

The Advertising Federation of Minnesota (AdFed)

2025-2026 Club Achievement: Public Service

OVERVIEW

For the first time in more than a decade, the Advertising Federation of Minnesota (AdFed) made public service a formal, board-level priority in 2025-2026. It was not simply a goal—it was a commitment backed by dedicated leadership, a structured approach, and meaningful results. Two Public Service Co-Chairs were added to the board: Danielle Smith, serving as strategist and project manager, and Dan Erickson, a creative director and designer who led brand identity and visual development. Together, they spearheaded AdFed's primary public service project: a marketing and communications partnership with InspireMSP. Additional public service initiatives this year were leadership-driven efforts, reflecting a full-board commitment to giving back to the community AdFed has served for 120 years.

The breadth and depth of AdFed's public service work this year reflects the organization's belief that a pillar of the Minneapolis advertising community has a responsibility to give back, not occasionally, but intentionally and consistently.

GOALS/OBJECTIVES

AdFed's public service goals for 2025-2026 were established at the board year kickoff and included:

- Engage in at least one substantive public service project, the first in more than a decade.
- Apply AdFed's core professional strengths, including marketing, communications, and creative strategy, in service of community organizations.
- Leverage AdFed's platform and network to mobilize the broader advertising community around causes that matter.
- Establish a structural foundation for ongoing public service that future boards can build upon.

PROJECT 1: InspireMSP Career Day — Marketing & Communications Partnership

Who

AdFed’s Executive Director made initial contact with InspireMSP to develop a relationship, in hopes it might lead to a public service project. After establishing the relationship and parameters for the engagement, Public Service Co-Chairs Danielle Smith and Dan Erickson led the partnership, supported by various AdFed board members who volunteered at the culminating event. The partner organization, InspireMSP, is a Minneapolis nonprofit whose mission is to deliver life-changing career exploration experiences to historically excluded youth, connecting them with creative professionals and opening pathways into the advertising, marketing, design, and communications industries. (Exhibit 1)

What

AdFed served as the marketing and communications engine for InspireMSP’s Career Day 2025, a two-day immersive career exploration event at Target Center, a large multipurpose arena in downtown Minneapolis. This was not a passive sponsorship or a check-writing exercise. AdFed contributed its professional expertise in full: designing and building student- and sponsor-facing website pages with SEO optimization; executing multi-channel advertising campaigns across Instagram, Facebook, LinkedIn, and email; developing all event visuals, banners, graphics, and social media templates; writing press releases, newsletter content, and conducting media outreach; and recruiting and communicating with event volunteers. (Exhibit 2)

The event itself brought students face-to-face with professionals across the creative industries through hands-on workshops, mentorship sessions, and immersive experiences. Rather than a traditional career fair, Career Day was designed as an “origin story” experience, framing students as the heroes of their own

career journeys and emphasizing empowerment, curiosity, and possibility. Speakers and mentors included a footwear designer at Adidas, a CEO who has raised \$30 million in youth sports safety technology, an educator who rose from a 2.23 GPA to become a university Provost, and a local advertising leader who redesigned the Minnesota Twins' uniforms, among many others.

When/Where

December 4–5, 2025 at Target Center in Minneapolis. Day one served middle school students; day two served high school students.

Why

Only 13% of people in the advertising industry are people of color, less than half the national average. Minnesota has one of the largest opportunity gaps in the country, yet is also one of the top ten creative economies in the United States. AdFed's partnership with InspireMSP was a direct response to that gap: an investment of professional expertise in service of building a more representative, more resilient industry. When historically excluded students can see themselves in advertising and marketing, the entire profession benefits.

Results

Career Day 2025 welcomed more than 1,500 students across two days, a powerful result for a program with AdFed's marketing and communications capabilities behind it. Volunteer engagement was high, and student and community feedback was overwhelmingly positive. AdFed's coordinated multi-channel campaign drove strong online visibility and consistent messaging in the weeks leading up to the event.

(Exhibit 3)

AdFed's post-event partnership report identified opportunities to deepen impact in future years, including improved student outcome tracking, expanded sponsor storytelling, and new experiential activations. The partnership with InspireMSP is expected to continue and grow in future board years.

PROJECT 2: Twin Cities Creative Agencies Food Drive — Hunger Relief Coordination

Who

AdFed helped coordinate a collaborative hunger relief effort among a coalition of 11 leading Twin Cities advertising agencies, including other AAF chapters, mobilizing its network and platform to amplify and extend the reach of the campaign. Participating agencies included BBDO MW, SixSpeed, Latitude, broadhead., Carmichael Lynch, FleishmanHillard, Fallon, Colle McVoy, The Social Lights, Omnicom Production Minneapolis, and the local freelance community. (Exhibit 4)

What/When/Where

The Twin Cities Creative Agencies Food Drive was a coordinated holiday-season hunger relief campaign in which participating agencies collected food and financial donations for local community organizations. The drive was a direct response to new federal restrictions on the Supplemental Nutrition Assistance Program (SNAP) that would negatively impact hundreds of thousands of Minnesotans. Donations benefited six Twin Cities community nonprofits: The Food Group, Interfaith Outreach, Good in the 'Hood, Neighborhood House, Crisis Nursery, and Joyce Uptown Food Shelf.

Why

Food insecurity affects hundreds of thousands of Minnesotans each year. The local hunger crisis has been growing exponentially since the 2020 pandemic, and will be further exacerbated by federal restrictions to

the Supplemental Nutrition Assistance Program (SNAP). The holiday season represents a critical moment for local community organizations, and the Twin Cities advertising community, made up of agencies with large, engaged teams, is uniquely positioned to mobilize quickly and make a meaningful collective impact.

Results

The campaign raised \$15,715 in financial donations and collected 2,247 pounds of food for partner organizations, a remarkable result that reflects the generosity of the Minneapolis advertising community when rallied around a shared cause. The effort demonstrated AdFed's ability to function as a convener and amplifier for community action, not just a programming organization.

PROJECT 3: Operation Metro Surge — Community Crisis Response

Who

AdFed's board of directors, with the executive team leading development and publication of the organization's public response. The decision to publish a formal statement was made through a full board conversation and carried unanimous support.

What

Operation Metro Surge was a period of heightened federal immigration enforcement activity in Minnesota in early 2026, marked by a campaign of fear, illegal detainment of both citizens and non-citizens, and the unjust killing of Renee Good and Alex Pretti by ICE agents. On January 15, 2026, AdFed published a formal public statement on adfed.org reaffirming its commitment to dignity, respect, and fair treatment for

all people, and outlining concrete organizational steps to support affected community members. (Exhibit 5)

The statement was direct and substantive: AdFed condemned warrantless detentions, use of illegal force, and any actions that undermine due process or human dignity. It also outlined specific steps the organization was taking, including engaging with event venues about their law enforcement policies, leveraging AdFed's platform to share legal resources, and committing to ongoing community dialogue.

Alongside the statement, AdFed published a comprehensive public resources page on adfed.org, a curated, practical guide covering how to locate someone in ICE custody, know-your-rights resources, ICE activity reporting hotlines, immigration legal help services, and information on how to donate to affected organizations. (Exhibit 6) The page linked to resources from the National Immigration Law Center, ACLU of Minnesota, Mid-Minnesota Legal Aid, Fredrikson, and the Minneapolis Mutual Aid network, among others.

Why

AdFed has spent 120 years woven into the fabric of Minnesota. Its members, partners, and community include people from all backgrounds and walks of life, including many who were directly affected by the enforcement activity. The board's unanimous decision to speak publicly reflected a clear organizational conviction: that being people-centered means showing up for people, especially in moments of fear and uncertainty. AdFed's statement also had a practical dimension. Several of its events were affected by Operation Metro Surge, and the organization needed to communicate clearly with attendees about safety.

Results

The statement and resource page generated significant positive engagement from the AdFed community and beyond. Members and partners expressed gratitude for AdFed's willingness to take a clear, values-driven position during a difficult moment, and AAF chapters from across the country engaged with and shared the content to their own networks. The resources page received meaningful traffic in the weeks following publication and was shared widely across the community. AdFed's response demonstrated that the organization is willing to use its platform in service of the community, not just in times of celebration, but in times of need.

PROJECT 4: Art Buddies — Charitable Giving at The Show

At the American Advertising Awards 2026, AdFed partnered with Art Buddies, a Minneapolis nonprofit that has provided free, one-to-one creative mentorship to children at the Twin Cities' highest-need schools and communities for 30 years, to collect donations from event attendees. Art Buddies was founded by Sue Crolick, a beloved figure in the local advertising community, making the partnership a natural expression of AdFed's values and its deep roots in Minneapolis. (Exhibit 7) By integrating charitable giving into its largest annual event, AdFed gave its community a simple, tangible way to give back on one of the year's most celebratory nights.

SUMMARY

AdFed's return to public service in 2025-2026 was not a token gesture. It was a full-scale organizational commitment that produced real, measurable impact. More than 1,500 students experienced career-changing programming at InspireMSP Career Day. The Minneapolis advertising community raised \$15,715 and 2,247 pounds of food for families and individuals in need. Innumerable community members accessed critical legal and safety resources through AdFed's platform during a period of crisis. And hundreds of American Advertising Awards attendees contributed to a nonprofit that has mentored children in Minneapolis for three decades.

Perhaps most importantly, AdFed established the infrastructure, the leadership, and the organizational will to make public service a permanent part of what it does. With two dedicated Public Service Co-Chairs, a growing network of community partnerships, and a board that understands the responsibility that comes with 120 years of community presence, the foundation is in place to build something that lasts.



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Exhibit 1: InspireMSP organization overview





YOU CAN'T BE WHAT YOU CAN'T SEE

MISSION.

InspireMSP delivers life-changing experiences with historically excluded youth through creative professionals: By connecting the power of imagination with the practice of exploration, we open up worlds of opportunities.

We exist to complement youth on their particular journey — exposing them to a vast composition of creativity through applied, real-world experiences.

THE POWER OF OUR EXPERIENCES:

Opportunity isn't just about information—it's about access and emotional connection. Resulting in: Higher earning potential, reduces skill gaps, drives industry innovation, and leads to retaining more talent in MN.

BASED ON REASERCH, WE KNOW OUR STUDENTS:

30% more likely to advance into leadership roles, contributing to innovation and business success in their communities.¹

25% more likely to pursue non-traditional fields, leading to a more dynamic and resilient economy.²

20% more likely to secure higher-paying jobs in specialized fields.³



ACCESS AND OPPORTUNITY

THE INSPIREMSP EXPERIENCE

CLASSROOM

We transform your classroom into a photoshoot, print studio, ad agency brainstorm, or music production session in this 1 hour in-class career experience.



VENUES

We will take our entire classroom to see one of MN's creative industry leaders and work with some of the most innovative creative minds in the state.



CAREER DAY

This isn't your typical "tables and booths" career day. This is an immersive experience built to energize our students as they explore roles in the fastest growing industry in MN.



ADDITIONAL CONTENT

We engage the students with additional exploration and learning through online curated content, in-class prep sessions throughout the year and a curriculum for educators to further engage our students.



INSPIRATION. ACCESS. CONFIDENCE. POSSIBILITY. TRANSFORMATION.

EXPERIENCE PACKAGE :

Each cohort of 25-35 students (5th-10th grade) engages in immersive creative experiences primarily during the school day. We build relationships, explore passions, and provide real-world exposure to creative careers—turning curiosity into opportunity.

INCLUDES:

- **1 In-class experience**
 - 1 hour + prep materials
- **1 venue experience**
 - In-class prep session
 - Additional digital exploration
- **Career Day**
 - Class prep materials

CAREER DAY ONLY PACKAGE:

InspireMSP is set out create extraordinary experiences as a catalyst to tomorrow's creative industry. Through our middle school and high school career day, we are able to expand our experience to more students.

INCLUDES:

- **Career Day**
 - Class prep materials

MEASURING IMPACT

At InspireMSP, we know that meaningful experiences can change a student's path. We build our program based on what we hear directly from students. We ask our students what inspires them, what did they accomplish, and how our programs benefit them. Their responses were clear: when students experience something that sparks passion and confidence, it expands their vision of what's possible and fuels their future.

2.5 Years we have been working with students

Number of students we have worked with to-date **> 2000**

> 30 Creative partners and growing weekly.

Percentage of students that believe our trips are amazing, great and want more **98%**

80%+ Percentage of students that have confidence in learning about new career

WHAT WE ASK OUR STUDENTS:

ACCOMPLISHED:

What new skills, ideas or perspectives do you think you gained from your time today?

BENEFITS:

What aspects of the experience inspired you or do you feel were most beneficial to you?

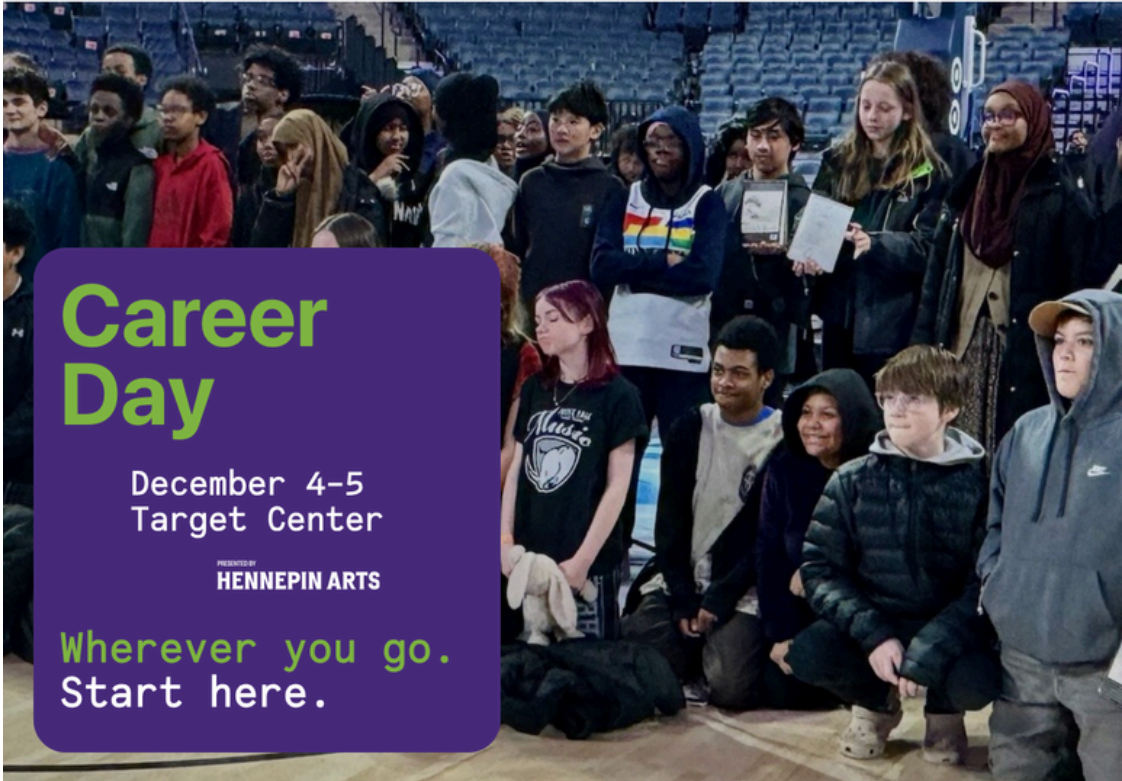
GOT FEEDBACK:

Share any feedback that comes to mind about today's experience.



Exhibit 2: AdFed marketing deliverables for Career Day

[INVEST](#)[PARTNER](#)[PARTICIPATE](#)[ABOUT](#)[CONTACT](#)[DONATE](#)



Career Day

December 4-5
Target Center

PRESENTED BY
HENNEPIN ARTS

Wherever you go.
Start here.



Invest in the Future

Every career starts somewhere. For hundreds of Twin Cities students, that start begins at Career Day 2025, presented by Hennepin Arts.

This creative-career event connects young people with professionals in design, film, marketing, music, and technology. Your investment helps students explore new possibilities and see themselves in the creative economy.

[INVEST TODAY](#)

Volunteer With Purpose

Be part of Career Day Twin Cities 2025 and help bring the event to life. From student hype team members and group leaders to event runners and guides, volunteers create the energy that makes Career Day unforgettable.

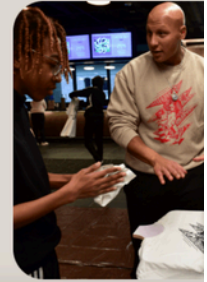
It's a chance to learn from students as they learn from you and assist them in seeing what's possible.

[VOLUNTEER TODAY](#)



At Career Day 2025, Minneapolis students meet designers, filmmakers, artists, entrepreneurs, innovators, and storytellers who once stood right where they are, wondering what comes next.

Here, they ask questions, explore creative industries and discover how ideas become careers. Whether you're drawn to art, music, gaming, tech, or storytelling, this is where it starts.



Featured Speakers

Students will engage with professionals to hear about their career beginnings, what inspires them, and steps students can take today to prepare for tomorrow's opportunities. This experience is built around students, putting them at the center of every conversation.

Tyrre Banks

+

PJ Hill

+

Dr. Gabriel Warren

+

Aric Armon

+

Kevin Huges

+

Ed Porter

+

Deputy Director Nell Lawrenz-Wareham

+

Ovative Group

+

Jeff Payne

+



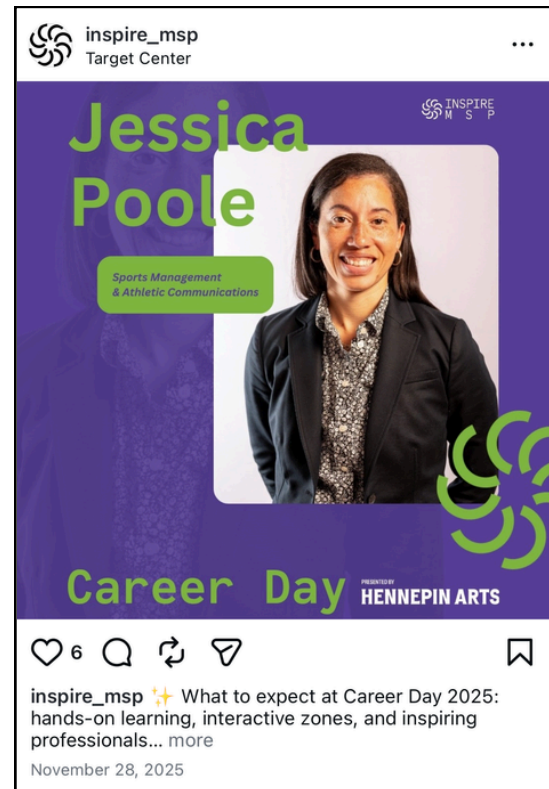
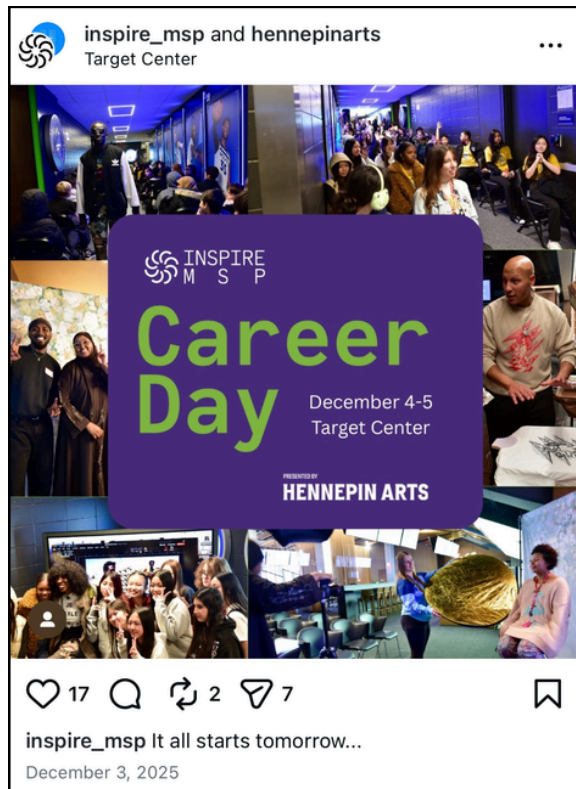


Exhibit 3: InspireMSP Career Day final partnership report

AdFed +
Inspire MSP

CAREER DAY 2025

December 4 – 5, 2025

Target Center
Minneapolis, MN

Partnership with AdFed & InspireMSP

Two days connecting Twin Cities students with creative careers through hands on experience, mentorship, and inspiration at the Target Center.

AdFed supported InspireMSP to inspire students through marketing, communications, and strategy.



•InspireMSP's mission is to provide historically excluded youth access to creative career pathways.

•AdFed's role was to amplify the event through website, advertising, SEO, creatives, public relationships, and volunteer support.

•The goal was to elevate student engagement, expand reach, inspire donations, and promote volunteer positions.



Our Role in Career Day 2025

- **Website Design & Content:** Student and sponsor facing pages, and search engine optimizations for organic search
- **Advertising & Social Media Promotion:** Campaigns across Instagram, Facebook, LinkedIn, email, and media sites
- **Creatives:** Event visuals, banners, graphics, and social media templates
- **Public Relations & Media:** Press release content, newsletter content, and outreach to local & national media
- **Volunteer Communication:** Recruitment clarity and role clarity

Our Role in Career Day 2025

INSPIREMSP MONTHLY OVERVIEW: NOVEMBER (AWARENESS + MOMENTUM BUILDING)

						1	✖
2	✖	3	✖	4	✖	5	✖
6	✖	7	✖	8	✖	9	✖
10	✖	11	✖	12	✖	13	
14		15		16		17	
18		19		20		21	
22		23		24		25	
26		27		28		29	
30		31		32		33	

CONTENT TYPE

- ANNOUNCEMENT / CTA
- SPEAKERS & EXPERIENCES
- COUNTDOWN / HYPE

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Speakers & Mentors

Industry Professionals Who Inspired Students

Tyrre Banks, CEO

Founder and CEO of Players Health, Tyrre Banks is transforming youth sports safety through technology, insurance, and risk management. A former professional athlete, he now supports more than 50,000 teams across North America and has raised over \$30 million to protect young athletes.

PJ Hill, Financial Advisor

A financial advisor at NorthRock Partners, PJ Hill helps entrepreneurs and athletes with wealth and purpose. Through PJ Hill Enterprises, he leads affordable-housing and revitalization projects, aiming to create 1,000 Black multimillionaires through ownership and education.

Dr. Gabriel Warren, Educator

From a 2.23 GPA to Provost and Vice President of Academic and Student Affairs, Dr. Gabriel Warren's journey demonstrates the power of perseverance. A former SEC athlete, educator, and author, he inspires others to overcome obstacles and live without regrets.

Aric Armon, Adidas Footwear Designer

Footwear designer at Adidas, Aric Armon's creations have been worn by MVPs across the NFL and MLB. He mentors emerging designers at the Academy of Art University and Pensole Lewis College, helping shape the next generation of creative talent.

Kevin Huges, Founder

Founder of Walker Miles, Kevin Huges combines storytelling and systems thinking to help brands thrive. With 17 years in advertising, film, sport, including redesigning the Minnesota Twins' uniforms, he leads with creative, culture, and purpose.

Ed Porter, Culinary Artist

Chef, musician, and entrepreneur Ed Porter blends culinary artistry with storytelling. A Bronx native and Culinary Institute of America alum, he has cooked in renowned kitchens like Aquavit and appeared on Guy's Grocery Games and Netflix's Pressure Cooker. He believes food connects people and cultures, one plate at a time.

Others:

Deputy Director Nell Lawrenz-Wareham, Ovative Group, Jeff Payne, James A. Cooper Jr., Sondra Ciesielski, Adrian Wilson, Ace Rice, Jessica Poole, DJ Advance

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Speakers & Mentors

Industry Professionals Who Inspired Students

Tyrre Banks, CEO



PJ Hill, Financial Advisor



Dr. Gabriel Warren, Educator



Aric Armon, Adidas Footwear Designer



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AdFed Marketing Impact

AdFed's marketing efforts amplified Career Day 2025 through intentional, multi-channel storytelling designed to build awareness, drive engagement, and connect students, sponsors, and the broader community.

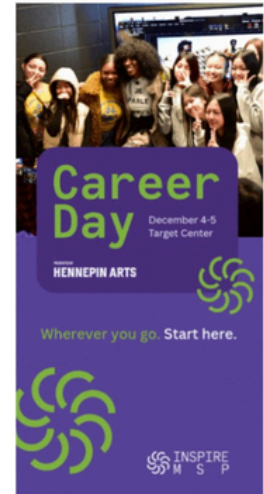
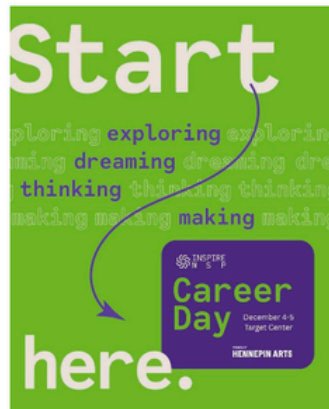
Every touchpoint was crafted to reinforce the event's purpose while making information accessible, inspiring, and easy to act on.

A coordinated mix of digital platforms, paid media, and public relations ensured consistent messaging and broad reach. By aligning creative assets, timelines, and messaging themes across channels, the campaign strengthened recognition and momentum leading up to the event while showcasing the value of participation for both students and partners. This impact was achieved through:

- **Website Marketing:** A dedicated event landing page optimized for students and sponsors, built with SEO best practices
- **Advertising:** Social media campaigns across Instagram, Facebook, and LinkedIn
- **PR & Communications:** Press releases, email newsletters, and targeted media outreach
- **Key Messaging Themes:** Development of "Start Here" content pieces



AdFed Marketing Outreach



Event Overview & Experience

Career Day 2025 was designed as a high-energy, hands-on, student-centered experience that put creativity and exploration at the forefront. Across two immersive days, one for middle school students and one for high school students, the event intentionally moved beyond a traditional career fair format. Instead, students engaged directly with professionals, tools, and ideas across the creative industries through interactive workshops and mentorship. The experience emphasized experimentation, self-discovery, and confidence-building, reinforcing the idea that careers are journeys shaped by curiosity and choice, not linear paths.

What the Experience Looked Like

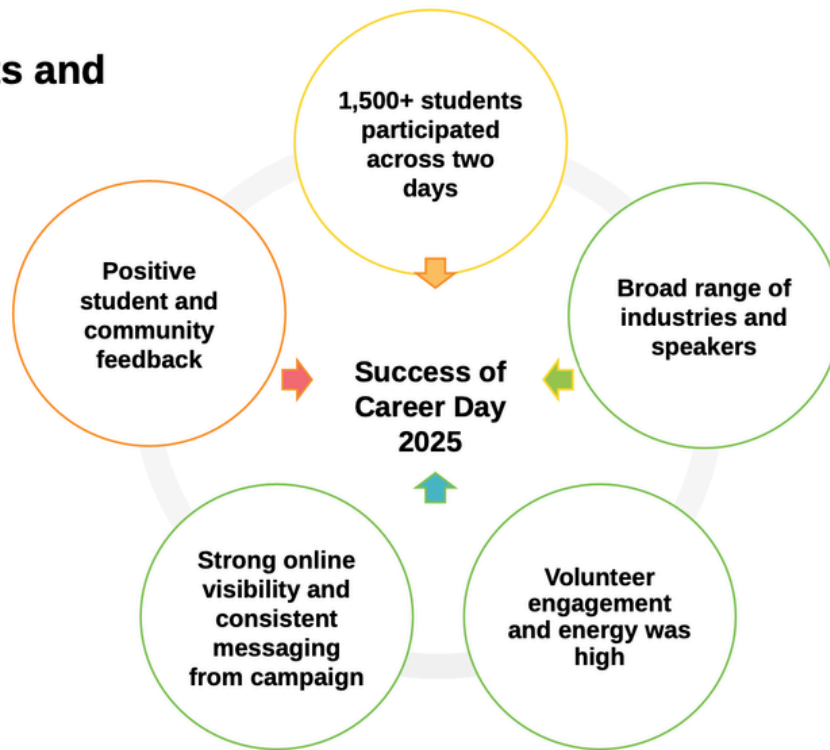
An immersive, student-first approach to career exploration

- Two-day immersive format with separate middle and high school days allowed content, pacing, and activities to be tailored by age group
- Hands-on workshops & mentorships for students to actively produce, design, and explore alongside professionals in design, marketing, music, technology, and storytelling
- Interactive, experiential model to include learning by doing to replace passive listening. This kept energy high and participation strong
- Origin story concept that framed students as the heroes of their own career journeys, emphasizing empowerment and possibility



Event Overview & Experience

Highlights and Wins



Challenges and Lessons Learned

Career Day 2025 provided valuable insights that will directly inform how we strengthen and expand the experience in 2026. While the event succeeded in delivering a high-energy, student-centered experience, it also revealed opportunities to improve logistics, volunteer preparation, measurement, and creative reach. By treating these challenges as learning moments, we can build a more seamless, engaging, and measurable program next year that continues deepening impact for students, volunteers, and sponsors alike.

Learning Forward: From Challenges to Opportunities

Using insights from 2025 to guide smarter planning for 2026

- **Event logistics & flow:** Streamline check-in, improve offboarding, and refine traffic flow to create a smoother on-site experience for students and volunteers
- **Metrics & measurements:** Improve tracking of student participation, engagement, and post-event outcomes to better demonstrate impact
- **Creative reach & storytelling:** Use more targeted pre-event messaging, digital teasers, and mentor spotlights to build anticipation and reach specific student audiences
- **Sponsor activation & partnerships:** Amplify “Invest in the Future” messaging through integrated sponsor storytelling and visibility
- **Experiential activations:** Introduce new experiences, murals, DIY stations, and storytelling to continue to enhance engagement and memorability

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Recommendations & Next Steps

Looking ahead, AdFed can continue to play a critical role by providing ongoing marketing, creative, and communication support for Career Day. By helping tell the story more consistently and compellingly across digital channels, the program can reach broader audiences and reinforce its value to the community.

Result: Increased visibility, stronger brand alignment, and sustained engagement from students, volunteers, and partners

Another important next step is tracking and communicating student outcomes to partners and sponsors. By measuring participation, engagement, and long-term impact, AdFed can help demonstrate the program’s return on investment. These insights can be shared through clear, data-informed storytelling.

Result: Greater sponsorship confidence, improved partner retention, and strong justification for future funding and growth

Finally, AdFed can help activate new creative elements and strengthen partnerships to enhance the student experience and ensure long-term community impact. Fresh interactive components and deeper collaboration with sponsors and partners can make Career Day more memorable while building a sustainable network of support.

Result: More meaningful student experiences, deeper partner involvement, and a stronger foundation for continued community impact.

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Acknowledgements and Q&A

Thank you to everyone who made Career Day 2025 possible. This event was a collaborative effort, and its success reflects the dedication and generosity of so many individuals and organizations working towards a shared goal of inspiring the next generation.

We are especially grateful to the InspireMSP and Hennepin Arts staff for their leadership and coordination, as well as the AdFed volunteers and board members who contributed their time, expertise, and energy. We also want to recognize the sponsors and partners whose support helped bring this event to life and expand its impact across the community.

Moving forward, we welcome board input and feedback as we reflect on lessons learned, opportunities, and continued success with Career Day. This is an opportunity to discuss volunteer strategy, marketing and outreach support, and the overall vision for how we can continue to grow and strengthen this program for the year ahead.

Exhibit 4: Food drive results / participating agency list / recipient organizations

💖 Agencies Collaborate for a Hunger-Free Holiday 💖

I am truly blown away by the generosity and heart shown during this year's Twin Cities Creative Agencies Food Drive. Together with our incredible network, we raised **\$15,715** and collected **2,247 lbs** of food for local families facing food insecurity.

A huge THANK YOU to every single person who donated, volunteered, and spread the word. 🙌

This would not have been possible without the amazing teams at:

- BBDO MW
- Six Speed
- Latitude
- Broadhead
- Carmichael Lynch
- FleishmanHillard
- Fallon
- Colle McVoy
- The Social Lights
- Omnicom Production Minneapolis
- Our local freelance community

Your generosity made a real impact for our partners at:

- The Food Group
- Interfaith Outreach
- Good in the 'Hood
- Neighborhood House
- Crisis Nursery
- Joyce Uptown Food Shelf

Thank you for turning our collective power of our network into hope for our community. I am deeply grateful and so proud to work alongside all of you.

Regards,
Shannon



Shannon Stanton

Client Lead, The Mint

A Statement from AdFed: January 2026

Posted on [January 15, 2026](#) by [AdFed](#)

General

Recent ICE activity has created concern, uncertainty, and fear for people across Minnesota, including within our professional and creative communities.



AdFed is, at its core, a people-centered organization. Our members, partners, and the broader community are the foundation of our work. We believe in dignity, respect, and fair treatment for all people, and we are committed to fostering a community where individuals feel valued, supported, and safe to engage fully.

Minnesota has long been strengthened by people from all over the world who come here to live, work, and raise families. Immigrants play a vital role in sustaining local economies, building businesses, enriching culture, and strengthening community. When people are able to live and work without fear, our communities are safer, stronger, and more resilient.

As an organization, AdFed respects the role of law and legal process. We recognize that immigration enforcement is a federal function and that organizations and individuals have legal obligations to comply with lawful requests. At the same time, we want to be unequivocal: AdFed does not support or condone illegal actions of any kind. This includes warrantless detentions; use of force that violates the law; and actions that violate human rights, place people in danger, or undermine due process or human dignity. Respect for the law must always be paired with respect for people.

To support our community and help ensure that our organization and events remain welcoming and safe, we are taking concrete steps:

- Engaging with the business and venues that host our events to understand their existing policies and building procedures relating to law enforcement presence, including federal agencies, and communicating that information to attendees as appropriate.
- Leveraging our platform to share relevant resources and credible information with AdFed members and the broader community about safety, legal rights, and available support. Agencies and individuals can explore [this list of resources](#), [this information](#) from [Fredrikson](#), or visit the [Mpls Mutual Aid Linktree](#) for up-to-date options for engagement.
- Continuing the conversation about how best to support our community's needs. This is not a one-time discussion. This conversation will continue as conditions evolve, and we will share updates, opportunities to engage, and additional guidance as it relates to our upcoming events and efforts.

AdFed is committed to acting responsibly and within the bounds of the law, while also standing firmly for the values that underpin strong communities: fairness, inclusion, and mutual respect.

Moments like this can create fear and strain for the entire community, regardless of direct impact. We encourage our community to lead with care for one another, seek out credible information, and support colleagues, neighbors, and families who may be impacted.

AdFed has spent the last 120 years woven into the fabric of Minnesota. We remain committed to bringing people together, championing our industry, and leading with integrity, responsibility, and compassion.

Exhibit 6: Public resources in response to ICE occupation



[About](#) [Events](#) [Job Board](#) [Sponsors](#) [News](#) [Membership](#) [Contact](#)

Public Resources for Minnesota Communities

Posted on [January 15, 2026](#) by [AdFed](#)

General

Recent immigration enforcement activity and related events have created fear and uncertainty for many people across Minnesota, including members of our professional and creative communities. The following publicly available resources are shared to help individuals and organizations navigate next steps with clarity and care.



How to locate someone in ICE custody:

Finding someone who has been detained by ICE or CBP can be difficult. This National Immigration Law Center guide has a variety of options to try: [How to Find a Loved One After a U.S. Immigration Arrest – NILC](#). This will often require persistence over a few days, as detainees may not appear in the ICE detainee locator while they are in transit, and we have seen many people from Minnesota be transferred to Texas in recent days.

Know your rights and know your reality:

Bystander Training: National Immigration Project and National Lawyers Guild (NIPNLG) holds both legal and community-based trainings. Additional NIPNLG resources can be found here: [National Immigration Project | Lawyers for the Movement](#).

Know Your Rights: [Know Your Rights – The Advocates for Human Rights](#); [Know Your Rights – Mid-Minnesota Legal Aid](#). This page includes links to advice for individuals, including Red Cards and what documents they should carry with them. It also includes links for employers with information regarding what to do if ICE comes to the workplace and tips for documenting raids.

City of Minneapolis Separation Ordinance resources, including downloadable private property posters and FAQs for employers: [Updates and resources related to increased federal activity – City of Minneapolis](#).

If you personally witness ICE activity:

You can report to any of these three rapid response lines:

Immigrant Defense Network: 612-255-3112
Monarca Rapid Response Line: 612-441-2881
Minnesota Immigrant Rights Action Committee: miracmn@gmail.com

When documenting, practice including information using S.A.L.U.T.E.:

- S – Size: How many people and/or vehicles are present?
- A – Activity: What specifically are they doing?
- L – Location: Address, nearby cross streets, or landmarks
- U – Uniform: What are they wearing or what identification do they have?
- T – Time: Date and time observed
- E – Equipment: What weapons or devices are they carrying?

For protest arrestee legal support, contact National Lawyers Guild Minnesota

(612) 444-2654

To report ICE misconduct and constitutional violations, visit ACLU of Minnesota

[Request Legal Assistance – ACLU of Minnesota](#)

Immigration legal help resources:

The non-profit immigration legal service providers in the Twin Cities work together as the Immigration Hub, and they have pro se guides and intake screening information for free immigration legal services on LawHelpMN.org here: [Minnesota's Immigration Legal Services Hub Initiative | LawHelp Minnesota](#). Intake information is shared among the Advocates for Human Rights, Volunteer Lawyers Network, Immigrant Law Center of Minnesota, and Mid Minnesota Legal Aid.

Legal screening for detained immigrants:

Immigrant Law Center of Minnesota (ILCM):

The ILCM Detention Line ((651) 641-1011) [intake hours](#) are Mondays 2-4pm and Thursday 1-3pm. Special hours are announced on ILCM's intake hours webpage and on social media. The detention line provides general information about immigration court proceedings, the Minnesota Detention Project and the services it provides.

How families can plan for detention or deportation:

This page from The Hub includes fact sheets for how to prepare Delegations of Parental Authority (DOPA) and plans for assets in emergency situations: [Making Sure Your Family is Ready if you Get Deported | LawHelp Minnesota](#).

How to donate:

Advocates for Human Rights: [Give Online – The Advocates for Human Rights](#)

Immigrant Law Center for Minnesota: [Donate – Immigrant Law Center of Minnesota](#)

Mid Minnesota Legal Aid: [Donate – Mid-Minnesota Legal Aid](#)

Volunteer Lawyers Network: [Volunteer Lawyers Network – Volunteer Lawyers Network End of Year Giving](#)

ACLU Minnesota: [Ways to Give – ACLU of Minnesota](#)

Conversations with Friends: [Donate – CWF](#)

Conversations with Friends writes letters to immigrant detainees; provides modest commissary deposits; 'Dignity' backpacks for those who have been ordered deported; Safe Release services to people who have been released and need assistance reaching their final destination; and they visit people detained by ICE at the Freeborn County Adult Detention Center.



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