

Minnesota Heart Gallery Action Plan (Last updated 5/9/05)

1. Perspective

Object Goal:

- Create a movable Gallery of portraits of waiting kids
- Time Gallery opening to coincide with National Adoption Month (November)

Values:

- Respect kid's wishes and feelings
- Avoid "free puppy" syndrome by making event interactive
- Work with longest waiting kids
- Work with older kids and sibling groups
- Invite gallery attendees from appropriate ethnic and experience pools
- Respect volunteer time by avoiding unnecessary meetings and having clear objectives and tasks

Long-term Goals

- Bring attention and funding to Our Voices Matter
- Use media interest in the Heart Gallery to increase public attention to adoption issues in Minnesota
- Forever families for Minnesota's waiting kids

2. Team

Name Email	Address	Phone	Organization (if applicable)
Julian Locke julian_e_locke@hotmail.com	1692 Burns Avenue Saint Paul 55106	h) 651.222.1695 c) 612.396.9308	
Janis Rannow		w) 651.255.8137 c) 320.583.1415	
Beth Rozga		w) 612.304.61533	Target Adoption Network
Michelle Chalmers mchalmers@mnadopt.org	430 Oak Grove St Minneapolis 55403	w) 612.746.5121	Minnesota Adoption Resource Network
Diane Granito dggranito@cyfd.state.nm.us			

3. Roles

Role	Who (may be more than 1 person; one person can take more than 1 role!)	Responsibilities Include:
Media Consultant	Janis Rannow	Create press releases and help to secure media around the event; work with Event Diversity Recruiter to tap into appropriate media opportunities
Heart Gallery Goddess	Diane Granito?	Give advice about how to have the best Heart Gallery possible
Photog Recruiter		Through professional networking, recruit and screen volunteer photographers
Photog Coordinator		Schedule logistics of photographer sessions with kids

Adoption "Insider"		Put appropriate kids in touch with project; gain permissions of correct parties; find out what portraits are already available for use in a gallery.
Event Planner		Plan logistics of actual gallery event, including timelines, refreshments, adoption information, etc.
Event Diversity		Coordinate media with diverse press; invite attendees with 1) parenting experience 2) exposure to kids with medical/emotional challenges 3) diverse ethnic backgrounds
Gallery Recruiter		Find display locations around Greater Minnesota
Gallery Coordinator		Coordinate plan for how the Gallery will move
Resource "Procurement"	Julian Locke	Pursue frame shop to mat frames, film, printing resources, business donations, etc. as needed to maintain project
Materials Development		Develop materials to highlight kids in Gallery
Spokesperson		Celebrity? (Media person/politician/etc?)

4. Tasks To Be Completed

Pressing:

What	Who	By When
Need to find a Photographer Recruiter	Julian	ASAP
Need Adoption Insider to start connecting the Heart Gallery to kids	Michelle?	
Considering what portraits are available, how many portraits should we aim to display?	Michelle?	
When we decide how many, we need to decide what type of place will have accurate parking and display space for the event, and if our current ideas will work.		

Back Burner:

What	Who	By When
Is it worth the effort to raise money to purchase ads?		
What other organizations should be involved, and is it worth the complication of increasing the planning group in size? (NACAC, Wilder, Children's Home Society, businesses, etc.)		
Is a web page worth the effort?		

5. Pending Questions or Concerns (to be addressed)

- Is there a way to make contributions tax deductible?