

FIND THE
goodlife
in North Dakota



RURAL RESOURCE GUIDE



HOW TO USE THE *RELOCATION RESOURCE GUIDE*

Fill out this [relocation resource guide template](#) to share with incoming talent. The resource guide includes information to help incoming talent find housing, healthcare, educational resources and more.

1. Fill it out
2. Save as a PDF
3. Share widely!
4. Revisit it regularly to include up-to-date information

[Google Drive Link](#)

Prefer not to use Google?

You can request a Microsoft Word link directly from Sydney Helgeson at shelgesonsydney@nd.gov.



MAXIMIZING RESOURCES

Attracting people to your community can feel challenging, especially for small organizations with limited budgets. With creativity, connections, and strategic thinking, you can maximize your impact.

The following are actionable steps tailored to address common challenges in talent attraction for our rural partners.

GET READY TO *ATTRACT* TALENT!



TAILOR YOUR MESSAGE

Craft personalized messages referencing shared interests, specific opportunities, or success stories from people who have moved to your community.

ACTION STEP 1

Write down what you love about your community and share it. Does it resonate with others?

ACTION STEP 2

Reach out to a recent newcomer and ask what they like and found challenging in your community. Use their feedback to improve the newcomer experience.



FIND YOUR STORY

Community Branding: Google yourself! How does your community show up? What organizations are prominent? Where can people learn more about your community? Do the available websites, social media, and marketing materials clearly showcase your town's strengths?

ACTION STEP

Reach out to those organizations that have the most prominent messaging about your community, like local employers and community spaces, and collaborate to craft shared stories.

GET READY TO *RECEIVE* TALENT!



ENGAGE LOCAL CHAMPIONS

Recruit 2-3 approachable, knowledgeable individuals to participate in talent attraction efforts and educate residents on welcoming newcomers while sharing insider tips, from the best parks to local traditions, fostering a welcoming environment.

ACTION STEP 1

Organize a “Welcoming 101” session to coach residents on sharing community knowledge and avoiding assumptions.

ACTION STEP 2

Gather ‘insider tips’ through interviews or casual conversations to bridge gaps between newcomers and seasoned residents.

(Tip: If you're short on capacity, enlist a volunteer or partner organization to lead. Engaged locals make the best advocates.)



FIND A CONTACT FOR KEY TOPICS

Schools, childcare, and housing are key priorities for newcomers. Identify community members or local ambassadors to pair newcomers with who can provide up-to-date insights, guidance, and support.

ACTION STEP 1

Create a list of key topics for newcomers and identify knowledgeable community members to provide answers.

ACTION STEP 2

Pull together a directory of volunteers, noting their interests and expertise, to easily match them with newcomers.



STAY ENGAGED WITH PROSPECTIVE RESIDENTS

Keep in touch with leads through personalized emails or calls.

ACTION STEP 1

Set a weekly schedule to follow up with incoming talent, share job opportunities and events, connect them with volunteers, respond to emails, and help welcome them into the community.



Focus on **personal connections** and **clear communication**. Even small gestures like a welcoming email or an invitation to coffee can leave a lasting impression.

By addressing these actionable steps, your organization will be ready to attract and retain talent. When in doubt, utilize resources shared by Find the Good Life.

Questions?

Reach out to Sydney Helgeson at
helgesonsydney@nd.gov.