



# **WE MAKE MINNESOTA**

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**BETTER OFF TOGETHER.**

**MESSAGING GUIDE**

# What is We Make MN: Better Off Together?

We Make MN: Better Off Together is a shared brand and messaging strategy across progressive organizations in Minnesota. We Make Minnesota is grounded in the Race Class Narrative evidence base and public opinion research. The Race Class Narrative is narrative and messaging to build a multi-racial, populist electorate, to build public support for collective solutions and to inoculate people against race-baiting, dog whistle messaging.

We Make MN will build off the success and foundation laid by the Greater Than Fear: Better Off Together campaign in 2018-2020.



# Strategic Purpose

**We Make Minnesota: Better Off Together** has the following strategic objectives:

**Combat confusion and cynicism created through disinformation strategies, right wing populist messaging.** This messaging is meant to de-mobilize and confuse our base. This is done by convincing people that “nothing matters” and “no one can be believed.” It takes away agency. The antidote is to proclaim agency, connecting our votes to the power to shape our future; a future in which we are the protagonists.

**Inoculate against core dog-whistle strategies of the opposition.** In 2020, those dog-whistles are anti-Black, connecting BLM to “Antifa” to Democrats to urban crime and unrest. Minneapolis is positioned in this narrative (along with all cities in the United States) as unsafe, dangerous and suburban and rural (read white) are threatened by this encroaching chaos and crime.

**Unmask the Strategy of the Other Side**—Some politicians and those with the most wealth want to divide and distract us for their own benefit and the benefit of the few. But we know, from Minneapolis to Moorhead, everyone wants safe communities, wants to take care of their families and strong schools for our kids. Minnesotans are better off together.

**Crystallize a Clear Choice and Claim Minnesotan-ness.** We need to make it clear that the protagonists (our team) represents the shared values of most Minnesotans—working together, pitching in to help one another, unifying to solve problems and caring for one another. The other side is divisive, racist and, frankly, distasteful.

**Create momentum and inspiration for a Future together.** The other side is running on fear and that electing them will “keep people like us safe” from the “other.” This is not about a shared future. There is no future in this vision. To position ourselves in this election, we need to be the people who are going to make a future for all of us and we will do that in November and through 2021—strong schools, healthy communities, paid time to care, and thriving families.



# Core Narrative

In Minnesota we know that we pull through by pulling together. From Minneapolis to Moorhead, no matter what we look like or where we come from, we want pretty much the same thing for our families and we pitch in for each other to leave things better off for our kids.

But, right now, some politicians and their wealthy friends, want to divide us based on our race or where we live—hoping that if we fear our neighbor--we might look the other way while they undermine our public schools, threaten our health care, hand kickbacks to the largest corporations and block our efforts to put our families first. But Minnesotans won't fall for it.

But we know that, together, we make our future and we make Minnesota. Together, we have the power to pick politicians who will prioritize caring for all of us just as we care for one another. From small towns to the suburbs to the cities, no matter what we look like or what is in our wallets, we know we are better off together.



# Messaging Tips:

Always start with a shared value that we know resonates with Minnesotans. Pitching in for one another, treating others like we want to be treated, caring for one another and our families.

Ascribe motivation to the opposition. Some politicians are trying to divide us and distract us by making us fear our neighbor. They do that so they can take away healthcare, defund our schools, help their wealthy friends, lower wages for workers, etc.

Flatter Minnesotans ability to see through this. Minnesotans know better, we won't fall for it, we know that no matter what we looks like or where we come from, we all deserve to be treated with respect and dignity.

Give agency to people. The power of our vote. We are voters. We make the future by voting and making our voices hears. We have the power to "pick politicians."

Center people in the future and highlight the "brownie." The future is ours to create and we can have nice things. We can have strong schools, affordable childcare, safe communities. We make the future, but only if we know we are better off together.

