

FIND THE
goodlife
in North Dakota

HOW TO:

BE A COMMUNITY CHAMPION



WHAT MAKES A *GOOD* COMMUNITY CHAMPION

1

Loves the great state of North Dakota.



2

Passionate about their community, demonstrated through involvement and enthusiasm.



3

Happy to share interests and community insights with prospective residents.
(i.e. outdoor recreation, sports, clubs, volunteering)



5

Able and willing to give insight on local housing, education, and community amenities.



4

Able to discuss local employers (in addition to their own employer) in a positive, honest, and informative way.





WHAT IS THE *ROLE* OF A COMMUNITY CHAMPION

WE ASK ALL COMMUNITY CHAMPIONS TO COMMIT TO:

1

Attend quarterly meetings to receive assignments, share feedback and success stories, and connect with each other.

4

Report key details to the state. Did you get an influx of inquiries? Did your connection move to the area? Fill us in!

2

Contact leads within 3 business days and maintain communication as needed.

5

Attend year-end town hall to recap the first year of the program.

3

Connect leads to relevant resources, such as employers, community groups, real estate agents, schools, etc.



WHAT IS THE *PROCESS* FOR A COMMUNITY CHAMPION



1. We have an inquiry!

Great news. Someone is interested in your community! Sydney from FTGL will share the person's contact information.



2. Time to get in touch

Contact the lead within 3 business days to catch them while their inquiry is still fresh.



3. Schedule your conversation

Schedule a 15-minute call to discuss their potential relocation to North Dakota. Don't forget to **copy Sydney** (helgesonsydney@nd.gov) on your initial outreach.



4. Follow up

Follow-up with an email providing relevant resources or connections. Share a recap of your conversation and forward all relevant communications to Sydney (helgesonsydney@nd.gov) and/or [Hubspot](#).

BONUS: If your contact comes to town, meet up! Meaningful connections make moving easier and more likely.



WHAT WE WILL *PROVIDE* FOR YOU

WE ENSURE YOU'RE SET UP FOR SUCCESS FROM THE VERY BEGINNING BY PROVIDING:

- Detailed information about incoming leads
- Email templates for easy outreach
- Resource library template for you to fill with relevant information including:
 - Contact information for major employers
 - Real Estate Agents and Property Managers
 - Moving companies
 - School and education resources
 - Links to ND Tourism's Things to Do pages
 - Incentives and programs that could benefit candidates
- State-level support from Sydney Helgeson (helgesonsydney@nd.gov) for tough questions and additional resources



TEMPLATES FOR SUCCESS

LINKS TO TEMPLATES FOR COMMUNITY CHAMPIONS:



Emails to Leads

[Google Drive Link](#)

The link above will take you to a template email to send to a person who made an inquiry. Personalize it to your heart's content!



Call Script

[Google Drive Link](#)

Here's a guide to what community champions can talk about on calls with potential newcomers.



Lead Follow-up Worksheet

[Google Drive Link](#)

This worksheet will help you organize key details about your lead and plan your follow-up strategy.



Lead Tracking Worksheet

[Google Drive Link](#)

Duplicate this lead tracking worksheet to use for each lead, helping you stay organized and track your follow-ups and progress.

You can request Microsoft Word and Excel file links directly from Sydney Helgeson at helgesonsydney@nd.gov.