

September 15, 2020 – Education Minnesota Share Lair

We are living in unprecedented times. The challenges students, educators and public education overall will face in the coming months require collective action. Luckily, your union is a perfect vehicle through which we can make our goals reality.

Education Minnesota's Unity Campaign is a movement with an eye on the much-deserved prize: fully funded schools in Minnesota. **By getting 100 percent of educators to vote for public education in November, engaging parents and community voters in the election and beyond, and uniting our coworkers and communities in a statewide movement for full, equitable funding of public education this spring, we can begin to reverse decades of underfunding and inequality.**

So how do you fit into the Unity Campaign? Since many of us have adjusted to different ways of work—Zoom meetings, phone calls, using collaborative online tools—it makes sense that the ways in which we spread the message about the Unity Campaign for fully funded schools in Minnesota would be different from how it was done in previous campaigns.

Long story short: digital engagement—meaning utilizing your social media channels to share our message, build capacity and support to accomplish our goals—is more important than ever.

This week we're focusing on racial and social justice.

Into Action – artists' GIF database

Check out this [searchable database](#) put together by Into Action. They're partnering with artists to create timely, artistic GIFs that you can share on social media to raise awareness of the issues most important to you. Try searching for terms like racial justice, equity and equal rights.

Twitter/Facebook prewritten posts

Copy/paste the prewritten tweets/Facebook posts below to share why racial and social justice matters to you. Feel free to edit the text as it relates to you and your education role.

- In my classroom, making sure all students—Black, white and Indigenous—have a chance to receive a great education is critical for success. I'm voting for candidates who will unrig the rules and fight institutional racism that has held back generations of Minnesotans. #edmnvotes
- In my classroom, making sure all students—Black, white and Indigenous—have a chance to receive a great education is critical for success. I'm voting for candidates who will work to reform the criminal justice system. #edmnvotes
- In my classroom, making sure all students—Black, white and Indigenous—have a chance to receive a great education is critical for success. I'm voting for candidates who will partner with community leaders to eliminate bias in public institutions. #edmnvotes
- Many educators of color work in buildings where we are the only adult of color our students see. This creates an extra layer of emotional work that exhausts us. It's just one reason why so many schools fail to retain Black, brown and Indigenous educators. #edmnvotes
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Shareables

View our racial and social justice shareables below. Find all of our shareables at: <https://www.edmnvotes.org/digital-engagement-resources/>

Click the image to download it full size.

Twitter shareables:

In addition to often being the only adult who looks like students of color, many educators of color become the adults students trust to fix racist policies and behavior inside and outside school. This extra emotional work is an exhausting reason schools can fail to retain Black, brown and Indigenous educators.



I'm voting for candidates who will:

- ✓ Unrig the rules and fight the institutional racism that has held back generations of Minnesotans.



“Like many districts, our staff does not mirror our student body, which becomes more diverse every year. We receive few applicants for openings, which would certainly change if we were able to offer better salary and benefits. Better funding also means more training and support, both of which will help us retain the teachers and support staff we do hire.”

Mindy Christianson, Fergus Falls Education Association



I'm voting for candidates who will:

- Work to reform the criminal justice system.
- Enact laws to reduce health, employment, housing and education disparities.
- Partner with community leaders to eliminate bias in public institutions.



Instagram/Facebook shareables:

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Know someone who might want to receive this newsletter? Have them fill out this [quick form](#) to be added to the list!

