

**DAY OF
ACTION!**
MARCH 3, 12:00 PM

Drink Local Economic Recovery Package Virtual Advocacy Day

The Drink Local Economic Recovery Package has the support of organizations that represent more than 10,000 small businesses in Minnesota. Yet, the bill has staunch opponents who want to see it fail. And if the legislature doesn't feel pressure to hear this bill in the Commerce Committees THIS WEEK, it will be much more challenging to pass it.



Join us for a Virtual Day of Action to share your support at **12:00 PM on Wednesday, March 3**. Standing up alone can be frightening; that's why we're calling on all 10,000+ small businesses to share your support at the same time. When we show an industry in agreement, it is harder for legislators to ignore us. When we stand together, it is harder for the opposition to threaten individual businesses.

TAKE ACTION IN 5 EASY STEPS

- 1. Create Your Sign.** Print out this sign and tell us why you support the **#DrinkLocalMN** bill in one large, legible sentence! See the next page for examples.
- 2. Take Your Picture.** Ask a friend to take a picture/video of you holding up your sign. Make sure your message is readable! Doing a group photo/video? **Be sure to wear masks!**
- 3. Plan Your Post.** Your post can be simple. Share your picture and reiterate the reason you support the **#DrinkLocalMN** bill. Use the hashtag to help us find your post.
- 4. Set an Alarm or Schedule Your Post.** Our goal is to flood the internet with images at 12:00 PM on Wednesday, March 3. Coordinating our posts and using **#DrinkLocalMN** will help our hashtag trend. Schedule your post on all of your social platforms, or set an alarm or calendar event to remind yourself to post at that time.
- 5. Support Each Other.** See another business sharing? Comment on their posts! Search the hashtag to find other posts to support. Industry agreement is crucial to gaining support and preventing targeted retaliation.

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THE
DRINK LOCAL
ECONOMIC RECOVERY PACKAGE



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WANT TO TAKE YOUR POST TO THE NEXT LEVEL?

Tag Your Legislators.

Your social post can tell your legislators why you support the [#DrinkLocalMN](#) bill, and encourage them to help it be heard in the Commerce Committee.

Share A Link to Our Take Action Page.

Encourage your fans to take action with you by sharing a link to bit.ly/drinklocalmn. There, they'll be able to send a pre-written email to their legislators. This will help us amplify our message at the Capitol and encourage legislators to support our bill.

SAMPLE SIGN MESSAGES TO HELP YOU BRAINSTORM

- We support the [#DrinkLocalMN](#) bill because it would help us bring back our furloughed staff.
- We support the [#DrinkLocalMN](#) bill because we could generate new revenue to help make up for everything we lost in 2020.
- We support the [#DrinkLocalMN](#) bill because it would help us stay open and continue to serve our small town!
- We support the [#DrinkLocalMN](#) bill because it would allow us to sell our product in the container our customers want.
- We support the [#DrinkLocalMN](#) bill because it would level the playing field between MN's small businesses and competitors from other states.
- We support the [#DrinkLocalMN](#) bill because it would help our partners in liquor stores, bars, and restaurants! We all do better when we all do better!

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