

Promoting the Community Needs Survey

The Council on LGBTQIA2S+ Minnesotans (MNQT) is conducting a comprehensive community needs assessment, including a statewide community needs survey. This survey is an opportunity for LGBTQIA2S+ individuals 18 and older and parents/caregivers of LGBTQIA2S+ youth to share experiences, challenges, and priorities to help shape policies, programs, and advocacy efforts in Minnesota. The Council is made up of staff, 12 Governor-appointed public voting members, and 4 legislators and is a non-partisan state agency created to advise the Governor, legislature, and state agencies on LGBTQIA2S+ issues in Minnesota.

This partner guide includes everything you need to help promote or share the LGBTQIA2S+ Community Needs Survey, including key messaging, ready-to-use social media graphics, email templates, and outreach materials. Use it to share the survey with your networks, encourage participation, and ensure that diverse voices across the community are heard.

Official Survey Link to Share: mnqt.info/survey

***5/14/25 update: The survey is being extended and will be open at least through June 2025!**

We will send out updated materials, new graphics, and guidance on how to share the extension by the end of May.

Links to Promotional Content for Sharing:

NEW! Pride Month Survey Extension Graphics: [Linked Here](#)

Web/Cover Graphics: [Linked Here](#)

Stories for Instagram/Facebook: [Linked Here](#)

Reel Cover: [Linked Here](#)

LinkedIn/FB/X/IG singular post promo graphics: [Linked Here](#)

LinkedIn/FB/X/IG Carousel/Thread graphics: [Linked Here](#)

Full folder with all content: [Linked Here](#)

Survey branding elements for DIY content creation: [Linked Here](#)

- *Not required to use our logo on designs you create to promote the survey, but it does give some transparency about who is conducting the survey.*

QR Code: [Linked Here](#)

Flyers for print: [Linked Here](#)

Need help accessing, using, or have questions about these graphics?

Email Brittany Wallman at brittany.wallman@state.mn.us

MNQT Information

MNQT State Agency Website: [Welcome / LGBTQIA2S+ Council](#)

General Agency Email: General.MNQT.ADM@state.mn.us

STAFF:

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MNQT Social - Follow Us!

Threads

[Weblink](#)

@mncouncil_lgbtqia2s

Facebook

[Linked here](#)

Page name:
Council on
LGBTQIA2S
Minnesotans

Instagram

[Linked here](#)

@mncouncil_lgbtqia2s

Blue Sky

[Linked here](#)

@mncouncillgbtqia2s.bsky.social

About the Survey

Purpose: The Community Needs Survey is designed to identify the needs of and challenges facing LGBTQIA2S+ communities. The goal of the project is to use the data to create policy, administrative, and funding recommendations for the Governor, state legislature, and state agencies. Respondents will be asked about health, legal challenges, education, community support, and more.

Who Should Take It: This survey is for LGBTQIA2S+ individuals 18 and older and parents/caregivers of LGBTQIA2S+ youth.

How to Access the Survey: The survey can be found online at mnqt.info/survey. There will also be paper copies and a secure drop box available at Queermunity beginning sometime early April ([3036 Hennepin Ave, Minneapolis, MN 55408](#)).

How Responses Will Be Used: The data from this survey will be used by the Council on LGBTQIA2S+ Minnesotans to identify community needs, inform policy recommendations, and

advocate for resources that support LGBTQ+ individuals across Minnesota. Results will be made available to the public and able to be used by other organizations.

Privacy and Security: The survey is anonymous and confidential. Survey responses are being managed by a team of independent data experts with legal protections that will allow them to remove any potentially identifiable information from individual responses. This will prevent that information from being accessed by anyone else, including MNQT, other state agencies, or the public. To further protect privacy, the survey does not collect identifying information such as name or email, and demographic data is limited to prevent any individual from being identified. For more detailed information about data privacy, [please visit our privacy page](#).

Branding and Visual Identity

Try to use the provided branding and visual identity to maintain a consistent, community-centered look when promoting the survey. The graphics and materials in this packet are designed for easy sharing across social media, emails, and print to ensure broad visibility and engagement. But feel free to have fun with it and add in your branding too! If you need anything else to promote the survey, don't hesitate to reach out.

Key Messaging and Talking Points

Elevator Pitch: The survey is a critical opportunity to make sure LGBTQIA2S+ voices are heard by the state of Minnesota and community partners. This survey helps identify the challenges, priorities, and needs of LGBTQIA2S+ individuals across Minnesota, guiding advocacy for increased resources and better protections in Minnesota. By taking and sharing the survey, you're helping shape a future where our communities are better supported and represented.

Partners and promoters should:

- Emphasize that the survey is confidential and anonymous, reassuring people their responses will not be traced back to them.
- Highlight inclusivity as a goal, stressing the importance of hearing from underrepresented voices in the LGBTQIA2S+ community.
- Amplify the importance of needing updated, Minnesota-specific data to accurately understand and support the community's needs.
- Share that the survey is a way for community to directly influence policy and funding decisions in Minnesota.

Key Messages:

- **Make Your Voice Count** - This survey is a chance for LGBTQIA2S+ Minnesotans to share their experiences and needs. Your input will help shape the future of policies, funding, and resources that directly impact our communities.
 - *More plain language option:* Insights from the survey will shape recommendations to state leaders about what LGBTQIA2S+ communities need to feel safe and supported.

- **Every story matters** – LGBTQIA2S+ people in Minnesota are diverse in identity, background, and experience. Whether you live in a city or in Greater Minnesota, are out or not, your voice is important.
- **Data drives change** - Decision-makers rely on data to fund programs, create policies, and provide services. Without strong LGBTQIA2S+ data, our community's needs can be overlooked. This survey helps make sure that doesn't happen
- **Safe, confidential, and anonymous** – Your privacy is our priority. This survey is confidential and anonymous. Responses are securely managed by a team of independent data experts with legal protections in place, ensuring no one else can access your individual responses.
- **Worth your time** – The survey takes about 15-30 minutes to complete, but the insights gathered will help shape policies, funding, and resources that support LGBTQIA2S+ communities for years to come. Your time makes a difference.
- **The time to act is now** - LGBTQIA2S+ communities—especially trans and nonbinary people—are facing heightened attacks, legislative rollbacks, and misinformation. Now more than ever, we need accurate data to push back, advocate for protections, and ensure Minnesota is a place where LGBTQIA2S+ people are supported, safe, and valued.

Top FAQs

A more comprehensive list of FAQs can be found on our website: [\[FULL FAQ HERE\]](#)

- **Who is running the survey?**
 - The LGBTQIA2S+ Community Needs Survey is being conducted by the Council on LGBTQIA2S+ Minnesotans (MNQT) in partnership with community organizations across the state. MNQT is a state agency that advises the governor, legislature, and state agencies on issues impacting LGBTQIA2S+ communities. It works to advance equity through policy recommendations, advocacy, and research that reflect the needs and priorities of LGBTQIA2S+ Minnesotans. This survey ensures government policies, programs, and funding decisions are informed by the lived experiences of LGBTQIA2S+ people in Minnesota.
- **Why should I take it?**
 - Your voice matters, and this survey is a chance to make sure the needs and experiences of LGBTQIA2S+ Minnesotans are heard. Decision-makers rely on data to shape policies, funding, and programs, and without strong LGBTQIA2S+ data, our communities can be overlooked. By taking the survey, you're helping to build a clearer picture of what's needed to create lasting, meaningful change.
- **Is it anonymous?**
 - Yes, the survey is anonymous and confidential. Survey responses are being managed by a team of independent data experts with legal protections that will allow them to remove any potentially identifiable information from individual responses. This will prevent that information from being accessed by anyone else, including MNQT, other state agencies, or the public. To further protect privacy, the survey does not collect identifying information such as name or email, and demographic data is limited to prevent any individual from being identified. For more detailed information about data privacy, please visit our [privacy page](#).

- **What happens with the data?**

- The data will be analyzed to identify key trends and needs within LGBTQIA2S+ communities in Minnesota. This information will be used to inform policymakers, community organizations, and advocates to improve programs, funding, and policies. Only aggregated, anonymous data will be shared—individual responses will never be made public.

- **How will results be shared?**

- The findings will be shared through a public report that will be available online and distributed to community organizations, policymakers, and advocates. Key insights will also be shared via presentations, social media, and community discussions to ensure the information reaches the people who need it most.

Share on Your Social Media Pages

- Web/Cover Graphics: [Linked Here](#)
- Stories for Instagram/Facebook: [Linked Here](#)
- Reel Cover: [Linked Here](#)
- LinkedIn/FB/X/IG singular post promo graphics: [Linked Here](#)
- LinkedIn/FB/X/IG Carousel/Thread graphics: [Linked Here](#)
- Full folder with all content: [Linked Here](#)
- Survey branding elements for DIY content creation: [Linked Here](#)
- Hashtags to use:
 - #CommunityNeedsSurvey
 - #MNLGBTQIA2SSurvey
 - #AmplifyingLGBTQIA2SVoices
 - #MovingMinnesotaForward
 - #ShapingMinnesotasFuture
- Engagement Strategies:
 - Tag people and organizations in your stories
 - Share selfie-style videos explaining why the survey is important to you
 - Clear call to action to take the survey and share it
 - Testimonials from people who have taken the survey
 - Share via direct message
 - Create shareable content
 - Have fun with it! Use gifs, fun graphics, short videos to capture people's attention

Share on Your Website

- Website Copy:
 - The Council on LGBTQIA2S+ Minnesotans, in partnership with community organizations, is conducting a new survey to gain insight into the experiences and needs of LGBTQIA2S+ communities in Minnesota. Insights from the survey will shape recommendations to state leaders about what LGBTQIA2S+ communities need to feel safe and supported, guiding advocacy for increased resources and better protections. This anonymous and confidential survey takes 20–30 minutes and every response

strengthens the impact. By taking and sharing the survey, you help ensure this survey reflects the full richness of LGBTQIA2S+ communities and families in Minnesota.

- Website graphics: [Linked Here](#)

Send an Email to Your Networks

Include a Statement in One of Your Emails:

[Take the Minnesota LGBTQIA2S+ Community Needs Survey!](#) This survey is conducted by the Council on LGBTQIA2S+ Minnesotans, in partnership with community organizations, to gain insight into the experiences and needs of LGBTQIA2S+ communities in Minnesota. Insights from the survey will shape recommendations to state leaders about what LGBTQIA2S+ communities need to feel safe and supported, guiding advocacy for increased resources and better protections. This **anonymous and confidential** survey takes 15–30 minutes and every response strengthens the impact. By [taking and sharing the survey](#), you help ensure this survey reflects the full richness of LGBTQIA2S+ communities and families in Minnesota.

Or Send Emails Dedicated to the Survey To Your Lists:

Email One

Subject: Make Your Voice Heard – Take the MN LGBTQIA2S+ Community Needs Survey

Dear [Name/Community],

The voices of LGBTQIA2S+ Minnesotans matter! [The LGBTQIA2S+ Community Needs Survey is now open](#), and we encourage you to take part. This survey, conducted by the Council on LGBTQIA2S+ Minnesotans, helps identify the needs, challenges, and priorities of our communities, guiding advocacy for increased resources and better protections in Minnesota.

The survey is anonymous and confidential, takes about 15-30 minutes, and is available online in multiple languages. Your input will be used to craft recommendations for decision-makers and help ensure resources go where they are needed most.

Take the survey now: mnqt.info/survey

Please share this with your networks—every response strengthens the impact!

Thank you for being part of this important effort. Learn more about the Council on LGBTQIA2S+ Minnesotans and this survey [here](#).

Email Two

Subject: Don't Miss Your Chance – Take the LGBTQIA2S+ Needs Survey

Dear [Name/Community],

Time is running out to [take the LGBTQIA2S+ Community Needs Survey!](#) If you haven't already, please take a few minutes to share your experiences and needs, ensuring your voice is heard where decisions are made.

Why take it?

- Influence state-level decisions that impact LGBTQIA2S+ communities
- Help direct funding and resources where they're needed most
- Ensure the survey reflects a diversity of voices and experiences

Take the survey before it closes: mnqt.info/survey

Your voice matters, and we need as many responses as possible to ensure real change. Please [share this](#) with your friends, family, and networks.

Thank you for helping us build a stronger future!

Email Three

Subject: Help Shape the Future for LGBTQIA2S+ Minnesotans

Dear [Community Name/Friends],

As an LGBTQIA2S+ Minnesotan, your voice is powerful. Right now, there is a rare opportunity to share your experiences and help shape policies, programs, and resources that impact our community. [The LGBTQIA2S+ Community Needs Survey is open](#), and your input is essential.

[This survey](#) is completely anonymous and confidential and only takes about 15-30 minutes to complete. It's designed to reflect your real experiences—whether about healthcare, housing, safety, or community support. The Council on LGBTQIA2S+ Minnesotans will use this data to advocate for what our community truly needs.

Take the survey today: mnqt.info/survey

We encourage you to [share this survey](#) with your networks. The more voices we include, the stronger the impact!

Thank you for being part of this movement for change.

Physical Materials

- [Quarter sheet and 8.5x11 flyers](#) for bulletin boards, community centers, and events
 - You may print yourself or arrange for MNQT to provide them for you
- Poster for high traffic places

- Available by request
- Buttons with QR code
 - Available by request. Good for staff to wear around community, at events, while operating brick and mortar businesses
- Business cards with QR code
 - Available by request. Good for handing out in high traffic places and populated events. Good to have at check out counters.

To request these materials, please fill out this form: [Physical Materials Request](#)

Tabling Opportunities and Events

- If you have tabling opportunities or events, please let us know! If we're able, we'd love to participate. If we're not able, we'd still love to provide materials for you to use at your events. Please contact mars.kamenski@state.mn.us for event and materials coordination.

Other Ideas?

- Other ideas for promotion? We're all ears! Reach out to Mars Kamenski with ideas and any support you need: mars.kamenski@state.mn.us

Community Conversation Recruitment

In addition to the survey, MNQT is conducting community conversations with underrepresented groups within the LGBTQIA2S+ community. The Community Conversations are designed to capture qualitative data about the lived experiences of specific underrepresented groups within the LGBTQIA2S+ community. This data will be analyzed in tandem with the Community Needs Survey to create policy, administrative, and funding recommendations for the Governor, state legislature, and state agencies. We are not posting the link to the participation interest form publicly/online to avoid bots and malicious actors. We will be passing the link around via word of mouth and through our trusted networks and we encourage you do the same! To sign up for a community conversation or support our recruitment efforts, [visit the community conversation recruitment guide](#). Contact mars.kamenski@state.mn.us with any questions.

