

HENNEPIN COUNTY

MINNESOTA



Elevate Hennepin communications toolkit

This toolkit is for cities in Hennepin County and other promotional partners to encourage businesses to participate in Elevate HennepinSM. Please copy, use, or repurpose the content in this document as needed in your efforts. Thank you for helping us spread the word about this critical program.

For any questions about how to use this document, please contact Nick.Upton@Hennepin.us.

To reach program staff, please email Economic.Development@Hennepin.us.

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Key messaging

Elevate HennepinSM draws together experts, tools and programs intentionally designed to help new and established businesses gain their footing, plan for their next steps, and take their success to a new level. Through Elevate HennepinSM, Hennepin County is investing in a business support ecosystem that is shaping the region to become even stronger and resilient.

Elevate HennepinSM provides three essential services:

- No-cost consulting from expert advisors covering a wide range of business areas including legal matters, marketing, strategic planning, and operations.
- An events hub for business owners to find ways to network, learn, and enhance their businesses.
- A resource directory for business owners to explore county, state, and federal resources that can empower their business.

So far, more than 1,600 businesses in Hennepin County have utilized Elevate HennepinSM for no-cost consulting provided by Hennepin County and to identify other business resources and events to enhance their business.

Ready-to-use collateral

Images and pictures

Use these graphics with the Hennepin County and Elevate HennepinSM logos in your social media posts, found on Dropbox [here](#). Check back often as new assets and business owner photos will be added frequently.

Newsletter content

Did you know local businesses here and across Hennepin County are eligible to receive free business advising and consulting services?

Elevate HennepinSM offers no-cost business advising from professional consultants. Businesses can get up to 25 hours of insight, technical assistance, or consulting from each advisor. The more than 20 advisors have expertise in all manner of business topics, including:

- Accounting and bookkeeping
- Finance
- Legal
- Marketing
- Social media
- Web development
- Human Resources
- Strategic planning
- Loan and grant consulting

To get started, visit ElevateHennepin.org or reach out to Economic.Development@hennepin.us to connect with a business navigator to help navigate this incredible resource.

Website content

Ready to post content for websites or blogs

Elevate HennepinSM, an initiative from Hennepin County, is designed to support businesses of all sizes in their efforts to grow, create jobs, and evolve.

Through this program, businesses located in or operating in Hennepin County can access no-cost advising, find business events, and identify local, state, and federal business-support resources.

Businesses can get up to 25 hours of insight, technical assistance, or consulting from each advisor. The more than 20 advisors have expertise in all manner of business topics, including:

- Accounting and bookkeeping
- Finance
- Legal
- Marketing
- Social media
- Web development
- Human Resources
- Strategic planning
- Loan and grant consulting

To get started, visit ElevateHennepin.org or reach out to Economic.Development@hennepin.us to connect with a business navigator to help navigate this incredible resource.

About Elevate HennepinSM

The program was designed to support Hennepin County businesses through the COVID-19 pandemic and civil unrest. Since then, it has evolved into an innovative model to encourage growth and an integral part of the county's economic development engine.

So far, more than 1,600 businesses in Hennepin County have utilized Elevate HennepinSM for no-cost consulting provided by Hennepin County and to identify other business resources and events to enhance their business.

Social Media messages

Below are messages tailored for your pages and a general resident/business partner audience. Feel free to use these posts verbatim or tailor to your specific audience and voice.

Accompanying imagery can be found here: [HERE](#)

Please also tag Hennepin County on the following social media channels. This makes it easier for Hennepin County to promote your posts and reshare your content.

Hennepin County:

- [Hennepin County | Facebook](#)
- [Hennepin County | Twitter](#)
- [Hennepin County | Instagram](#)
- [Hennepin County | LinkedIn](#)

Elevate Hennepin Profiles:

- [Elevate Hennepin | Facebook](#)
- [Elevate Hennepin | Instagram](#)
- [Elevate Hennepin | Twitter](#)
- [Elevate Hennepin | LinkedIn](#)

1.

Calling local businesses! Did you know you can access no-cost consulting from Hennepin County's Elevate HennepinSM program?

This business-support resource allows businesses located in or operating in the county to get up to 25 hours of consulting from each of 23 expert advisors, all provided by Hennepin County.

Get started today at www.ElevateHennepin.org.

2.

If your business needs support for legal topics, marketing, financing, or strategic planning, consider Elevate HennepinSM. This program from Hennepin County provides no-cost advising and technical assistance from more than 20 expert consultants.

It's as easy as registering and finding the right advisor for your needs.

Get started now at www.ElevateHennepin.org or email Economic.Development@hennepin.us to get help navigating this resource.

3.

Hennepin County has contracted with more than 20 professional business advisors, consultants, and service providers to offer free expert support to local businesses in a wide range of areas.

If you own a business in Hennepin County, you can take advantage of this incredible resource.

Head to www.ElevateHennepin.org to get started today.

Sharing Opportunities

Please like and share these messages posted on Elevate Hennepin and Hennepin County channels with your audience. Check back for more posts each month and be sure to follow our channels.

Hennepin County:

- [Hennepin County | Facebook](#)
- [Hennepin County | Twitter](#)
- [Hennepin County | Instagram](#)
- [Hennepin County | LinkedIn](#)

Elevate Hennepin Profiles:

- [Elevate Hennepin | Facebook](#)
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[Posts to come]