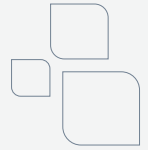




THE CHAMBER  
CENTER FOR CIVIC ENGAGEMENT

## Cultivating Leaders. Empowering Communities.



The Fargo Moorhead West Fargo Chamber of Commerce is proud to launch the Center for Civic Engagement (CCE). This project is a first-of-its-kind regional initiative to inspire, empower, and cultivate business-minded leaders for public service.

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### WHY IT MATTERS:

Civic engagement is at a crossroads. Across the country and in our region, fewer people are voting, running for public office, and stepping into civic leadership roles. If business doesn't lead, we risk losing our communities to voices that don't prioritize growth, jobs, or economic opportunity.

Strong and vibrant communities depend on informed and engaged citizens. Civic engagement, whether voting, volunteering, or serving in an elected or appointed role, strengthens our neighborhoods, improves workplaces, and builds a brighter future for our region.

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### AT THE CENTER FOR CIVIC ENGAGEMENT, WE BELIEVE EVERYONE HAS A ROLE TO PLAY. OUR COMMITMENT IS TO:

- 1. Cultivate Community Leaders** Encourage and prepare individuals to step into a leadership role, whether serving on a board, running for office, or contributing through volunteer service.
- 2. Invest in the Voice of People** Provide resources, training, and opportunities that make civic participation accessible, flexible, and rewarding for people at all stages of life and careers.
- 3. Foster a Culture of Service** Build a community where civic involvement is valued and celebrated, ensuring that participation in public life strengthens, not hinders, personal and professional growth.
- 4. Lead by Example** Share nonpartisan election information, host community discussions, and connect citizens with mentors and pathways into public service so more people feel empowered to participate.

CCE will equip employers and employees with the skills, resources, and networks to lead effectively. From city councils to school boards to the statehouse, we're building a pipeline of problem-solvers who understand community needs and business realities.

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### SHAPE THE FUTURE:



- ☐ **Sign the Pledge:** Show your company's commitment to civic engagement
- ☐ **Participate in Events:** If you are a civic leader, join our mentorship program. If you are an employer, commit to hosting an introductory employee event at your business.
- ☐ **Nominate Leaders:** Identify employees ready to step into civic roles.
- ☐ **Stay Informed:** Visit [VoteFMWF.org](http://VoteFMWF.org) and explore our resources.



### CANDIDATE CULTIVATION AND DEVELOPMENT

**CANDIDATE RESOURCES AND PROGRAMS:** A comprehensive program designed to empower potential candidates by providing the skills, knowledge, and support they need to successfully run for office

- **Employee Toolkit:** A comprehensive resource developed to support individuals in the workplace who are interested in running for public office, this toolkit provides the foundational knowledge, guidance, and tools needed to navigate the decision-making process and take actionable steps toward candidacy.
- **Mentorship Program:** A structured pairing of prospective candidates with experienced, current or former elected or appointed leaders who provide guidance, advice, and support throughout the electoral journey.
- **Candidate Institute:** A workshop where aspiring candidates learn about the electoral process and necessities of a successful campaign.

**EMPLOYER ENGAGEMENT INITIATIVES:** A unique and collaborative strategy that elevates the importance of local business engagement in fostering a culture of civic engagement among their employees.

- **Employer Toolkit:** A compilation of resources and best practices for employers, enabling them to create supportive environments for civic participation, such as flexible work arrangements for voting and volunteer initiatives, risk mitigation, communication strategies and tools, compensation and benefit examples for employees serving in office.
- **Employer Outreach:** Private sector led convenings where local business leaders discuss the significance of civic engagement and explore strategies to enhance community and employee involvement.
- **Civic Insights:** Strategic workplace discussions where The Chamber, public leaders and civic experts engage directly with employees to spark meaningful conversations about civic engagement and public service.

### EXPAND VOTER TURNOUT, EDUCATION AND ENGAGEMENT

**ELECTION RESOURCES:** A series of initiatives aimed at educating voters about the electoral process and fostering informed participation in elections.

- **VoteFMWF:** A non-partisan online resource hub that provides essential information on elections and voting, including guidelines, polling locations, ballot descriptions, and candidate profiles to encourage informed electoral decisions.
- **Candidate Forums:** Virtual and/or in-person events where candidates present their platforms and respond to questions from community members, designed to enhance transparency and facilitate voter engagement.

**CIVIC LITERACY:** A curated collection of educational materials aimed at enhancing civic knowledge and understanding of the electoral process.

- **Elections 101:** A resource that explains basic concepts of the electoral process, including voter registration, different types of elections, and how to vote.
- **Local Government 101:** A resource that explains the local governance process, including how local ordinances and rules are made, the role of elected officials and the importance of advocacy, designed to demystify governance for community members.
- **Legislative 101:** A resource that explains the legislative process, including how laws are made, the role of elected officials and the importance of advocacy, designed to demystify governance for community members.

**COMMUNITY MOBILIZATION:** Initiatives focused on mobilizing community members to engage in civic activities, particularly during election cycles.

- **Digital Engagement:** A robust digital, non-partisan campaign using various mediums to inform and remind citizens about upcoming elections, voting dates, and civic events.
- **Mobilization Partnership:** Collaborations with local nonprofit organizations and civic groups to increase outreach efforts, volunteer engagement, and community participation in the electoral process.
- **Community Gatherings:** Informal engagements designed to inspire dialogue amongst the community – discussing civic participation and encouraging active participation.

### EXPAND EDUCATIONAL PARTICIPATION AND EARLY ENGAGEMENT

**NEXT GENERATION DEVELOPMENT:** Programs aimed at empowering young adults with knowledge and skills related to civic participation and government engagement.

- **Higher Education Legislative Internship/Capstone:** An internship opportunity for college students to work within their local or state government, gaining practical experience in the legislative process and understanding civic duties.

**CURRICULUM ENHANCEMENT INITIATIVES:** Initiatives aimed at augmenting local school curricula to foster early engagement in civic activities.

- **National Civics Bee:** A competition for middle school students, hosted by the US Chamber Foundation, that emphasizes civic knowledge and engagement, encouraging young participants to learn about government, history, and their responsibility as citizens.