

**We Want You Back Campaign
Day of Action - Citywide Door-knock
Saturday, September 11th, 2010**

Purpose

Engage Minneapolis community members and elected officials in a common effort to invite un-enrolled young people to get back on a path toward graduation.

Mission

- ✓ Re-enroll 200 young people on a path toward graduation.
- ✓ Reach 2,000 young people with the message: We Want You Back.
- ✓ Raise public awareness about the drop-out crisis and graduation gap.
- ✓ Mobilize community volunteers and link efforts among the schools, the City of Minneapolis, Hennepin County, the Minneapolis Park Board, the Hennepin County Library and a wide range of youth-serving agencies, nonprofits, congregations and community & business organizations.

Vision

“Every Child College Ready” - reaching out to ALL young people and doing whatever it takes to help them complete high school and get their diploma.

%%

**Volunteer Opportunity
We Want You Back Door-knocking Teams**

Time Commitment: One hour of orientation & training and two hours of door-knocking.

Job Description: In teams of three - one Minneapolis Public Schools employee and two community volunteers will knock on doors in defined geographic areas with dense numbers of un-enrolled young people to invite them back to school on a path toward graduation.

If there is no answer, volunteers will leave informational door-hangers.

Training: Each volunteer will be trained in order to learn about the issue of un-enrolled young people and the options and pathways open to them to earn credits and achieve a diploma. Volunteers will also have a chance to practice conversations at the door using WWYB talking points. We Want You Back door-knock teams are not home visiting teams and will remain outside at all times.

Requirement: Minneapolis Public Schools require that each volunteer who knocks on doors has a criminal background check. If you have not had a criminal background check, the Minneapolis Public Schools will provide one free of charge.

Location and schedule – DRAFT for September 11, 2010

Minneapolis Parks and Recreation administration building:

Minneapolis Park & Recreation Board
2117 West River Road
Minneapolis MN 55411

7am – set up

**8:00 Registration opens and continues all day
Refreshments**

8:30 – 9:00 AM Morning Rally in support of Minneapolis youth

MC - local music/hip-hop artist

We Want You Back co-chairs:

Mayor RT Rybak

Minneapolis Public Schools Superintendent Bernadeia Johnson

Themes:

- too many young people are dropping out
- the whole community cares
- we want all young people to have a good future
- we want you back - there is a path for every person to finish credits and earn a diploma

9 – 12 AM - Morning Door-knock session

9am - Registration & refreshments ongoing

- Morning door-knock volunteers report to training room for training, talking points, maps, etc. – teams assigned and depart.

10am – noon Door-knock!

- teams of three (one Minneapolis Public Schools staff and two volunteers) door-knock three blocks (both sides), or about 120 housing units – inviting un-enrolled young people to re-enroll, and leaving door-hangers if no one is home.

Noon light lunch

12:30 – 1:00pm Afternoon Rally in support of Minneapolis youth

Same program as AM

1 – 4 PM Afternoon Door-knock session

1pm - Registration

- Afternoon door-knock volunteers report to training room for training, talking points, maps, etc. – teams assigned and depart.

2pm – 4pm Door-knock!

- teams of three (one Minneapolis Public Schools staff and two volunteers) door-knock three blocks (both sides), or about 120 housing units – inviting un-enrolled young people to re-enroll, and leaving door-hangers if no one is home.

4 – 5 pm Clean up and exit Minneapolis Parks and Recreation headquarters