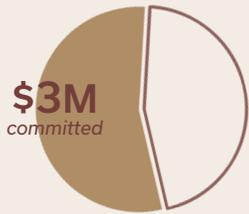
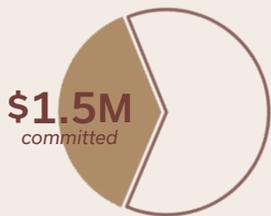


STRATEGIC RECOMMENDATIONS FOR INVESTMENT IN MINNESOTA



\$2.5M
needed



\$2.5M
needed



\$1.5M
needed



\$3.5M
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.

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.

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.

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.