



Campaign for the Minnesota Health Plan Outreach Strategies

To be successful in passing the Minnesota Health Plan, we need to work to expand the base of supporters in each legislative district. Below are some suggestions for outreach and collaboration. To get started, look for constituencies that may have already endorsed the Minnesota Health Plan and national single-payer.

Consider likely supportive constituencies:

- Faith Communities
- Local Unions
- Small Business Owners
- Farmers
- Progressive Political Caucuses
- Community Health Clinic Providers and Employees
- League of Women Voters

Check the websites of organizations to see:

- Do they have a statement about health care?
- Do they have an action or policy committee?
- Do they have a legislative agenda?
- Do they endorse candidates, organizations, legislation?

Who do you know?

- See if you or other activists know someone on the board or on the staff of the organization; when possible, start with someone you know.

Set up an informational meeting. Find out about them, tell them of your organizing efforts.

Look for ways to reach out to their members

- Ask if you can meet with a larger group
- Table at an event
- Include announcements or articles in their newsletters
- Post information on their bulletin boards

Ask about opportunities to collaborate.

- Co-sponsor an event
- Ask someone in their organization to speak at one of your organizing events
- Present together at a conference

For further ideas:

An excellent resource is *Politics the Wellstone Way*, By, Wellstone Action, University of MN Press, ISBN 978-0816646654.