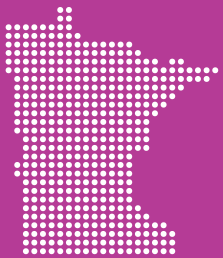


# We are deeply invested in doing politics differently.

Through crisis, we fought for justice with community and built power for a vibrant, multiracial democracy.



## BY THE NUMBERS

**1,500**

New members

**65,000**

People activated

**479**

Engaged volunteers

**990,000**

Minnesota voters contacted

**16,780,877**

People reached through ads

**12**

Members elected to public office



BREANNA ELLISON  
DULUTH ORGANIZER

# TakeAction Minnesota grew

## BROADCASTING REACH

We used social media to change the public conversation. We launched a new website and published 67 blog posts in 2020. We innovated with **cultural strategies to reach a wider audience**, creating a podcast, hiring an improv troupe to take over our TikTok channel, producing Instagram TV episodes, and livestreaming 10 concerts. We also hosted 21 digital community-building spaces.

## PEOPLE POWER

We convened 100 leaders at our leadership assembly retreat at the beginning of the year to kick off our work. By the end of 2020, we had trained 663 members on the political landscape in Minnesota. We added 10,000 people to our list and 1,000 new dues paying members.



“This is the movement organization that gets our community issues on the table, issues that never usually get on the table.”

LEANN LITTLEWOLF  
BOARD CO-CHAIR,  
TAKEACTION  
MINNESOTA

# We moved powerful campaigns, together

## JOY, JUSTICE, AND SOLIDARITY

As COVID-19 set in, we launched Justice, Joy, and Solidarity—a campaign that built connection and gave people across the state ways to take action while staying safe at home. We hosted a 5-part political education series at the onset of the pandemic designed to make meaning of this moment. We conducted 3,631 wellness checks. We partnered with 50 organizations to launch **MN COVID Response** and worked with the governor’s administration to assure free, no-barrier testing.

## HEALTHCARE FOR ALL MINNESOTANS

We introduced legislation for a Prescription Drug Affordability Board and drafted historic statewide policy to expand MinnesotaCare with a public option. We joined with partners across the state to fight for no-barrier COVID testing in solidarity with undocumented Minnesotans. We supported the Alec Smith Emergency Insulin Act and Drug Price Transparency Act—two huge victories passed during the midst of the COVID crisis.

## SAFETY FOR ALL BUDGET

After the murder of George Floyd, we followed Black leadership in the call for justice. Together, we won the **Safety for All Budget** moving nearly \$8 million from policing to proven violence prevention and community safety programs. We supported TakeAction Minnesota member Halla Henderson in her campaign to remove SROs from St. Paul Public Schools.



## We rose up and cared for each other

### CARE FOR COMMUNITIES

We texted over 100,000 Minnesotans to ask how they were thinking and feeling about police brutality and the uprising and received almost 5,000 responses. After protests engulfed the Twin Cities, our offices in Duluth and Saint Cloud coordinated donations of food, masks, gloves, water, and fire-fighting equipment and sent multiple carloads to the Twin Cities. Our staff in the Twin Cities jumped into local networks supporting resource distribution, community safety infrastructure, and information flow.

### ACTIVE GRASSROOTS BASE

We activated our multiracial base around reimagining public safety and the **#ChangeTheCharter** campaign. We surveyed 114,000 people statewide around police brutality and the uprising. We texted 1,600 members to generate public comments to the Charter Commission, organized 10 community meetings in Minneapolis wards, and held political education trainings attended by 250 people.



## We grew our movement ecosystem

### ALIGNED DEMOCRACY DEFENSE

In 2020, we developed a rapid response organizing alignment that engaged 40 organizations under the banner of the **Minnesota Democracy Defense**. This coalition of organizations was prepared to defend democracy against threats to the vote and the possibility of a presidential coup. BIPOC-led and serving organizations said our work together gave them important resources they could bring back to their bases to make meaning of the moment. Many said our work and connection made them feel safer.

### INCUBATED EMERGING MOVEMENT PROJECTS

TakeAction continued to facilitate a powerful and effective fiscal sponsorship program. Our fiscally-sponsored organizations continue to grow and deliver powerful work. This past year, these projects grew their budgets. **Black Visions** hired over 40 staff and began a transformative grantmaking initiative. Their project, **Reclaim the Block**, also hired staff. **Progress North** added staff as their budget grew. **100% Campaign** ran powerful programming this past election cycle. And TakeAction's initial fiscal sponsor organization, **COPAL**, continues to run strong operations as their own independent entity.



MEGAN BOYLE  
POLITICAL COMMITTEE CO-CHAIR

# We grew our political home for Minnesotans

## BUILT THE POWER OF WOMEN

We activated women as part of a strategy to create a multiracial bloc of women voters statewide, including large numbers in important geographies. We reached a total of 107,310 women and held 41,983 deep canvass conversations with them.

## POWERFUL PEOPLE'S VOICE AT THE BALLOT BOX

We mobilized our 60,000-person network and reached out to high-potential BIPOC, youth and working-class voters. We used the primaries to elevate the voices of Black and Indigenous folks, people of color, and working-class women. In 2020, we reached out to Minnesotan voters over 990,000 times, connected 198,870 times, and held **75,143 powerful conversations** about our shared values and what is at stake this election.

## PEOPLE'S SQUAD

During the year, we trained 579 volunteers who reached out to thousands of voters to encourage them to vote. We also held three town-hall style People's Forums to discuss what matters to our members when voting in the 2020 elections.

## TRANSFORMATIVE NARRATIVES

We used issue work around prescription drugs, healthcare, and a caring economy as vehicles to advance our narrative. Most importantly, we worked to **reimagine public safety** as the #DefundPolice movement sparked across the country and the world. We reached 40,115,539 people through all of our media outreach.

## ELECTED OUR MEMBERS AND CHAMPIONS

TakeAction played a big role in incumbent Congresswoman Ilhan Omar's primary race, reaching 65,813 people over the phone in this district and thousands more through a powerful digital advertising campaign. We're proud to have supported Jen McEwen in Duluth and Athena Hollins, John Thompson and Cedrick Frazier in St. Paul in their primary elections challenging the status quo. **Members Lindsey Port and Aric Putnam both beat incumbents**, winning seats historically held by Republicans. We also celebrated the victory of Mary Kunesh, the first Indigenous woman elected to the state Senate.



“My journey started here, learning about political organizing, the type of world I want to live in and how I can build it.”

**COUNCILMEMBER NELSIE YANG**  
ST. PAUL CITY COUNCIL  
(PICTURED LEFT)



## STAY CONNECTED

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