



HUMAN
RIGHTS
CAMPAIGN®

The Human Rights Campaign in MINNESOTA



The fight to win marriage equality in Minnesota has been years in the making. Leading into this year's successful campaign to pass marriage equality legislation, the Human Rights Campaign worked to elect Governor Mark Dayton and other pro-equality candidates and to defeat the 2012 anti-marriage constitutional amendment that would have barred marriage equality in the North Star State. HRC contributed more than \$1.1 million to the historic 2012 campaign that paved the way for this year's victory.

Highlights of HRC's Minnesota activities:

- Helped form the Minnesotans United coalition campaign and served on the campaign's board.
- Total HRC financial and staff contributions in 2013 exceeded \$200,000, including:
 - Financial contributions of \$168,000 to Minnesotans United.
 - Full-time commitment of Regional Field Organizer Trevor Chandler, who served as the campaign's political director and led efforts to identify and activate coalition partners.
 - Built, maintained, and mobilized a coalition of more than 700 organizations, the largest in Minnesota history. Reached hundreds of thousands of Minnesotans through coalition partner communications and secured strategic op/eds and earned media about coalition activities.
 - Tactical support from other HRC staff, including:
 - Religion and Faith Program Deputy Director MacArthur Flournoy, who spoke at a statehouse rally and helped mobilize clergy and people of faith.
 - Regional Field Director Tony Wagner, who helped coordinate statehouse activities during the final votes.
 - State Legislative Director Sarah Warbelow, who provided legal analysis and legislative support to the campaign.
 - Phone bank technology that allowed the campaign to host simultaneous phone banks at multiple locations in Minnesota directly connecting voters with their lawmakers.
- Mobilized volunteer leaders with the HRC Twin Cities steering committee to actively support Minnesotans United campaign activities.
- Sent emails to HRC members and supporters in the state since January 2013, totaling 171,610 messages sent, generating nearly 7,000 messages to legislators.
- Sent text messages to HRC members and supporters in the state, totaling 6,095 messages sent, generating 454 calls to legislators.
- 43 online activists recruited for offline volunteer work.



"Minnesotans United benefited from having HRC staff on-the-ground here for over a year. HRC has been a terrific partner and their staff, volunteer, and financial support helped us secure victory."

– **Richard Carlbom, Minnesotans United Campaign Director**

"Thank you to the Human Rights Campaign for years of support in our efforts to build a movement and win equality in Minnesota. From staff on the ground, research and advice, to financial resources, HRC has been a valued and trusted team member working alongside our state and other national groups. Thank you, HRC." – **Scott Dibble, Minnesota State Senator**



With support from HRC and other coalition partners, the Minnesotans United campaign achieved the following results this year:

