



**MESSAGE: Minnesotans Are the Heroes. DFLers Are the Helpers.**

- Minnesotans believe in fairness, self-respect, and the ability to support a family.
- Minnesotans show up every day to live up to our part of the American Promise. We work hard, look out for each other, and raise our kids to be good neighbors. We support one another, organize locally, and take action wherever we are.
- DFLers are working hard to lock in the progress Minnesota heroes have made to keep hospitals open, protect taxpayer dollars, and keep our communities safe from the harms of ICE and gun violence.
- **Affordability:**
  - When the Big Beautiful Betrayal cut funding and put health care at risk for hundreds of thousands, Minnesotans shared our stories and rallied for life-saving care.
  - DFLers are standing up to big corporations and working hard to make sure affordable health care is available where and when you need it.
- **Gun Violence Prevention:**
  - When Annunciation families were faced with unimaginable loss, Minnesotans spoke up to say “enough is enough.”
  - DFLers are listening to families harmed by gun violence, doing the homework and putting forward serious solutions to save lives and keep children safe.
- **Fraud Prevention:**
  - When bad actors stole from the most vulnerable Minnesotans, we demanded accountability. No one gets away with stealing from Minnesotans.
  - DFLers are taking swift action to investigate, prosecute, protect public resources, and punish criminals committing fraud.
- **ICE Surge Recovery:**
  - When ICE tore apart our families and our local economy, Minnesotans organized to keep each other fed, peacefully protested, and documented what we saw.
  - DFLers are working to keep masked ICE agents away from day cares and schools, hold them accountable, and strengthen our economy.
- Minnesota DFLers are fighting for Minnesotans and for Minnesota values. In our state, we take care of our people.

**FACTS**

# DFL MESSAGE MEMO

- 7 Minnesota safety net hospitals are at risk of closure due to Trump Medicaid cuts. [\[Source\]](#)
- More than 200 Minnesota children have been killed by gun violence since 2021. [\[Source\]](#)
- Law enforcement has had a sweeping response to fraud — charging over 92 people and securing over 62 convictions to criminals accused of fraud. Criminals and scammy businesses continue to be held accountable for stealing from Minnesotans. [\[Source\]](#)
- More than 70 Minnesota children were detained in Operation Metro Surge, a new analysis confirms. [\[Source\]](#)

## QUOTES

- **“The people of Minnesota showed up, showed the courage, and pushed back. [...] We need to fill every single lane with good people who want to make sure people are fed, we have health care, we don’t fight stupid wars.”**  
—Governor Walz to Jimmy Kimmel on Minnesotans’ response to Operation Metro Surge and the work ahead

## IN THE NEWS

- STAR TRIBUNE: **“All children have the right to live free from gun violence,” [Annunciation student] Kaiser said. “Elected officials have a duty to protect us from guns”** [\[Source\]](#)
- KAAL: **“Bills cracking down on fraud move forward in Minnesota legislature”** [\[Source\]](#)
- SAHAN JOURNAL: **“More than 70 Minnesota children detained in Operation Metro Surge, data show”** [\[Source\]](#)

## DO SAY, DON’T SAY

DO SAY	DON’T SAY
“Minnesotans are the heroes; DFLers are the helpers”	Don't give sole credit to any one person or organization; instead focus on the community

# DFL MESSAGE MEMO

“DFLers are working to bring down the cost of living”	Don’t say “the system is complex”
“DFLers know how to reduce crime and tackle gun violence, DFLers have a real plan to create change”	Don’t assert a specific policy would have prevented a specific tragedy
“DFLers have a strong agenda to fight fraud, hold those responsible accountable, prevent fraud before it starts, and protect the programs that serve vulnerable Minnesotans”	Don’t pivot away from the issue
Center ICE harm to Minnesotans and the rule of the law	Don’t Republican bait by giving their conspiracy theories free ‘air time’

## ACTION

[Share these graphics](#) with your networks



Tell your loved ones about [Couch to Campaign Trail](#)

- This new initiative turns community concerns into small, meaningful actions sent by text that keep building our state's voice, our confidence, and our momentum.

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*Prepared by Asha Carroll, Senior Director, Communications, Research, and Data, Minnesota DFL. Your input and feedback directly shape this memo. Please send thoughts,*

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*edits, or additions any time. This memo is drafted and finalized each Friday for the week ahead; if significant news breaks that impacts our message, updates will be sent. Reach out at [acarroll@dfi.org](mailto:acarroll@dfi.org).*