

# FIND THE goodlife in North Dakota



NATIONAL WORKFORCE

## Recruitment Initiative

### What are we doing here?

The state of North Dakota has embarked on an innovative initiative to attract more people to live and work in the state. A key part of this project hinges on connecting newcomers to real, welcoming North Dakotans that live and work in YOUR community!

### How does it work?

**STEP 1:** Marketing campaign targeting people all around the country looking for opportunity.

**STEP 2:** They connect to Find the Good Life and social media that showcase all of the wonderful things our state and your community has to offer.

**STEP 3:** Prospective residents will fill out a series of short forms, answering questions about:

- What kind of job and industry they're interested in
- Community and lifestyle preferences
- Hobbies and interests

**STEP 4:** We assign them to the right Community Champions with local knowledge to answer their questions.

### What can YOU do to get your community on the map?

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Become a Community  
Champion!

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Identify other champions  
in your community.

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Assemble resources  
that new residents  
might need.

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Share your love of  
your community with  
your new potential  
neighbors!

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### Interested in joining us?

Contact Sara Michael at  
[michaelsara@nd.gov](mailto:michaelsara@nd.gov) to learn more!