



## **Educate and Engage HCAMN Members and Volunteers**

Active, engaged, well-informed members and volunteers are essential to spreading the message of health care payment reform and to building our base. HCAMN supporters need sufficient contact, information, activities and events, training on skills for public awareness and advocacy, health policy and updates, and the like, in order to be effective in advancing the cause of health care payment reform in Minnesota.

1. HCAMN leaders and activists gain visibility through such avenues as speaking engagements, community groups, issues forums, local events, individual contacts and networking, offers of expertise and information for various advocacy organizations, political campaigns\* and lobbying, as appropriate.
2. All interactions with individuals and groups should include an opportunity to collect names and contact information for our mailing list and future contact, and suggest actions easily done by individuals.
3. Sign-up sheets are submitted to the HCAMN data entry person be entered into the mailing list.
4. New contacts receive a welcome letter as soon as feasible after data entry with information about becoming active and informed. The HCAMN media team will monitor the website for new members.
5. Supporters will benefit from updates from the organization on health policy, current issues, events, forums, meetings, etc., using the website and the mailing list. Connect with local chapters as available.
6. HCAMN facilitates and provides face-to-face contact and information via development of local chapters, regularly scheduled general meetings (w/remote) webinars, calls to action. Health Care for All Minnesota will organize rallies and lobbying of elected officials when it's appropriate for legislation to be introduced.
7. Events should be posted on the website calendar and promoted via Facebook and email to encourage participation and sharing of opportunities to engage. Post and publicize chapter meetings.
8. The quarterly newsletter to the email list will include upcoming events, chapter news, important health policy updates and information, ideas and tips for supporters/volunteers for use locally, information from efforts in other states or around the country. Other media can provide useful facts, quick updates.
9. A record of volunteers with skills and interests listed will help the organization to engage as needed.
10. HCAMN materials such as buttons, lawn signs, postcards, bumper stickers, brochures, for branding.

\*Note: Health Care for All Minnesota does not endorse or contribute to candidates or campaigns at this time. Individual members of HCAMN are free to volunteer, support, and inform candidates and campaigns. 10/24/17