

FULLILL LIBERTY'S PROMISE

When: Tuesday, October 6, at 4:00 pm, streaming on Facebook and YouTube

Cost: Free! Register at <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020>

How to Watch:

- Facebook: <https://www.facebook.com/events/638585467062458>
- YouTube: https://youtu.be/7e1FZydX_YM

Questions: Contact Grace Allen at gallen@aclu-mn.org or Molly Miller Mons at mmiller@aclu-mn.org or 612-990-0048.

ABOUT THE EVENT

Every year, the ACLU of Minnesota hosts a breakfast fundraiser in September. The event typically attracts more than 500 people and in one hour raises more than \$300,000 to support our work. But times have changed, and as we all struggle to keep our families and friends safe during the pandemic, we have decided to move this year's fundraiser online and shift the date to October 6.

We are preparing a program that will engage and excite our donors and their colleagues and friends. Our goal remains to deepen the relationship between our supporters and the ACLU and to raise needed funds to support our essential work.

This year, we are seeking support for our racial justice work, which encompasses fighting for immigration rights, the right to safety during COVID, voting rights, the right to free speech, criminal justice reform, and more. This work is advanced by our legal, community engagement, and advocacy staff.

EVENT SCHEDULE

3:45 p.m. – Virtual reception and pre-show featuring music by jeremy messersmith.

4:00 – 4:40 p.m. – Program emceed by Lea B. Olsen, with presentations by ACLU-MN Board Chair Nicole Moen, ACLU-MN Staff Attorney David McKinney, ACLU-MN Organizer Ismael Dore, and ACLU-MN clients. Appearances by former Minnesota Twins pitcher LaTroy Hawkins and Timberwolves and Lynx players, and a "fund-a-need" session with Auctioneer Stacey McCurnin.

6 p.m. – Silent auction ends

EVENT ADVOCATES

EVENT ADVOCATE GOALS

- Invite at least 10 people.
- Post about event on social media or share the event through email at least two times.
- Encourage people to watch the livestreamed event or host a Facebook watch party.

WHAT DOES AN ADVOCATE DO?

The role of the advocate is a critical piece in the success of a virtual event. An advocate must have genuine passion and enthusiasm for not only the mission of the organization but also the event. This base level of support is key to driving energy and excitement leading up to the virtual event date, as well as during the program. You'll see that as an advocate, your impact can be exponential, inspiring others to engage and "fill the virtual room." There will be a virtual training on **SEPTEMBER 16 at 6 pm**. A link to the training will be sent.

LEADING UP TO THE EVENT (NOW UNTIL OCTOBER 6)

- **Most important!** Make sure you know and understand the organization's top messaging points and share them in your own posts, comments, emails, and conversations.
- Know what the funds are needed for, WHY guests should give to this mission, and what the impact will be. Help guests see how their involvement matters.
- Help spread the word and generate excitement. Share social posts and emails on your personal pages and with personal networks, talking about why you are personally passionate about the mission.
 - [Facebook](#) [Twitter](#) [Instagram](#)
- Make sure you register for the event: <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020>
- Invite friends and family to join your watch party(if you're hosting one) and register for the event.
- NOTE: if you choose to host a watch party through Facebook, make sure you are friends with your invitees on Facebook so they can join the event. (See page 5 for how to host a watch party.)
- Optional: Create a fundraising page for the ACLU-MN and promote it. You can create one here: <https://app.mobilecause.com/join/aclu-mn/ACLUMN?vid=b4r2q>
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DAY OF THE EVENT (OCTOBER 6)

- Continue to post, share/comment on the organization posts, email and text to your network.
- At the top of the event (during pre-show slides), log in to be sure there are no tech glitches. If there are, please email mmiller@aclu-mn.org or text to (612)990-0048.
- If possible, create a text group to remind others of the time and generate more personal conversation during the event.
- Once others are logging on, ask guests to chime in about who they are, where they are watching from, or how they came to know your organization - just basic get-to-know-you questions that anyone can answer easily to drive engagement and connectivity.

During the Event

- Make your own donation right away if you have not already.
- Post (again!) about WHY you support this mission.
- Offer positive comments about the organization, reminders of its impact.
- Welcome guests by name if you see they are present.
- Keep a positive, encouraging tone with a "let's do this together" spirit.

To sign up to be an advocate, go to <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020> and scroll down to the Event Advocates section.

Questions? Contact Molly Miller Mons at mmiller@aclu-mn.org or Grace Allen at gallen@aclu-mn.org.

SAMPLE MESSAGES

Share the Facebook event page: <https://www.facebook.com/events/638585467062458/>.

Share ACLU of Minnesota's posts on [Facebook](#), [Twitter](#), and [Instagram](#).

Sample Email (Non-Facebook Watch Party)

You've probably heard me talk about the ACLU of Minnesota, where I am a [board member, donor, committee member, volunteer, etc...]. ACLU-MN's mission is to promote, protect, and extend the civil liberties and civil rights of people in Minnesota, which it does through litigation, advocacy, and community engagement. I love this organization because [personal story].

I hope you'll join me on October 6 for ACLU-MN's annual fundraiser, Fulfill Liberty's Promise, to learn more about the work and mission of the organization. This year, we are coming together virtually to deepen the relationship between supporters and the ACLU-MN, and to raise needed funds to support its racial justice work, which encompasses its legal, community engagement, and advocacy programs. This virtual event will be 40 minutes filled with inspirational stories from ACLU staff, board members, and clients; special guests including former Twins pitcher LaTroy Hawkins and Timberwolves and Lynx players; and a musical performance by jeremy messersmith!

I hope it will inspire you to get involved. As much as anything, I'd like for you to join me in experiencing just how urgent and necessary the ACLU-MN's work is right now and for our future.

Check out all the details and register (it's free!) at <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020>. I also encourage you to donate to the ACLU of Minnesota at www.aclu-mn.org.

Looking forward to watching this inspiring event with you!

Sample Facebook Watch Party Invitation Email

Use everything from above and insert the following at the end:

I will be hosting a Facebook watch party during the event and I'd love for you to watch the program with me! During the event, go to my Facebook page [insert link] and I'll be streaming it there.

I'm looking forward to watching this important event with you!

Follow-up Email

Just wanted to remind you about the ACLU of Minnesota's Fulfill Liberty's Promise virtual event on Tuesday, October 6, at 4:00 pm. Check out all the details and register (it's free!) at <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020>.

The program starts at 4:00 pm, but a performance by jeremy messersmith starts at 3:45 pm, so don't be late! You can watch it on [Facebook](#) or [YouTube](#). I'm looking forward to watching this important event with you!

FREQUENTLY ASKED QUESTIONS

1. **Do I need to purchase a ticket to attend?** The event is free to attend!
- 2.
3. **How do I register for the event?** You can register here: <https://www.aclu-mn.org/en/events/fulfill-libertys-promise-2020>.
4. **How do I watch the livestreamed program on October 6?**
 - YouTube: https://youtu.be/7e1FZydX_YM
 - Facebook: <https://www.facebook.com/events/638585467062458/>.
 - After the event, you can re-watch it anytime on our Facebook and YouTube pages!
5. **How will donations made to the event be used?** They will provide crucial support to sustain and expand ACLU of Minnesota's advocacy, legal, and community engagement work throughout the state. This year, we are seeking support for our racial justice work, which encompasses fighting for immigration rights, the right to safety during COVID, voting rights, the right to free speech, criminal justice reform, and more.
6. **How do I donate?** You can donate in a few ways:
 - On our website at <https://action.aclu.org/give/support-aclu-minnesota>.
 - By texting 41-444 with the word ACLUMN, your donation amount, and your name.
Example: ACLUMN 250 Mary Smith.
 - By calling Judy Hawkinson, Director of Philanthropy, at (651) 434-3951.
7. **Can I create a personal fundraising page for the ACLU of Minnesota?** Yes! Create your own fundraiser for the ACLU-MN here: <https://app.mobilecause.com/join/aclu-mn/ACLUMN?vid=b4r2q>.
8. **Are sponsorships available?** Yes! You can find out more information about sponsoring the event on our website, <https://www.aclu-mn.org/en/fulfill-libertys-promise-2020-sponsors>, or by contacting Judy Hawkinson, Director of Philanthropy, at (651) 434-3951 or jhawkinson@aclu-mn.org.
9. **How do I bid on the silent auction?** Link coming soon!
10. **Social media:** Be sure you're following us on [Facebook](#), [Twitter](#), and [Instagram](#) and tag us in your posts.
11. **Who can I contact if I have additional questions?** Grace Allen at gallen@aclu-mn.org or Molly Miller Mons at mmiller@aclu-mn.org.
12. **What if I can't attend the virtual event yet still want to support the ACLU of Minnesota?** You can do so by donating online at www.aclu-mn.org (click on the Donate button) or by sending a check to ACLU of Minnesota, PO Box 14720, Minneapolis, MN 55414.

HOSTING A FACEBOOK WATCH PARTY

What Is a Watch Party?

- This year, being an advocate and hosting a watch party will be similar to hosting a table at the Fulfill Liberty's Promise breakfast in previous years.
- As an advocate, you may either host your watch party on Facebook (instructions below) or invite a small group over to your home to watch the program. Choose whatever you are most comfortable with while following social distancing guidelines.
- **Note:** If you don't want to host a watch party on Facebook, not a problem! Just encourage people to watch the event stream on Facebook or YouTube.

How to Set-up a Watch Party on Facebook

- 15 minutes before the event, click on the Facebook video link that will be provided.
- Once you have the video up on your computer, laptop, or tablet, click '**Share**' at the bottom.
- Click **Start a Watch Party**. You can choose to add a description for your watch party, then click **Post**.
- After you have posted your watch party, click '**Invite**' in the bottom left to invite people to your watch party.
- Everyone-you invite will receive a notification that they've been invited to join your watch party. When someone joins, you'll see their profile picture in the bottom left of your screen.
- To chat with others in your watch party, click **Write Something...** on the right.