



ConnectedMN Communications Plan

To: ConnectedMN Supporting Partners
From: Jessica Moes, Social Impact, Best Buy
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Goals

Drive visibility and overall impact: Position ConnectedMN as an innovative model to help bridge the digital divide in the state by supplying Minnesota students with technology devices and internet access needed to thrive now and in the future.

Reach fundraising goals: Drive awareness and encourage public, private, philanthropic and individual donations and partnerships.

Strategy

The Governor will announce ConnectedMN in a press release the morning of June 30, 2020. A social post from the Governor announcing this partnership is also likely (same timing as the release.)

- Partnership for a ConnectedMN has provided messaging points to the Governor's office for consideration in their announcement
- Partnership for a ConnectedMN will conduct follow up media pitching with more details on ConnectedMN partnership and goals
- Partnership for a ConnectedMN founding partners and supporting partners post social content on respective channels

Key Messages

- In the wake of COVID-19, economic stress and recent civil injustices, ConnectedMN's goal is to bring tech devices and internet access to students across the state, especially communities most in need, including Indigenous students and students of color, students from low-income families, and families residing in rural Minnesota.
- To help tackle this need across the state, Best Buy, Blandin Foundation, Comcast, Minnesota Business Partnership and Saint Paul & Minnesota Foundation, in collaboration with the Office of Minnesota Governor Tim Walz and Lt. Governor Peggy Flanagan, have launched Partnership for ConnectedMN, a public-private partnership which aims to bring devices and internet to families with school-age children, both urban and rural.
- The Minnesota Department of Education (MDE) estimates that at least 25,000 Minnesota students still lack the tech devices and high-speed internet access essential for academic learning, out-of-school activities and critical services such as telehealth.
- ConnectedMN aims to supply students with tech devices before the start of the upcoming school year. In addition, the partnership will work to create solutions to the lack of reliable, affordable broadband access in communities around the state, so

students have the tools necessary to connect and engage around school, physical and mental health and future career pathways.

- Business and philanthropic leaders have collectively raised \$1.65 million so far. In addition to contributions made by the founding partners, other organizations have already committed dollars or resources to this important program. These organizations include Accenture, Andersen Corporation, Bush Foundation, Ecolab, EY, Land O'Lakes, Minneapolis Foundation, Protolabs Foundation, Richard M. Schulze Family Foundation, Securian Financial, SPS Commerce Foundation and Xcel Energy.
- Those committed to quality education for every Minnesota student are encouraged to join in this effort in whatever way they are able. For other Minnesota businesses, philanthropic organizations and individual donors able to contribute financial resources, please visit www.connectedmn.us.

Suggested Social Language

We recommend that, following the Governor's announcements, supporting partners utilize the power of social media to help spread the word! Suggested messaging is included below.

Additionally, supporting partners can consider having a blog post or personal announcement ready to post. That announcement should include the above talking points, plus partners should consider adding:

- *quotes from your leadership team*
- *notes on why this work is relevant to your organization*
- *past examples of your organization's expertise in this area*

Additionally, we suggest partners send out a version of that announcement to their employees, using whatever channel is appropriate (intranet, email, etc.).

Links to the State's Social Channels:

Governor Tim Walz [Twitter](#)

Lt. Governor Peggy Flanagan [Twitter](#)

Minnesota Department of Education [Twitter](#) [Linked In](#)

At announcement time, we recommend each of the supporting post a version of the following on their organization's Social Handle(s):

- We are proud supporters of ConnectedMN, a public-private partnership that aims to bridge the digital divide by supplying tech devices and internet access to students across the state. *[link to blog or press release]*
 - If Governor posts as well, feel free to use to share or add a quote to your retweet.

At announcement time, we recommend each of the supporting partners post a version of the following on their CEO or President's Social Handle(s):

- I'm so proud that **[@Organization]** has signed on as a supporter of ConnectedMN, working across organizations and sectors to ensure Minnesota's students will have access to the technology they need to engage in school this fall. *[quote tweet your organization's thread]*
 - *Consider adding:* This is deeply personal for me because **[xxx]**