



RACE CLASS NARRATIVE EXAMPLE LANGUAGE



1.

Lead with a shared value that names race and class.

EXAMPLES:

- Every child, regardless of where they come from, what they look like, or where they live, deserves the opportunity to pursue their dreams.
- Whether you're Black or white, Asian or Latino, Native or newcomer every person should have a safe place to call home and build memories with their family.
- Whatever your race, gender or religion, most of us work hard for our families.
- Use varied geographic locations or agriculture to signify race & urban/rural places:
 - From North Minneapolis to North Mankato most of us want to leave things better for those to come.
 - All students, from Palm Beach to the Panhandle, deserve schools that inspire imagination, cultivate critical thinking, and ensure they can live fulfilling lives.
 - Whether our backyards have corn or bodegas, forests or freeways many of us know the pain of seeing a loved one struggle with addiction.
 - From the hood to the holler, we should all have an equal say in our democracy.



2.

Name racial scapegoating as a weapon that economically harms all of us.

EXAMPLES:

- Certain politicians and the greedy corporations that fund them hurt everyone by handing kickbacks to the rich, defunding our schools, and threatening seniors with cuts to Medicare and Social Security. Then they turn around and point fingers for our hard times at poor families, Black people and new immigrants.
- Greedy politicians and the corporate lobbyists funding them pit our communities against each other based on what we look like or where we come from, making us believe we can't all have what we need.
- Unaccountable politicians like [INSERT LAWMAKER] think that community means a select few. They spend their time demonizing others based on what we look like and block progress instead of focusing on proven solutions to the problems we face.
- Self-interested politicians are choosing to look away when Black, brown and Native people are dying at higher rates because they are more interested in padding their pockets with corporate donations than taking care of the people who are continuously forced to go without proper care.



3.

Emphasize unity and collective action to solve the problem(s).

EXAMPLES:

- We need to join together with people from all walks of life to fight for our future, just like we won better wages, safer workplaces, and civil rights in our past.
 - You should switch out the wins in this example to more recent or resonate examples that reflect what you have won in your area.
- Together, we have the power to demand that leaders do right by all children regardless of where they live.
- By joining together across racial differences we can elect new leaders who work for all of us, not just the wealthy few.
- We have power in numbers to deliver better healthcare for our families, quality schools for our kids and a fair return on our work.
- No matter the size of the community we live in, we know how to come together when times are tough, just like we did to pass or achieve [INSERT LEGISLATION OR WIN].



4.

Connect joining together to achieve desired outcomes. Give a call to action urging people to be an active participant in creating change.

EXAMPLES:

- They know when we come together, we're powerful. And we're making [INSERT STATE] a place where all of our communities have what we need to thrive. We need your voice with us as a voter on [INSERT DATE].
- We can make this a place that honors all families, no exceptions. Take action by signing this petition.
- Continuing to come together across our differences gives us the strength to make a government that works for all of us. Join us on [INSERT DATE] to protect our schools.
- By joining together as voters, we make [INSERT STATE]'s future. Call [INSERT LAW-MAKER] to [INSERT CALL TO ACTION].
- This year's our chance to turn outrage into change by electing new leaders who will govern for ALL of us, whether we're young or old, Black or white, native or newcomer. Let's join together to make [INSERT STATE] a better state for all of us by [INSERT CALL TO ACTION].

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