

WINNING THE MIDWEST

DISRUPTING MYTHS AND BUILDING MULTIRACIAL GOVERNING COALITIONS

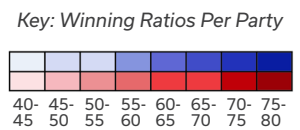
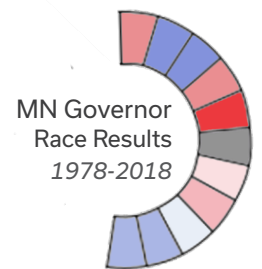
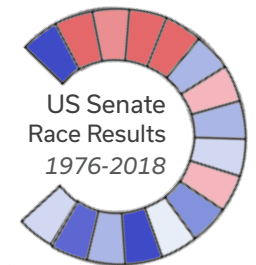
Minnesota Addendum

Minnesota is a state that stands on the cusp, closely divided politically, a state that Donald Trump came within 40,000 votes of winning in 2016. This close divide belies national perceptions of Minnesota as a deep Blue state. Over the past several cycles, an alliance of progressive, race forward community organizations, unions, and worker centers built a Race Class Narrative to blunt the advance of right wing authoritarian nationalism in Minnesota, helping transform the state. The coalition is intentionally cross-sectoral and includes Faith in Minnesota, Land Stewardship Action Fund, SEIU, several 501c4 organizations that are part of the Tending the Soil alignment, TakeAction Minnesota, Education Minnesota, and several other labor, faith, and civic allies.

This coalition built a set of aligned projects in order to capture a set of related efforts that make the impact of these progressive allies bigger than the sum of its parts. These efforts include the Minnesota Values Project, a strategic hub of state legislators, labor, community, and faith organizations, that sets a progressive agenda and strategy at the state level; a series of strategic campaigns around the caring economy, democracy, and climate justice; capacity building spaces such as Tending the Soil, a table of emerging organizing and worker centers of color; and a shared strategic narrative hub called The Narrative Justice League, building from the sophisticated Race Class Narrative that was road tested on 2018's Greater than Fear campaign that helped to re-elect appointed US Senator Tina Smith, elected a Democratic Farm Labor Governor, and won control of the Minnesota House (though Republicans retained narrow control of the State Senate).

To capitalize on these gains in 2022 with critical state offices up for grabs, Minnesota progressives must execute the four-part strategy laid out in the Winning the Midwest:

- 1 Invest in strategic and independent Black, immigrant, and young voters
- 2 Organize conflicted white voters with new and proven strategies
- 3 Advance a Race Class Narrative in Minnesota
- 4 Establish electoral programs through independent state ecosystems



4,118,462
MN Registered Voters, 2020



KEY RACES FEDERAL

House of Representatives

The results of elections in 2022 will be critical to determine control of the US House of Representatives in 2022 at the federal level, with MN-2 listed by the Cook Political Report currently represented by Angie Criag in an evenly split district.



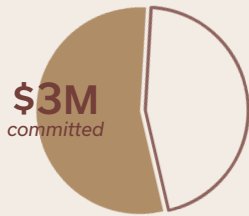
KEY RACES STATE

Supreme Court The current 5-2 DFL majority in the Minnesota Supreme Court has been strongly protective for Minnesota citizens and Minnesota democracy. Two Supreme Court justices appointed by former DFL Governor Mark Dayton are up for re-election, putting the balance of power in the court in question.

Attorney General Sitting Attorney General Keith Ellison has come under withering attack from right wing forces in-state and nationally. His reelection in 2022 is an important benchmark illustrating the power of multiracial governance and progressive candidates in Minnesota and in the Midwest.

Governor Despite the shifting balance of power in the state House and Senate, a Democratic Farm Labor Governor has represented Minnesota since 2011. In 2022, Governor Tim Walz is up for re-election. A top of the ticket race helps determine results for races lower on the ballot, making a strong showing in this race critical to any statewide aspirations in 2022.

STRATEGIC RECOMMENDATIONS FOR INVESTMENT IN MINNESOTA

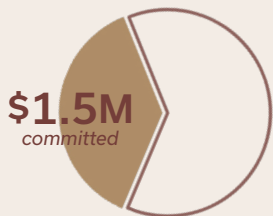


\$2.5M
needed

INVEST IN BLACK, IMMIGRANT & YOUNG VOTERS

Demographic shifts across southern Minnesota, primarily through the immigration of Somali refugees and Latinx immigrants over the past 30 years in places like Rochester, Austin, Worthington and Faribault, have created new constituencies that traditional Democratic politics too often take for granted.

A focused, relational organizing strategy grounded in local community leadership for new American communities can reflect the religious expressions, countries of origin, and traditions of these communities, as well as the aspects of life that they value in Minnesota. In 2020, Faith in Minnesota, TakeAction Minnesota, and the c4 groups of Tending the Soil all have robust programs in communities of color.



\$2.5M
needed

ORGANIZE CONFLICTED WHITE VOTERS

In the last few years, a set of innovative efforts has emerged in Minnesota. In the wake of the 2020 election, candidates for office, active members of the Minnesota Legislature, and community and organizational leaders with a vested interest in the Democratic Farmer Labor Party launched the "Southern Minnesota Study Group."

To date, the group has convened approximately 30 study sessions with guest speakers, commissioned electoral data analysis, and reached out to local and national experts to create a nexus for collective inquiry, critique, and collaboration. Coming out of the study sessions, a series of initiatives are being launched, one of which will be in partnership with Faith in Minnesota.



\$1.5M
needed

ESTABLISH A RACE CLASS NARRATIVE IN MINNESOTA

In the 2020 election (in the midst of a global pandemic), Minnesota progressive organizations built a relational voter program to engage a broad array of voters: moms called moms, Muslims called Muslims, tenants called tenants, and young people called other young people.

Over 1,100 Faith in Minnesota Democracy Captains each used a script informed by the research-backed Race Class Narrative to reach out to 90 persuadable voters four times each before election day. Minnesota leaders made 113,000 calls to a universe of 233,000 swing voters, sent 98,000 texts with creative content, and held over 14,000 persuasion conversations. In 2022, Minnesota progressives are strongly poised to drive turnout among critical Democratic base voters as well as mobilize high-potential voters.



\$3.5M
needed

STRENGTHEN INDEPENDENT ELECTORAL ECOSYSTEMS

As Minnesota progressive organizations have weathered the national waves of polarization, rancor, and confusion, the possibility of holding the state House and flipping the state Senate is looking like an increasingly steep hill to climb.

This is why it is essential to invest in winning elections – but also to build long-term power and capacity from cycle to cycle. Minnesota has a host of 501c4 independent political programs anchored in base building organizations that can undertake both field and narrative work in the 2022 cycle, and should receive investment to do so.