GREATER
THAN FEAR

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In Minnesota, we're better off together

The eyes of the country are on Minnesota this fall, and it's up to all of us to help secure progressive victories across the state. Republicans know they don't have anything concrete to offer Minnesotans, so they're trying to win by making us fear each other.

But they're wrong about us. We're better than that. We're #greaterthanfear. We won't allow certain politicians and their greedy lobbyists to divide us from each other. Here, we have each others' backs. We dig each other out of the snow. We help out our neighbors. Because we know that in Minnesota, we're better off together.

This campaign message guide will help you talk about the future we want for all Minnesotans. It's based on rigorous research into perception and persuasion, and it provides specific messages we know will help us engage our base and persuade the middle. The core of this work is the Race-Class Narrative, a message that weaves together economic and racial justice principles, including language we tested and found to be successful among Minnesota voters. Since racist, Islamophobic, and anti-immigrant dog whistling is a key campaign tactic for our opposition, we've included proven messages that can address these concerns.

These core narratives can be used in many ways: in conversations with voters on a canvas or at an event; in public statements, letters, and op-eds; in interviews and speeches; in social media and more. They're not intended to be memorized like a script, but rather adapted to your needs and circumstances. In this guide, we show how to use these narrative building blocks to drive our vision of the future, win voters onto our team, and put our opposition on the defensive.

OUR WINNING MESSAGES:
How to Talk Race-Class

Both economic and racial justice are core progressive priorities, but too often campaigns discuss them as if they were separate.

In fact, racial and economic harms are intertwined. Our opponents promote racial fears to turn out white voters, pitting working people against each other and against good government; economic pain fuels racial resentment and facilitates scapegoating, including attacks on immigrants and Muslims.

Our research demonstrates how to energize and persuade a truly multi-racial cohort to vote for progressive candidates and policies. The key for cross-racial solidarity, voter engagement, and policy victories is mobilizing around the connections between racial divisions and economic hardship. Our research data supports tackling racism as a divide-and-conquer tactic that creates distrust, undermines belief in government, and causes economic pain for everyone, of every color.

Minnesota's Best Race-Class Message

Among Minnesota voters specifically, we found that the principle of fairness and The Golden Rule – treating others the way we want to be treated – was the most successful permutation of the race-class narrative.

Winning Narrative: Minnesota's Strength	Elements of a successful message...
Minnesota's strength comes from our ability to be there for each other –	Begins rooted in unity and shared values...
to knit together people from different places and of different races into a community.	...and overtly addresses race, in a way that includes everyone
For this to be a place of freedom for all, we cannot let the greedy few and the politicians they pay for divide us against each other based on what someone looks like or how much money they have.	Names racial and class-based scapegoating as a weapon that harms all of us
It's time we talk to each other and stand up for anyone getting bullied or shut out by ugly rhetoric.	Emphasizes unity and collective action to solve problems, focuses on specifically Minnesotan hunger for respectful dialogue
We must pick leaders who honor the Golden Rule, treating others as they want to be treated.	Invokes Minnesota values: the Golden Rule
Together, we can make this a place where freedom and community are for everyone, no exceptions .	Connects working together to positive benefits for all

Words that Work

Say this	Instead of	Notes
People of different races and from different places; white, Black or brown; tenth generation or newcomer	All people; everyone	Explicit reference to race engages people of color while keeping white listeners on board
No matter our differences, most of us want pretty similar things	United we stand, divided we fall	"United we stand" can be a confusing set up from which to move to explicit division; it may be heard as a description of the present not an aspiration for the future
Join together across racial differences	Join together in our communities	Making racial reference increases interest of our base and persuadables
Come together as we did in our past	Come together in the hopes of a better future	Referencing previous cross-racial solidarity helps abate cynicism and increase desire to engage
As Minnesotans we can; Represent Minnesotans as Senator/Governor/in Congress	We can…; Elect as Senator/Governor/ Representative	Reminding listeners of their state identity motivates our base and moves persuadables
Our opponents blame new immigrants, Black people, and Muslims for our hard times	Our opponents are racist against new immigrants, Black people, and Muslims	Reframing racism as scapegoating helps draw the causal connection to economic concerns shared across races
Wealthy few who rig the rules; greedy few	Powerful elites; the wealthy	Critical to specify we mean only certain people thus adding "few" and naming by behavior not category or class
Divide us against each other; deliberately distract us with fear mongering	Pit our communities against each other	"Pit against" implies the listener is complicit in the antagonism between groups

GREATER THAN FEAR
How to Talk Race-Class

Our winning messages can be used in many different real-life situations. Here are a few examples of adapting race-class messages across media.

TALKING TO VOTERS
(at their doors, through media or in speeches):

"I love living in Minnesota. I love that it includes people from many places and many races – that's part of what makes this a great place to live. When I see certain politicians using fear to divide us against each other based on what someone looks like or how much money they have, it just seems totally un-Minnesotan. I think we're better than that. **We're greater than fear.** We believe in sticking up for each other, and we know we're better off together."

"Around here, most of us seek to treat others the way we'd like to be treated. And that cuts across race, across place, across what's in your wallet. But then a handful of politicians try to divide us against each other – hoping that if we fear our neighbor – we might look the other way while they undermine our public schools, take away our healthcare and threaten our Social Security. When we stand up for each other, we know we can demand a Minnesota that works for all of us."

Care Issues

"Whether we're white, Black or brown, we all want similar things for our families. We want to do right by our elders, and we want to provide our kids with the love, care and opportunities they need to pursue their dreams. But right now, certain politicians and their greedy lobbyists are putting our children's future at risk and leaving our elders in dangerous, shameful conditions while they shame and blame people of color, new immigrants or Muslim Americans for our problems. We will not let them continue to divide us against each other based on race, background and religion, distracting us from what really matters to all our families. Together, we have the power to pick politicians who will prioritize caring for all our loved ones. By joining together across our communities, we can make Minnesota a place where every child, elder and care provider has what they need to live healthy, fulfilled lives. Join us, become a #CareVoter today."

Healthcare:

"No matter our differences, when it comes to our health – we all want the very best care for ourselves and our loved ones without fearing we'll go bankrupt to get it. Minnesota Care has provided this quality, affordable care to millions of us for decades. But insurance corporations have lobbied to block efforts to expand this program to every Minnesotan. They spend millions in kickbacks to certain politicians, who try and scare us into believing that pitching in together so we can have the care we need can't work. Meanwhile they rake in billions. Life and health should not be for sale. When we see past their attempts to divide us, we can take the healthcare solution that's already working for millions of our friends and neighbors and make it available to all Minnesotans."*

Environment:

"Whether we're white, Black or brown, rich or poor, tenth generation or newcomer, we all want to leave future generations a healthy and beautiful Minnesota. But today, we use fuels that pollute the air in our kids' lungs and the water in their cups. We are changing our climate and, with it, many things we depend upon for our future. When we act responsibly for our land, air and water, we're truly all better off together, no matter what certain politicians and their greedy dirty fuel lobbyists say to distract us from their failures.
By joining together, from Greater Minnesota to the cities, we can demand safe, clean, locally-made energy from the wind and sun that will ensure our well-being for generations to come. By picking leaders who believe in smart solutions for us all, a clean energy future is ours for the taking."*

SOCIAL MEDIA

"Minnesotans know there's more than one way to make a hotdish. Our community is made of people from lots of places and of different races and we're all better off together. **#greaterthanfear** #oneminnesota"

"Minnesotans stick up for our neighbors – we don't fear each other. We dig each other out of the snow. We respect the Golden Rule. We're **#greaterthanfear**."

"Senator Wellstone taught us we're better off together that's why Minnesotans are rising above any cynical attempts to divide us from each other. **#greaterthanfear**"
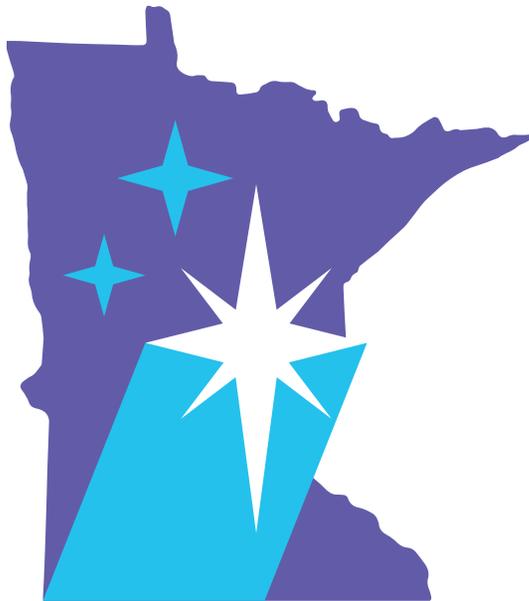
Responding to Racist Campaign Ads or Speeches:

"**DOG WHISTLE ALERT:** Can you believe how [X Candidate] is trying to divide us from each other? It's almost like they're trying to make us afraid to distract us from their failures. #notbuyingit **#greaterthanfear** #oneminnesota"

"If Republicans think they can win by making Minnesotans afraid of each other, they've got a surprise coming this November. **#greaterthanfear**"

"In Minnesota we don't tolerate bullying – we speak to each other with respect. That's why [X candidate] has no business representing us. **#greaterthanfear**"

#greaterthanfear

Responding to Anti-Immigrant or Anti-Sanctuary Sentiment:

"Treating others as we want to be treated means respecting people's rights to live free, raise kids in safety and seek a better life. #freedom4families #greaterthanfear"

"This is just an attempt to divide us from each other based on what we look like or where we come from so we'll look the other way while they hand kickbacks to their donors and cut social security, undermine health care, and defund our schools. #notbuyingit #greaterthanfear"

"In Minnesota, we know what makes our communities safe – knowing our neighbors, treating each other with respect and standing up to bullies that try to divide us. #greaterthanfear"

"When the going gets tough, the tough get going. In Minnesota, we understand and admire that and we stand proudly beside our immigrant neighbors. #greaterthanfear"

"We all want to live in communities that are safe. And we know how to build them – by looking out for our neighbors and having law enforcement focus on preventing and investigating real crimes, not track and harass people based on their race. #greaterthanfear"

"Like people have for centuries, immigrant Americans move to Minnesota for the promise of freedom and opportunity here. We call that courage and tenacity. #greaterthanfear"

"People moved here in the past for the same reason as today - to work hard and leave things better for those to come. America is supposed to be the land of the free and the home of the brave; that's a good thing, so let's make it that way. #greaterthanfear"

"Pointing the finger at new immigrants and trying to make us fear each other isn't a matter of left or right; it's a matter of right and wrong. #greaterthanfear"

Responding to Anti-Muslim Bias:

"Our country was founded on the principles of freedom of religion. We do not tell people how to pray, and we do not ban people based on their religion. #greaterthanfear"

"No one should fear for their safety because of the color of their skin, what language they speak or how they pray. #greaterthanfear"

"We are stronger when we come together as Minnesotans and weaker when we let fear and lack of understanding come between us. #greaterthanfear #betterofftogether"

"What keeps us safe is living in communities where we treat each other like neighbors and join together to push our government to provide the services and support we need to live healthy and fulfilling lives. #carevoter #greaterthanfear"

"I needed paid family leave to care for my baby. I think all Minnesotans deserve the same, no matter what community they come from. I'm a #carevoter and I'm #greaterthanfear – not going to let [Candidate X] divide Minnesotans from each other."

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