

# MEMO

## REVENUE MESSAGING GUIDE



## A FRAME ON REVENUE

### ROOTED IN OUR VALUES

“Now more than ever, this virus has shown us that we pull through by pulling together, no matter what we look like or where we live. But the richest 1% and the politicians who back them see budget deficits in our future and rather than stepping up to pay their fair share, they’re seeing this as a chance to punish the people we depend on most: health providers, educators, first responders, and working people who drive the trucks, stock the shelves, and keep our buildings clean. We need to join together so that after this crisis, we ensure every one of us can care for our families, earn a fair return for our work and do right by the people who protect us.”

# HOW TO PIVOT ON REVENUE IN OUR FRAME

## When They Say...

## We Say...

**We'll need to tighten our belt / budget like a family / share sacrifice.**

In times of crisis, we need everyone to pitch in. For some of us, that's putting on scrubs & a face-mask, or teaching students remotely, or stocking grocery store shelves. For the wealthy and big businesses, it means paying their fair share so we care for those who are hardest hit. It's past time we ensure we can have what we need by providing the people who care for, inform and educate our communities the resources to do their jobs.

**We'll need to make tough choices.**

We're in a pandemic. Minnesotans are already making tough choices. The role of our state government is to make our choices a little easier by making sure families have what they need: an inclusive education system, affordable health care, good jobs, and healthy environment. As Minnesotans, we know that when it comes to contributing, everyone means everyone, no exceptions....

**Businesses are struggling, we can't ask them to do more...**

Like other Minnesotans, most small business owners want the best for their communities. But right now, COVID has left many local businesses struggling. We must ensure that local business owners have what they need to weather the crisis - affordable health care, good schools for their kids, and a transportation system that works. We need to make investments as a state that make all of our lives better. And the wealthy and big business can help. They can pitch in and pay their fair share...

**Raising taxes will be bad for the economy' 'We need to focus on economic growth.**

Now more than ever, we know it's time to pull together to ensure working people can make ends meet, not hand tax breaks to the richest 1% and finance bailouts for corporations. The way we get Minnesotans back to our jobs and our businesses is to make policy choices that help every-day people in pursuit of a safe, healthy, and thriving Minnesota. The choices our government makes now to help us weather this virus can also set a better course for the future of our communities. That means investing in each other. The wealthy and big business are going to need to step up and pay their fair share...

**We can't afford to spend more on X...**

In Minnesota we take care of each other. We need our state government to step in in a crisis, not step away. That means more than just responding to an emergency; it means investing for a future. The choices our government makes now to help us weather this virus can also set a better course for the future of our communities. As we weather this health crisis in our state, we'll need the wealthy and big businesses to pay their fair share...

## When They Say...

## We Say...

**Some folks are going to game the system instead of going back to work.**

In Minnesota, our biggest priority is the health and safety of our loved ones - no exceptions. Everyone wants to get their life back. But some politicians want to distract us by pointing fingers and playing blame games instead of doing the hard work of making the state work for everyone. We need to follow our best public health guidance and then get focused on how we all pitch in...

# HOW TO PIVOT ON COVID-19 IN OUR FRAME

## When They Say...

## We Say...

**We're taking away their civil liberties.**

From North Minneapolis to North Mankato, from Rondo to Red Lake, Minnesotans of all walks of life are coming together by staying apart - and it's working. We're playing our part in something bigger, slowing the spread of the virus. We're saving lives and protecting our healthcare system—and we're sending a message that we care.

**We're wrecking the economy.**

Now and in the future, the way we take care of ourselves and each other is by making sure we all have what we need to stay well - no exceptions. The way that we get back to our jobs and our businesses is by making sure we really kick this virus, together.

**Open/Liberate Minnesota**

As thousands of us in MN, and tens of thousands across our country, bury our mothers and fathers, neighbors and friends, a handful of extremists want us to relax the protective measures that health experts and medical providers know are necessary for saving lives. We choose saving lives over demanding conveniences. We choose looking out for each other – and seeing our families through.

**Any mention of "China" by opposition**

The same politicians whose corporate cronies made this pandemic a worse crisis for Minnesotans than it needed to be are now pointing their fingers at our Asian friends and neighbors, trying to distract us from corporate responsibility for this crisis so they can continue their grabs for profit. But we know better: Anyone who seeks to use this health crisis to divide us, scapegoat Asian Americans, immigrants or those struggling to make ends meet, endangers us all. By standing together and making sure each and every one of us – whether Black or white, Latino or Asian, native or newcomer – has the resources and information we need, we can prevail.