



Narrative Guide

How to Talk About *Your* Issue

The Minnesota Values Project includes our long-term, forward looking agenda, but it is not all-encompassing. This guide is a tool to use the MVP narrative framework to advance any issue, including the many important issues that aren't named directly, or enough, in the MVP document.

Narrative is another word for a story that helps make sense of our experiences and the world around us. The most compelling political narratives use the following structure:

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|---|-------------------------|---|
| 1 | Values statement | <i>State your values and describe the people who share them</i> |
| 2 | Problem/Conflict | <i>Identify who is violating our values and how</i> |
| 3 | Solution | <i>Propose bigger/broader actions we can take together</i> |
| 4 | Vision | <i>Describe the outcome(s) of implementing the solution</i> |
| 5 | Action | <i>Tell your audience the actions needed to move forward</i> |

By using this structure, we create a compelling plot with a beginning, middle, and end that excites our base and challenges narratives driven by our opposition. The new MVP narrative guide features the same structure, but you can apply it to any legislative priority.

Opening

Shared Values / "Once Upon A Time"

The best we're trying to bring out in people, our deeply held shared values.

Now

The problem/conflict

Violations of deep values by your opposition (wealthy and powerful actors who rig the system in their favor, etc.).

How

The big actions we can take together, across our differences

Coming together across our unique differences — name those differences.

Wow

The vision, the better offer than what the dominant narrative currently has on the table

What's possible to achieve when we work together? Our biggest aspirations and positive outcomes that we're working towards.

This Moment

The specific ask, calls to specific action, the choice you're asking your audience to make

This is the part of the narrative **most** customized / specific to your issue/org/campaign — what do you want your audience to **do**, right now?

Narrative examples on reverse →



Narrative Examples

← *Narrative guide on reverse*

Example: How to frame a local bonding project on Facebook

Opening

Our community deserves to be safe & healthy.

Now

Our aging water infrastructure is putting us at risk and Republicans have once again blocked investments to fix it.

How

Despite political differences, we must come together to ensure safe drinking water for everyone.

Wow

Together, we can demand change to ensure that critical investments in local projects like ours keep all of us safe and healthy for generations.

This Moment

Please like/share this post if you think all Minnesotans deserve safe drinking water and investments in their communities.

Example How to promote a Housing town hall

Opening

All Minnesotans deserve to have a roof over their head.

Now

The COVID-19 pandemic has exacerbated Minnesota's housing affordability crisis and shed a light on our state's inequities. Now, Republicans are blocking strong investments in affordable housing because they want to attack Governor Walz and his efforts to keep Minnesotans safe.

How

We have to come together across race, place, and faith to tackle our housing crisis and end these racial inequities.

Wow

Together, we can make affordable housing a reality and ensure all Minnesotans have long-term economic security and stability, no exceptions.

This Moment

RSVP to my town hall on Month, Date, Time, to join us as we chart a path forward to provide affordable housing for all.