

What's this About?

You've probably noticed that the right wing swamp is testing at least a dozen lines of attack to try to chip away at democratic leadership and candidates at all levels of government - from local school board races, to the MN House, to the US presidency. What we know here in Minnesota is that the MAGA faction are gearing up to try to make big hits on Minnesotans, our people, and our neighbors, based on what we look like, where we come from, and how we pray.

Because MN is (validly) in the national spotlight, we will also likely see big national stories. We want to give a BIG OLE' "Minnesota Nice" response AND go on-offense now to inoculate the rest of the country from the scapegoating, dog whistles and distracting tactics they are going to witness this election - while simultaneously letting them know WHY these attacks are being launched and what happens when we stand against it: WE WIN BIG THINGS!

We are going to work with our fellow 49 states in this country to make sure we get the down ballot wins we need for our families to thrive, and remind folks that MAGA Republicans are only making these attacks because they have nothing else to offer.

We have all we need to block bad and create good. We've done it before and we're going to do it again, today! Use this toolkit to make posts using the framework. You'll post it on your own social media accounts (Facebook, Insta Reel, TikTok, Twitter "X") using the hashtag #Fellow49. You have the framework, but use your own words and above all, let's have fun with this while we go win more for Minnesota and our fellow 49 states!



Our Mission

Post on your social media account(s) using your own words.

Invite our #Fellow49 other states into how the vision of how #WeMakeOurFuture by rejecting racial dog whistles.

Elements To Touch On:

- ☐ **Value:** What's the kind of Minnesota you want to see? What values exemplify Minnesota? What does the success of 2023 legislative wins mean about the state we want to make? (*Ex: No matter what we look like or where we live, we all should have the freedom to prosper, care for our families, and have an equal say in the decisions that impact our lives.*)
- ☐ **Villain:** While things like universal school lunches and paid leave are wildly popular, MAGA Republicans don't want people in the rest of the country to have the things we've won in Minnesota and are working toward. Between now and November 5, they're going to ramp up divisive rhetoric, pitting neighbor against neighbor because, really, don't have plan on passing things most people in the country want.

- ☐ **Vision & Inspiring Defiance:** We can have the great things we've won together in Minnesota all over the country — paid family and medical leave, free breakfasts and lunches in our schools, 100% Clean Energy. But it means we need to reject the racial dog whistles MAGA Republicans try to use against Minnesotans and neighbors within other states.
- ☐ **Contrasting the Future:** While the future of MAGA Republicans is white “Christian” nationalism, control, and attacking our freedoms, we're building a future where everyone across race, income, and religion can thrive, where communities have their needs met, and our kids are set up with a great start. They're trying to divide because we have all these things, and they don't want to us to have it. #WeMakeOurFuture
- ☐ **Action:** Invite people to connect with, send you a DM, share their own vision for Minnesota and our country, call out and reject dog whistles, and get out the vote! *(You can choose from this list or add any others you'd like!)*

Our Narrative Frame

(this is to help give you some context and ideas)

No matter what we look like or where we live, we all should have the freedom to prosper, care for our families, and have an equal say in the decisions that impact our lives. Here in Minnesota, we've taken some huge steps together to make that happen in our state. We passed paid family and medical leave. We passed universal school lunches so no kid goes hungry. We passed 100% Clean Energy to care for the people and places we love. And we want our fellow 49 states to have this too.

But there's something you need to understand. It's clear MAGA Republicans don't want these kinds of good things for our states and our country. They resort to slogans, flags, and news hits focused on division and distractions because they don't have a plan on how to address real things affecting our lives. They don't have a plan on how to make trips to the hospital or grocery store more affordable. They don't have a plan on how to curb corporate greed profiting off of people struggling to get by. In fact, Project 2025 makes it plainly clear their goal is to systematically undo progress we've made to protect our freedoms.

From a fellow American living in Minnesota, everyone should have things like we've recently passed and are working to pass soon. We all deserve it. But that requires we reject their divisive dog whistles and attempts to pit neighbor against neighbor. Don't take the bait by feeding into their rhetoric. Instead, we make our future starting today by bringing people together across our differences to make a better world for ourselves, our families and our neighbors. It's not always easy because it means we all have a role to play. But your future, our future, is on the line. And we have the power to shape it. So, get to work. We're counting on you. #WeMakeOurFuture #Fellow49

Social Media Tips

- Use hashtags **#Fellow49 #MinnesotaMiracle #WeMakeOurFuture** when you make your post. Click on these hashtags and amplify content from others, too!
- Be sure to tag Faith in Minnesota! Facebook: @FaithInMN Instagram: @faithinmn Threads: @faithinmn Twitter: @minnesota_faith Tag others in your post generously.
- In the caption, share the purpose of your video. You're sharing some pro-tips from the North Star State of Minnesota to the rest of our country. You want to tell them how we pushed back on MAGA Republicans' divide-and-conquer tactics and racist dog-whistles so we could win HUGE things for our state. You want to encourage them to push back on those things in their state too, so we can win HUGE things for our families and our communities all across the United States!
- Use your own words — it sounds most natural when you speak from YOUR heart!
- Make it personal — what have we won in Minnesota that's changed your life? What do you want the rest of our country to get to have?

Taking a good selfie video

- Record your video vertically!
 - Make sure your face takes up only $\frac{2}{3}$ of the video frame, leaving room on the bottom for us to add subtitles. If you're in doubt as to whether you're holding the phone too close, go with a wider shot because we can always crop it later.
- Be conscious of where you record.
 - Try to avoid too much background noise where you are recording. Check to make sure your voice is audible and clear!
 - Record your video either in a well-lit room or somewhere there is plenty of natural light, so your face is clear and easy to see.
- The suggested length for shareable videos 30 seconds to 2 minutes. Brevity is key.
- Try a few different takes — get a feel for the words coming out of your mouth!
- Hold your hand steady or balance your phone on a flat surface.