##### GRASSROOTS ADVOCACY OPPORTUNITY - YOUR HELP IS NEEDED!

**By Anni Simons, Fredrikson & Byron, P.A.**

The Best Life Alliance (formerly the 5% Campaign) is currently collecting stories for use in our grassroots efforts. A key to our success in 2016 will be the effectiveness of our communications to legislators, Governor Dayton, and the media about the impact of and need for a rate increase.

It is essential that we share real stories by and about providers, their staff, family members, and self-advocates.  It can be a few notes and photo, a longer piece, a quote, or anything in between. Stories may be about your challenges or successes. Think about sending some of the stories or photos you already use on your website and communications. Does the story demonstrate the great work you do and the need to invest in these services?  Talk about the impact of services (they increase independence, ensure health and safety, foster skill development, meet medical needs, etc.). Talk about open shifts, challenges in competing with other local businesses for workers, or how high turnover affects quality of care (open shifts and high turnover make it difficult to do anything more than the basic cares and quality care depends on consistent, quality staff).  Share creative, new ways services are meeting the changing needs of people served, staff or your organization (how are you using technology, creating efficiencies, improving health outcomes, creating new opportunities for people served?).

Please send your stories, along with the address of your organization (so we can determine who your legislators are) to Anni Simons at asimons@fredlaw.com. Submissions may be used on Best Life Alliance/The 5% Campaign social media, in videos, on handouts, the webpage, or in email messages. Content may be edited for consistency, length, spelling, and grammar.