**“Belonging Begins With Us” Short Form Content Samples**

*You can use the messages below to show your support of this movement on your website; in emails and newsletters for staff, members, donors, and other stakeholders; and across any other communication touchpoints. Feel free to further customize, using the messaging guidelines* [*here*](http://belongingbeginswithus.adcouncilkit.org/wp-content/uploads/sites/92/2020/11/BelongingBeginsWithUs_Messaging-Guidelines.pdf) *for reference as you do.*

**SAMPLE MESSAGE 1  
[Organization]** believes that when we welcome and include everyone who calls America home, we bring out the best in our community, our nation and ourselves. We’re proud to support [*Belonging Begins With Us*](http://www.belongingbeginswithus.org/), an Ad Council campaign dedicated to fostering a more welcoming nation where everyone – regardless of their background – can feel they belong.

**SAMPLE MESSAGE 2**

We’ve all had moments where we felt like we didn’t belong. But for people who moved to this country, this experience can last more than a moment. Today, **[organization]** is proud to announce our support for *Belonging Begins With Us*, a new campaign from the Ad Council dedicated to fostering a more welcoming nation where everyone – regardless of their background – can feel they belong.

Join us in sharing our message of welcoming and inclusion. You can watch and share the powerful new video here, and read stories of belonging from all across the country at [BelongingBeginsWithUs.org](http://www.belongingbeginswithus.org).

Each of us has the power to make our neighborhoods, workplaces and schools more welcoming. We’re proud to play our part, and hope you will join us in sharing this message of belonging and inclusion.

**SAMPLE MESSAGE 3**   
**[Organization]** is committed to fostering a more welcoming community and nation, where everyone feels they belong. We show that every day in our **[customize your own examples, e.g.]** commitment to diversity, equity and inclusion across our organization; the events we host that bring our community together; and our mission statement.  
  
Today, we’re proud to announce that we have joined a broad coalition of organizations supporting the Ad Council’s *Belonging Begins With Us* campaign, a national effort dedicated to fostering a more welcoming nation where everyone – regardless of their background – can feel they belong. You can read more about it in the press release here.  
  
I encourage you to watch the new campaign video here, and we hope you’ll join us in sharing this video and its powerful message. Over the coming months, we will also continue to promote belonging and inclusion across our **[customize examples, e.g.]** social media channels, member events, volunteer opportunities, and staff workshops.

When we welcome and include everyone who calls America home, we bring out the best in our community, our nation and ourselves. Belonging begins with us.