

## September 8, 2020 – Education Minnesota Share Lair

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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.

That's why there's a group of folks who work for you at Education Minnesota called the digital organizing team. The digital organizers work to extend the reach of our Unity Campaign's shareable content on the web. Sometimes that means we do research to create digital content to inform members about topics like getting out the vote (GOTV) or various candidates running for office. Other times, that may include identifying members who are willing to post images and videos we create.

Here's where you come in!

Each week, the digital organizing team will be sending out this newsletter, **the Share Lair**, to members who have indicated they are ready and willing to help us spread the word when it comes to all things digital for Education Minnesota's Unity Campaign. In it, you'll find links to shareable content from our progressive partners related to school safety and full funding, downloadable content created by the digital organizers for you to post and talking points related to Unity Campaign issues.

If there is anything you would like to see added to this newsletter, please do not hesitate to reply to it and let us know what you are thinking! In addition, if you have any links or content you would like for us to add to upcoming newsletters, feel free to send that our way as well.

In honor of getting back to school, we would love to see your selfie videos on social media (**use the hashtag #edmnvotes**) describing why this historic election is important to you.

Below you will find shareable content related to a hot topic: voting. Find all of our shareables at:  
<https://www.edmnvotes.org/digital-engagement-resources/>

**Click the image to download it full size.**

**Twitter shareables:**



**Request your absentee ballot.**

Here's how to protect your vote and make sure your voice is heard:

- Go to [mnvotes.org](http://mnvotes.org).
- Fill out the two-step online application.
- Fill out and return your ballot the day you receive it.
- Done!



**Are you registered to vote?**

Double-check today and register before Election Day to avoid the lines!



**Educators vote, and they vote consistently. Do you have your 2020 vote plan yet?**



**What's your vote plan?**

- Are you registered?
- Are you voting by mail?
- Are you voting early?
- Are you voting in person?



**Instagram/Facebook shareables:**

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**Minnesota elections: Early voting begins Sept. 18, Election Day is Nov. 3**



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