the pandemic. The Washington COVID-19 Immigrant Relief Fund was created by immigrants for immigrants in Washington to provide financial relief. If you're an immigrant experiencing hard times because of COVID-19, and you aren't eligible for federal financial relief or unemployment insurance, this fund is for you.

Apply for the Washington COVID-19 Immigrant Relief Fund and receive a \$1,000 direct one-time payment (up to \$3,000 per household).

This fund was created by immigrant-led community organizations *like [your organization]*. We *[or they]* run the fund and handle all of the applications and money, and will never voluntarily share your information with the government or ICE. The public charge rule should not apply for this fund. You can get help with your application [\[for English version: "in several languages"; for all other versions: "in insert that language\]](#).

Let us know if you have any questions! Learn more and apply at www.immigrantreliefwa.org.