

**Outreach as a MNsure Partner**

*KEY CONCEPTS*

## A Conversation on Goals and Strategy

Our shared **goal** is to find the uninsured in our state and get them to complete the MNsure enrollment process. The way in which we achieve this goal, however, will vary for everyone because of the unique barriers to enrollment that our individual communities face. Our **strategies** are the unique plans of action we create in order to address these barriers. They are the “big picture” way in which we plan to get people to enroll.

* Mass education campaigns
* Ample opportunity to enroll with an assister
* Saturation of the community with MNsure’s message
* Combination of the above

## The Power in Your Tactics

The steps we take to find and engage consumers in order to implement our strategies on the ground are what we call our **tactics**. They are what we rely on to get consumers to attend our educational or enrollment events, sign up for our text message or email list, and make appointments at our offices.

Every tactic has different **power**, or potency—meaning the number of people that a single tactic can realistically engage, and the depth to which it can engage people, varies as much as the tactics themselves. We must choose a tactic with appropriate power in order to achieve our desired outcome.