



Violence Free Minnesota's 2020 Legislative Session Social Media Toolkit

Minnesota is Safer Together: Invest in Survivors

As a part of your involvement in this legislative session, please use this toolkit to assist your program in spreading the message for a safer Minnesota.

Our theme for our 2 year legislative campaign is "Minnesota is Safer Together," with the taglines, "Invest In Survivors," and "Invest In Safety, Invest In Survivors."

This toolkit includes the following:

- Advocacy Week information
- Hashtags and sample tweets
- Graphics for social media (with accompanying captions) and general use
- Voting information

Advocacy Weeks

For this session, instead of one day of action, each region of the state will host their own Advocacy Week. We have broken the state up into 7 regions.

We have created a schedule and list of advocacy actions to occur during each region's Advocacy Week in order to highlight the unique needs, challenges, and issues in your regions to your respective legislators. Daily activity schedule for regional Advocacy Weeks:

- Monday: Education to legislators and community on an issue for the week (housing, transportation, economic justice, criminal justice reform, funding, etc)
- Tuesday: Event day!
- Wednesday: Spotlight of your program (What's innovative? What's working? Need for funding)
- Thursday: "Thank-you Thursday" – Contacting legislators on your issue (post cards provided by VFMN, emails, calls, tweets/social media)
- Friday: Get out the Vote efforts (materials provided by VFMN)

Regional schedule of Advocacy Weeks:

- Week of February 24: Southwest region
- Week of March 2: West Central region
- Week of March 9: Northeast region
- Week of March 16: Northwest region
- Week of March 23: Southeast Region
- Week of March 30: Metro region
- Week of April 13: East Central region



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Hashtags

#SaferTogetherMN
#InvestInSurvivors

Sample Tweets

- Prevent future violence and change the behaviors that cause it by funding Domestic Abuse Transformation Programs #SaferTogetherMN
- Invest in changing abusive behaviors by supporting funding for Domestic Abuse Transformation Programs #SaferTogetherMN
- If we are to end relationship abuse, we must invest in transforming behaviors. Support funding for Domestic Abuse Transformation Programs #SaferTogetherMN
- #InvestInSurvivors by creating safe homes for survivors and their families #SaferTogetherMN
- Relationship abuse is a leading cause of homelessness for women and their children. #InvestInSurvivors by providing them with safe homes #SaferTogetherMN
- No one should have to choose between living with violence and being homeless #SaferTogetherMN #InvestInSurvivors
- Invest in safety by supporting criminal justice responses that understand and respond to the full needs of families #SaferTogetherMN
- #InvestInSurvivors by supporting holistic, survivor-centered responses to their needs #SaferTogetherMN
- Providing reliable and affordable public transportation is necessary for survivors to access safety #SaferTogetherMN
- Transportation is much more than roads and bridges. All Minnesotans should have access to reliable, affordable public transportation #SaferTogetherMN
- Access to safety depends upon access to reliable, affordable transportation #SaferTogetherMN
- The cost of relationship abuse is too high to not invest in services that help survivors to safety #SaferTogetherMN #InvestInSurvivors
- Promote prevention funding for domestic violence/sexual assault programs to stop violence from happening in the first place #SaferTogetherMN #InvestInSurvivors



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Hashtags

#mnleg - This hashtag tracks what is happening at the legislature. Use it strategically, such as when tweeting directly at legislators. When tweeting at legislators, use a period before their twitter handle in order for the tweet to appear on your and other's timelines (ex: .@legislatortwitterhandle).

Sample Thank You Tweets

- .@legislatortwitterhandle thank you for your support! You are investing in survivors and their families by investing in their safety #mnleg
- Thank you @legislatortwitterhandle! We are #SaferTogetherMN with your support #mnleg
- .@legislatortwitterhandle thank you! When you #InvestInSurvivors you are making Minnesota safer #mnleg

If possible, please post a picture with your legislator(s) with Thank You Thursday Tweets

[Find Your Legislator](#)

[Contact Your Legislator on Twitter](#)

This can also be found on the Members Only section of our website, on the Public Policy page.



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Graphics

- **Theme logo**

- [PDF](#)
- [PNG](#)



- **Email header**

- [PDF](#)
- [PNG](#)



- **Letter**

- [PDF](#)





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Social Media Graphics

All social media graphics for this campaign will look like this:



TEXT
WILL
APPEAR
HERE

#SAFERTOGETHERMN



TEXT
WILL
APPEAR
HERE

#SAFERTOGETHERMN



OR

- Minnesota is Safer When We... "Encourage people who harm to change their behavior."
 - Caption: "Without Domestic Abuse Transformation Programming, there will always be another victim."
 - [PNG](#)
- Minnesota is Safer When We... "Fund Domestic Abuse Transformation Programs that prevent future violence and change the behaviors that cause it."
 - [PNG](#)
- Minnesota is Safer When We... "Rely on the knowledge and experience of survivors to guide our policies."
 - [PNG](#)
- Minnesota is Safer When We... "Invest in survivors by listening to their needs and how they define safety for themselves."
 - [PNG](#)
- Minnesota is Safer When We... "All have access to affordable, reliable public transportation."
 - Caption: "Lack of transportation is a barrier to safety for too many survivors in the state."
 - [PNG](#)
- Minnesota is Safer When We... "Invest in transportation. If there is not transportation to reach services, it is the same as having no services available at all."
 - [PNG](#)



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OR

- Minnesota is Safer When We... "Provide safe homes for survivors and their children."
 - Caption: "Relationship abuse is a leading cause of homelessness for women and their children. No one should have to choose between living with abuse, and being homeless."
 - [PNG](#)
- Minnesota is Safer When We... "Ensure survivors have safe homes to raise their children."
 - Caption: "Relationship abuse is a leading cause of homelessness for women and their children. No one should have to choose between living with abuse, and being homeless."
 - [PNG](#)
- Minnesota is Safer When We... "Fund domestic violence/sexual assault programs that provide critical services to survivors."
 - Caption: "No one should be turned away because a program doesn't have the funding or resources to provide a safe place to stay. Our elected officials are responsible for funding domestic violence and sexual assault programs to ensure we can live free from violence."
 - [PNG](#)
- Minnesota is Safer When We... "Give domestic violence/sexual assault programs enough funding to provide services to all survivors."
 - Caption: "No one should be turned away because a program doesn't have the funding or resources to provide a safe place to stay. Our elected officials are responsible for funding domestic violence and sexual assault programs to ensure we can live free from violence."
 - [PNG](#)



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Voting

Important Dates

- Minnesota Presidential Preference Primary Election: March 3, 2020
 - Voter registration deadline: Received by Tuesday February 11, 2020 at 5:00 PM
 - Ballot Request Deadline: Received by Tuesday, March 3, 2020
- Minnesota State Primary Election: August 11, 2020
 - Voter registration deadline: Received by Tuesday, July 21, 2020 5:00 PM
 - Ballot Request Deadline: Received by Tuesday, August 11, 2020
- Minnesota General Election: November 3, 2020
 - Voter registration deadline: Received by Tuesday, October 13, 2020 5:00 PM
 - Ballot Request Deadline: Received by Tuesday November 3, 2020

Voter Registration and Other Helpful Information

Voting: 501(c)(3) Do's and Don'ts

What can a 501(c)(3) do when it comes to participating in the political process? You have a lot of power within your community. You have the community support, trust, and access to other resources that you can utilize.

Things you **CAN** do as a 501(c)(3) organization:

- Conduct voter registrations and nonpartisan get-out-the-vote (GOTV) efforts.
- These efforts must be designed to educate the public about the importance of voting.
- You can target low-income populations or communities—this may include communities of color or student populated areas. Your effort can not be biased, meaning you cannot support or oppose any one candidate or party.
- Educate the public on issues and encourage participation in the political process.
- Educate all candidates and political parties on your specific issues.
- Conduct or participate in a nonpartisan candidate forum. (It must be open to all candidates for a particular office, it must be run in a “balanced” way, and include a broad range of nonpartisan candidates.)
- Make presentations on your organizations’ issues to create a community platform, campaign candidates, media, and the general public.
- Work on behalf of a ballot measure.
- Rent or sell mailing lists to candidates at fair market value if made available to all parties.



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Voting: 501(c)(3) Do's and Don'ts

Things you **CANNOT** do as a 501(c)(3) organization:

- Endorse or oppose a candidate implicitly or explicitly.
- Contribute money or time for a particular candidate.
- Coordinate activities with a candidate.
- Restrict rental of your mailing lists and facilities to certain candidates.
- Set up, fund, or manage a Political Action Committee (PAC), established under section 527 of the tax code mainly for electoral activity.