



"Minnesota has finally begun to dedicate new resources to supporting high-quality early education for the most at-risk children. Our state has taken an important first step in recent years, but closing the achievement gap and ensuring that all children have a bright future means making serious investments in early learning scholarships that are tied to quality, parent-directed and follow the child."

The MinneMinds Coalition is calling on state leaders to support \$150 million annually for early learning scholarships for three and four year olds. This investment is crucial for the future of our economy and our state."

-Frank Forsberg, Chair, MinneMinds

Join the MinneMinds Coalition

THANK YOU FOR YOUR INTEREST IN JOINING THE MINNEMINDS CAMPAIGN

MinneMinds is supported by a broad base of statewide organizations and thought leaders with a common commitment to prioritizing Minnesota's youngest children as the most pressing need and important investment for Minnesota. Supporting organizations include representatives of the education community from prenatal to higher education, the state's leading philanthropic organizations, local chapters of national nonprofits, businesses and organized labor, as well as parents and early learning providers. Supporters vary greatly in interest, size and geographic reach; however, common to all of us is a commitment to working with the public sector, private sector and local communities to align early learning efforts to reach as many young children as possible. Collectively we are aligned behind a single overarching high-level policy priority.

Our goal is to execute an effective statewide campaign to build public will, develop influential champions and successfully advance policy change to ensure all of Minnesota's children have access to quality/effective care and education programs.

HOW THE COALITION WORKS

MinneMinds adheres to a multi-year strategy and participates in allied efforts as opportunities arise. The Coalition conducts activities in support of the policy agenda, and is organized around legislative priorities. The Coalition's Executive Committee provides direction to develop goals, objectives, and action plans; and engage in active and ongoing communication with Coalition members to fulfill MinneMinds' objectives.

Members of the Advisory Committee, a subcommittee of the Coalition, provide broad stakeholder input and share data, best practices and other information to help guide MinneMinds strategy.

WHAT DOES IT MEAN TO JOIN THE MINNEMINDS CAMPAIGN

Joining the Coalition is free. MinneMinds seeks member organizations that represent the diversity of the early care and education community, will contribute to and support MinneMinds' policy agenda, and will actively help to achieve the mission and goals of the coalition. MinneMinds looks to its coalition members for leadership, counsel, and on-the-ground connections to advance the mission of the campaign. Coalition members have joined together to deepen their impact, and to share both experiences and best practices so all our children can learn, thrive and hope for a better future.

There are many ways for organizations and individuals to engage and participate in our dialogue on early childhood education. Upon joining MinneMinds, we ask our members to make key commitments based on the level of participation:

ORGANIZATIONS

We welcome any organization to join MinneMinds and support our efforts to close the achievement gap by investing in young learners. Member Organizations agree to work with the Coalition to achieve access to high-quality early care and education opportunities for every child of Minnesota. To do this, we ask organizations to support MinneMinds in one of the following ways:

Please indicate which of the following you would be willing to participate in as an ally.

CONVEY MINNEMINDS' MISSION

- Make it a top legislative priority for your organization
- Appear on the list of MinneMinds Coalition member organizations
- Display a "Proud Supporter of MinneMinds" badge on your organization's website

ACTIVELY PARTICIPATE IN ACTIVITIES THAT ADVANCE MINNEMINDS' NON-PARTISAN POLICY AGENDA

- Circulating information about the Coalition, including legislative and other priorities, to employees and/or members through newsletters and alerts
- Contacting or meeting with Minnesota's elected officials, as appropriate
- Participating in Coalition events
- Promoting the Coalition at its own or community education related events
- Being a member of the Coalition's Advocacy Action Table or Communications Action Table
- Mobilizing networks in support of MinneMinds-endorsed legislation
- Engaging in media outreach
- Providing content for Coalition communications

ACTIVELY PARTICIPATE AS A MEMBER OF THE MINNEMINDS ADVISORY COMMITTEE

This is the group responsible for leading campaign strategy and carrying out the tactical elements of the campaign

- Name one staff/member as the primarily liaison to the Coalition

BECOME A MINNEMINDS ALLY AND PUBLICALLY SUPPORT THE CAMPAIGN AGENDA

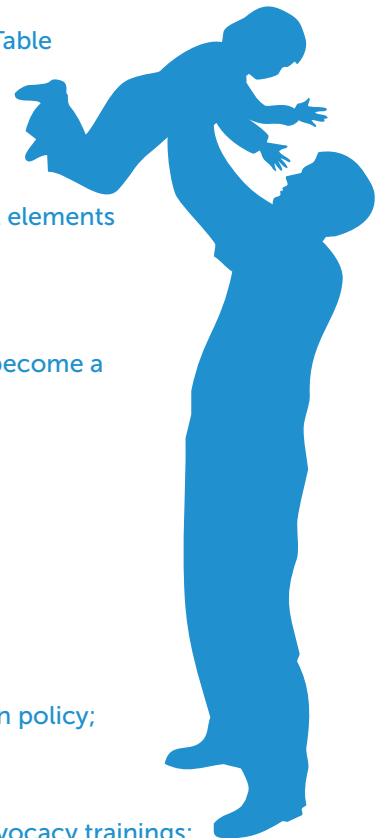
Allies have the flexibility to be engaged as time and energy permit. Individuals also can become a MinneMinds ally. Ally support of the campaign includes one of the following:

Please indicate which of the following you would be willing to participate in.

- Contact Minnesota's elected officials, as appropriate
- Testify at the legislature
- Write a letter to the editor
- Make a statement to the media
- Participate in Coalition events
- Promote the Coalition, as appropriate, at community education related events

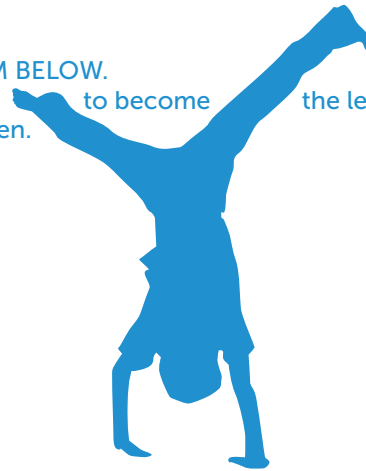
THE BENEFITS OF JOINING MINNEMINDS

- Representation on early childhood education issues at the state level;
- Regular news and updates about state, regional and national early childhood education policy;
- Access to members-only collateral resources;
- Connections to fellow early childhood education advocates from diverse sectors;
- Media and spokesperson opportunities as the local partner for national reports;
- Regular coalition calls and advisory meetings, as well as other conference calls and advocacy trainings;
- Your organization's name and link posted on the Supporting Organizations page of MinneMinds' website;
- Access to MinneMinds' campaign staff for expert advice and policy information;
- Broaden relationships
- Increase collective capacity for research, media coverage, and outreach
- Increase participation by under-represented groups
- Participate in grassroots and grass tops advocacy opportunities
- Enhance effectiveness of your organization's work
- Celebrate our collective and individual accomplishments
- Accomplish systemic change through collective action rather than isolation



PLEASE TAKE A MOMENT AND FILL OUT THE MEMBERSHIP FORM BELOW.

Your membership makes a difference for the state of Minnesota to become the leader in ensuring access to high quality early childhood education for all our children.



JOIN THE COALITION: MEMBER INFORMATION
Please indicate your desired level of commitment:

- MINNEMINDS COALITION MEMBER
 - ORGANIZATION
 - INDIVIDUAL
- MINNEMINDS ALLY
 - ORGANIZATION
 - INDIVIDUAL

ORGANIZATION NAME: _____

ORGANIZATION MEMBER: _____

ORGANIZATION ADDRESS: _____

CITY: _____ ZIP CODE: _____

PHONE: _____ EMAIL: _____

ORGANIZATION WEB SITE: _____

PRIMARY CONTACT NAME: _____

PRIMARY CONTACT TITLE: _____

PRIMARY CONTACT EMAIL: _____

SELECT IF YOU ARE INTERESTED IN PARTICIPATING IN THE:

- ADVOCACY ACTION TABLE– *support key advocacy projects and assist in increasing the coalition’s capacity to be advocates*
- COMMUNICATIONS ACTION TABLE – *help facilitate the flow of information and resources to fellow Coalition members and assist in promoting the continued importance of our mission to the media, community leaders and the public.*

SECONDARY CONTACT NAME: _____

SECONDARY CONTACT TITLE: _____

SECONDARY CONTACT EMAIL: _____

SIGNATURE: _____



Please return signed form to:
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