

HENNEPIN COUNTY

Elevate Hennepin City Partner communications toolkit

Updated 3.26.24



This toolkit is for cities in Hennepin County to encourage businesses to participate in Elevate Hennepin™. 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 exciting resource.

For any questions about how to use this document, please contact Nick.Upton@Hennepin.us. To reach program staff, please email Elevate@Hennepin.us.

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Key messaging

Elevate Hennepin draws together experts, tools, and resources intentionally designed to support new and established businesses as they gain their footing, plan for their next steps, and take their success to a new level. Through Elevate Hennepin, Hennepin County is investing in a business support system that is shaping our communities to become even stronger and more resilient.

Elevate Hennepin 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 event 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 to power their businesses.

So far, more than 2,400 businesses in Hennepin County have utilized Elevate Hennepin for no-cost consulting provided by Hennepin County and to identify other business resources and events to enhance their business.

You can [use this form](#) to request printed materials for your events, and we'll mail the materials to you.

Branding guide for City Partners

Please reference the branding guide linked below to ensure consistency in brand voice and design.

- [2024 Elevate Hennepin Branding Guide \(3.26.24\)](#)

How to use the Elevate Hennepin brand

Building reliable brand awareness and name recognition are key to increase access to the valuable resources available to assist aspiring entrepreneurs and businesses.

Do:

1. Be consistent using Elevate Hennepin™, business resources powered by Hennepin County in collaboration with [CITY NAME] and other local partners.
2. **Take credit!** Be clear that your city is:
 - An Elevate Hennepin™ partner

- An Elevate Hennepin™ sponsor
 - Proud to partner with Hennepin County to sponsor Elevate Hennepin
 - Proud to invest in Elevate Hennepin
3. Use direct links to elevatehennepin.org that open in the same window whenever possible. This helps build Search Engine Optimization. Do not have the link open in a new window, as that creates what's known as a "no follow" link, which does not help SEO.

Do Not:

1. **Do not** dilute the brand or cause marketplace confusion with spinoffs such as "Elevate [CITY NAME]".
2. **Do not** shorten the brand name to "Elevate," it's too common and can cause confusion when the business community searches for support.

Ready-to-use collateral

Images + pictures

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

Website content

Ready to use cut-and-paste content

[CITY NAME] is proud to partner with Hennepin County's Elevate Hennepin™ initiative to bring expert advising and other business resources to businesses at no cost.

Elevate Hennepin, 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 or consulting from each advisor. The more than 40 [business advisors](#) have expertise in all manner of topics, including:

- [Access to capital](#)
- [Business certification](#)
- [Financial management](#)

- [Marketing consulting](#)
- [Legal questions](#)
- [Human resources](#)
- [Strategic planning](#)
- [Business technology](#)
- [Starting a business](#)

To get started, visit [Elevate Hennepin](#) to connect with a business navigator to help navigate this incredible resource.

About Elevate Hennepin

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 2,400 businesses in Hennepin County have utilized Elevate Hennepin for no-cost consulting provided by Hennepin County and to identify other business resources and events to enhance their business.

Newsletter content

Ready-to-use content

Did you know local businesses throughout Hennepin County are eligible to receive business advising and consulting services at no cost?

[City NAME] is proud to partner with Hennepin County's Elevate Hennepin™ initiative to bring expert advising and other business resources to businesses at no cost.

Elevate Hennepin offers business advising from professional consultants, provided by the County. Businesses can get up to 25 hours of consulting from each advisor. The more than [40 advisors](#) have expertise in many business topics, including:

- [Access to capital](#)
- [Business certification](#)
- [Financial management](#)
- [Marketing consulting](#)
- [Legal questions](#)
- [Human resources](#)
- [Strategic planning](#)
- [Business technology](#)
- [Starting a business](#)

To get started, visit elevatehennepin.org to take advantage of this incredible resource.

Social media messages

Ready-to-use content

Below are some messages tailored for your pages and a general resident/business partner audience.

- Feel free to use these posts as they're written or tailor them to your audience and voice.
- Accompanying imagery can be found above.

When you post, please tag [Hennepin County](#) and [Elevate Hennepin](#) (links to our accounts below), as this makes it easier to promote your posts and reshare your content.

Hennepin County profiles:

- Instagram: [@hennepincounty](#)
- Facebook: [@Hennepin](#)

- YouTube: [@hennepinmn](#)
- LinkedIn [@hennepin-county](#)

Elevate Hennepin profiles:

- Instagram: [@elevatehennepin](#)
- Facebook: [@elevatehenn](#)
- LinkedIn: [@elevate-hennepin](#)

Facebook post: (The image will autoload as website preview.)

Cut and paste content below:

Calling local business owners! Did you know you can access no-cost consulting from Hennepin County's @Elevate-Hennepin? This business-support resource allows businesses located in or operating in the county to access up to 25 hours of consulting from each of over 30 professional advisors, all provided by @Hennepin. Get started today at [elevatehennepin.org](#).

Instagram posts:

#1: (Select a square image from the folder above.)

Cut and paste content below:

If your business needs support for legal topics, marketing, financing, or strategic planning, consider Elevate Hennepin! This initiative from @Hennepin provides no-cost advising and technical assistance from more than 40 trusted expert consultants.

It's as easy as registering and finding the right advisor for your needs. Get started now at [elevatehennepin.org](#) or email economic.development@hennepin.us to get support navigating this resource. #smallbusiness #ElevateHennepin

#2: (select a square image from the folder above.)

Cut and paste content below:

@Hennepin has contracted with 40+ business advisors and consultants to offer professional support at no cost to local business owners! @ElevateHennepin is both a team and a platform that connects you to advisors who offer expertise in everything from financial management to strategic planning.

You can use this incredible resource if you own a #smallbusiness in Hennepin County. Follow @ElevateHennepin today to learn more. #entrepreneurship #ElevateHennepin

LinkedIn posts: (image will autoload as website preview)

Cut and paste content below:

Building your business can be a balancing act, but it doesn't have to be a solo endeavor. @Elevate-Hennepin is both a platform and a team that connects @Hennepin-County business owners to resources and tools like group learning opportunities, events, and more. Get started today at no cost to you at elevatehennepin.org. #entrepreneurship #bizdev #ElevateHennepin

Following and sharing opportunities

Please follow Hennepin County and Elevate Hennepin from your personal, professional, and organizational accounts!

Hennepin County:

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

Elevate Hennepin Profiles:

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

Please share, simply sharing one another's posts helps us get information in front of more people!

The most effective way to support our ongoing social media efforts is to turn notifications on for Elevate Hennepin channels and engage when you can.

Please like and share messages posted on Elevate Hennepin and Hennepin County channels with your audience. Please use #ElevateHennepin. You can also follow the #ElevateHennepin hashtag to see what others are sharing.

Additional marketing ideas

Beyond City newsletter, social media, and websites, we encourage City Partners to utilize other existing communication tools to reach as many residents as possible. Please contact the Elevate Hennepin™ team should you have any specific requests for support.

Such examples include:

- City TV or radio station announcements or interviews
- City council meetings, especially ones that are televised

- City's Nextdoor account
- Utility or water bill mailing or email (or similar correspondence)
- Tabling at city-wide events like job fairs, seasonal events, etc.
- City Parks and Recreation mailers or emails
- City Continuing Education mailers or emails
- Presentations at member organizations like Rotary, Lions, etc.
- Fliers at City recreation centers, libraries, and community centers
 - Fliers are available in multiple languages to best support residents
- Community college newsletters, bulletin boards, mailers, and more