



# HIRE Minnesota

## Community gathering Overview

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### ***The Situation***

HIRE Minnesota is working to ensure that public investments in infrastructure and renewable energy help lift people out of poverty, reduce racial disparities and contribute to healthier communities for all of us. HIRE brings people together with a vision of a new economy that works for all members of our community. Minnesota’s unemployment rate is an alarming 8.1 percent, and the unemployment rates in low-income communities and communities of color are much higher. And while our public institutions are making unprecedented investments, they display a troubling pattern of failure to meet their goals for including people of color.

However, we are in an important historic moment – a moment in which we have the opportunity to change business as usual by organizing across boundaries to ensure all communities experience economic recovery equitably. With this vision, HIRE Minnesota has united more than 70 community organizations in a broad and powerful coalition to seek public investments that:

- jump-start our economy
- provide access for all people to jobs, training and living wages for low-income people and people of color, and
- promote healthy communities, including rebuilding our infrastructure and easing the climate crisis.

### ***What HIRE Minnesota is Doing***

HIRE Minnesota is working hard to pressure decision-makers to act with the best interests of our communities in mind. The good news is that because of supporters like you, HIRE Minnesota has “people power!” **Now more than ever, we need to mobilize grassroots support.**

The voices of constituents can influence legislators to create green job and infrastructure hiring opportunities for communities of color and low-income Minnesotans. HIRE Minnesota needs your help in spreading the HIRE Minnesota message to more people and getting more community members involved in our work.

### ***Your Help—Hosting a Community Gathering***

By hosting a community gathering, you’re making it easy for people who support HIRE Minnesota’s priorities to get involved and help build people power! HIRE Minnesota encourages you to think about the term “gathering” broadly. A gathering could be a brown bag lunch, a community gathering, or coffee and rolls after a worship service.

## **The Community Gathering Toolkit**

This Community Gathering Toolkit includes everything you need to host a successful community gathering. It includes:

- Getting Started—a Planning Timeline
- HIRE Minnesota Message and Talking Points
- Community Gathering Checklist
- Community Gathering Sign-In Sheet and Reporting Form
- Sample Invitation
- Sample Agenda

HIRE Minnesota is also available to answer any questions you have as you plan your community gathering. Please contact Alessandra Williams at 612-332-4471 or [awilliams@hiremn.org](mailto:awilliams@hiremn.org).

**Most of all, THANK YOU for helping create long-term, positive change for our community.**



## HIRE Minnesota Community Gathering Toolkit: Getting Started

*Planning a community gathering is not much different than planning any other gathering of your friends...you will be thinking about things like who to invite, when to have the party, what to do to make it fun, and what materials you'll need. HIRE Minnesota encourages you to think about the term "gathering" broadly. A gathering could be a brown bag lunch, community gathering, or coffee and rolls after worship service.*

*This planning timeline can serve as a guide for you as you plan your community gathering. Please note that this planning timeline is only an example. Gatherings can be planned in as little as two weeks, if necessary.*

Two weeks to one month ahead

Two weeks to One month ahead

Two to three weeks ahead

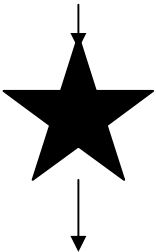
Two to Three weeks ahead

1. **Choose the date and time.** The party doesn't have to be longer than an hour or two unless you want it to be. Of course, make sure the date and time are convenient for you, but also consider community or school-related events, holidays, or spring breaks. Check those dates before finalizing your date.
2. **Make your invitation list.** Because we want to build people power, invite more people than you normally would. Generally, about 1/3 of the people you invite will actually come, so getting 15 people to your party means inviting 45! Consider these tips for building your invitation list:
  - Select people who will care about this issue. You don't want to accidentally host a Debate community gathering!
  - Consider co-hosting with a friend or neighbor to expand the pool of people to invite.
  - Family, friends, colleagues, neighbors, members of your place of worship, your community, or sports team are all fair game!
  - Set a goal of inviting at least 25 people who are likely to get involved in HIRE Minnesota (not just be there for the great food) to your community gathering.
3. **Consider inviting a special "VIP" guest or speaker.** This can be a great draw for people to attend the event. It could be a supportive community leader, business owner, environment activist, or person who has benefited from green jobs or infrastructure hiring opportunities and has a great story to tell. If you ask someone to make remarks, ask them to keep it to 5 or 10 minutes. Make sure your special guest supports HIRE Minnesota.
4. **Create and send invitations.** Feel free to be creative with your invitations—a personal touch is best! Keep your invitation simple, very brief, and fun in spirit. Send one to your special guest as well.

One to  
Two  
weeks  
ahead



Two days  
ahead



Within a  
week  
afterward

5. **Make follow-up phone calls.** The key to getting successful turnout to your event is largely dependent on persistent personal contact from you, the host. A personal follow-up call will help get your guest's attention and get them to commit to coming to your community gathering. Call your special guest as well!
6. **Plan your refreshments.** Refreshments can be as simple as soda and chips or as elaborate as gourmet finger sandwiches—whatever is easiest and most fun for you! You can also ask your guests to bring something and turn it into a community pot-luck or brown bag meeting.
7. **Get supporting materials from HIRE Minnesota.** HIRE Minnesota can provide you with volunteer commitment cards to give to your guests.
8. **Confirm with your special guest.** Find out if there is anything they'll need if they are going to be speaking and be sure they have HIRE Minnesota talking points.
9. **Make reminder calls.** Make sure your guests remember to attend by giving them a reminder call. This is an essential step—don't skip it!
10. **Show time!** Have a great time at your event and be sure to thank people for coming, caring, and getting involved! Use the sign-in sheet in this toolkit to track who attends your event. Make sure everyone has a chance to fill out a HIRE Minnesota commitment card and return these completed cards to HIRE Minnesota as soon as you can.
11. **Report back to HIRE Minnesota about your community gathering.** Use the reporting form in this toolkit to let HIRE Minnesota know how the community gathering went. This is important because it helps us gauge how much grassroots pressure is being applied and in which districts.
12. **Thank you! Thank you! Thank you!** Thank you for giving your time, talent, space, and relationships to spread the HIRE Minnesota message and get people involved.



## **HIRE Minnesota: Community Gathering Checklist**

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This checklist will help you organize everything you'll need for the day of your community gathering:

### ***Materials to get from HIRE Minnesota:***

- Most up-to-date talking points on HIRE Minnesota's priorities.

### ***Things you provide:***

- Pens
- Sign-in Sheet, HIRE Minnesota Commitment Cards (included in this toolkit) and sign-in table or clipboard
- Refreshments
- Napkins, cups, utensils
- Name tags and markers
- Reporting Form (included in this toolkit)
- Lots of thank yous to your guests!



## HIRE Minnesota Community Gathering Sign-In

**Thank you** for coming to my community gathering to support HIRE Minnesota!

Please take a moment to sign in. Even if I already have your information, please fill in all the columns. Signing in helps me report to HIRE Minnesota about how this community gathering went. Your name will only be used for follow-up thank yous unless you check the box requesting further information.

Your Name	Your Mailing Address	Your Phone Number	Your Email Address	Check here if you want to be kept up to date on HIRE Minnesota!

Community gathering Host: \_\_\_\_\_

Date: \_\_\_\_\_



## HIRE Minnesota Community Gathering Reporting Form

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Community Gathering Host: Please fill in all of the information below and fax or mail it *with a copy of your sign-in sheets and completed commitment cards* to:

Alessandra Williams  
HIRE Minnesota  
2525 E Franklin Avenue, Suite 200  
Minneapolis, MN 55406  
612.338.2194 (fax)

Your Name: \_\_\_\_\_ Your Phone Number: \_\_\_\_\_

Your Email Address: \_\_\_\_\_

Today's Date: \_\_\_\_\_ Date of your Community gathering: \_\_\_\_\_

Number of people who attended: \_\_\_\_\_ Number invited: \_\_\_\_\_

Tell us about your community gathering:

Did you have a special guest or speaker? Who? What did they talk about?

What was the best part about the community gathering?

What could have gone better?

What was the most useful thing HIRE Minnesota did to help you host your community gathering?

What could HIRE Minnesota have done to be more helpful?

Check any of the advocacy activities you would be willing to do as a next step:

- Contact my elected officials.
- Volunteer for or attend a HIRE Minnesota meeting or event
- Help spread the word about HIRE Minnesota and future advocacy actions within my community
- Volunteer at a HIRE Minnesota phone bank or door knock

Please attach copies of your sign in sheets and send or fax the forms to HIRE Minnesota. We will send your guests a thank you note from HIRE Minnesota, but don't hesitate to thank them yourself as well.

**Thank you!** You are making a difference for your community!





## HIRE Minnesota Sample Invitation

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Your invitation, like your community gathering, should reflect your personality and style. It doesn't have to be fancy, and it should be as clean and simple as you can make it! Here is an example of a simple invitation:

Join me for some fun, fellowship, and community building!

Our government is making unprecedented public investments. Yet these same institutions display a troubling pattern of failure to meet their goals for including people of color.

However, we are in an important historic moment – a moment in which we have the opportunity to change business as usual by organizing across boundaries to ensure all communities experience economic recovery equitably.

I believe that making public investments in infrastructure and renewable energy can jump-start our economy, create living-wage jobs with affordable benefits for our communities, ease the climate crisis, and promote healthy communities.

Come to my community gathering and find out more about how you can help bring green jobs and infrastructure hiring opportunities to communities of color and low-income Minnesotans.

There will be great food, great spirit, and exciting information about HIRE Minnesota.

Date

Time

Location

Directions

Special Guest: \_\_\_\_\_ !

RSVP by x date, your phone number



## **HIRE Minnesota Community Gathering Sample Agenda**

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A community gathering is easy and should reflect your personality and style. The important thing is to maintain a feeling of fun and get people involved! This sample agenda may give you ideas about how to keep the action moving at your community gathering:

### **I. Welcome and Introductions (10 minutes)**

People will probably arrive at various times, but within the first 15 minutes, create a chance for people to introduce themselves to each other and get acquainted. Circulate the sign-in sheet.

### **II. Why we're here: (5 minutes)**

Take a few moments to brief people about the situation facing Minnesota and our local community:

- Please reference the enclosed talking points about HIRE Minnesota here.

### **III. Putting a Human Face on HIRE Minnesota's Priorities (15 minutes)**

Make sure you have a few stories to share about how green jobs and infrastructure hiring opportunities will affect real people. Brainstorm together about how these investments could provide meaningful and long-term impacts in your communities. Have your featured guest share a story, or call HIRE Minnesota for ideas.

### **IV. Why Grassroots People Power? (5 minutes)**

- People are our greatest resource. Together we can build people power and demand our elected officials attention.
- We have come together to use our voices, our experiences, and a bit of our time and we will make a difference.
- While we're taking action under these critical circumstances today, we are building for our future as committed grassroots advocates.

### **V. Take Action- Sign up to Get Involved with HIRE Minnesota! (15 minutes)**

- Provide a short overview of the volunteer opportunities available.
- Ask people to commit to using their time and talents to advance HIRE Minnesota's work.
- Collect completed from your guests.

### **VI. Thanks and Celebration! (for as long as you want)**

Thank your guests! Let your guests know that this is one of many gatherings taking place in communities across Minnesota, and they are part of an exciting grassroots campaign. Celebrate! Make sure that they have all signed the sign-in sheet before they leave. Also, be sure to ask them to fill out a HIRE Minnesota commitment card and learn about more ways they can help HIRE Minnesota advance their priorities.



## HIRE Minnesota Commitment Card

**Yes!** I want to be part of HIRE Minnesota's efforts to ensure that public investments in infrastructure and renewable energy help lift people out of poverty, reduce racial disparities and contribute to healthier communities for all of us.

Name (please print): \_\_\_\_\_

Street address (so we can identify your legislative district):

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Home/Mobile Phone Number (\_\_\_\_) \_\_\_\_\_ Email address: \_\_\_\_\_

### I am willing to:

*(Please check all that apply. HIRE Minnesota will provide you with information, materials and support for each of the below activities.)*

\_\_\_\_\_ Serve as a volunteer for HIRE Minnesota events.

\_\_\_\_\_ Contact my decision-makers.

\_\_\_\_\_ Host a gathering at my home, in my community or at my organization. *This could be a house party, an informal gathering in the community, an informational meeting after a worship service, or a brown bag lunch where people learn more about HIRE Minnesota and how they can become part of our efforts.*

\_\_\_\_\_ Be part of a HIRE Minnesota community phone bank or door knock event to recruit and/or mobilize supporters.

\_\_\_\_\_ Periodically attend actions or legislative hearings as a supporter of HIRE Minnesota.