ELECTION DAY: NOV 3, 2026

VOTE YES FOR MINNESOTA STUDENTS

Campaign Update & Partnership Opportunities

Presented to the AMSD Board of Directors

Isis Stark, Campaign Manager | Jaime Tincher, Campaign Advisor

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WHERE WE ARE

Built & Ready to Launch

Over the past several weeks, we've built the infrastructure for a strong public launch.

1 Staged for Public Launch

Message, materials, and rollout plan are being built, and the public launch is coming soon.

2 Bipartisan Legislative Wins

The amendment passed the Minnesota House 133-0 — one of the strongest bipartisan signals of this cycle.

3 Governance & Brand in Place

The structure is in place for the campaign — Steering Committee, treasurer, legal counsel — and the website is live.

4 A Growing Coalition

Steering Committee organizations: RAMS, Education Minnesota, MSBA, AMSD, MASA, MASBO, MREA, and TakeAction Minnesota.

THE MEASURE

What We're Asking Voters to Approve

TODAY

“Perpetual and Inviolate” Standard

Principal is preserved dollar-for-dollar. Annual payout to schools is capped near 2.5%.

WITH A YES VOTE

Purchasing-Power Preservation

Enables a companion statute raising distributions to 4.5% of the three-year average net asset value, starting FY2028.

OUR MESSAGE TRIANGLE

Every Kid At Every Public School Benefits

Bipartisan Support

Strong Schools Benefit Minnesota

The “every school” message pairs with “…without raising anyone's taxes” — decisive with swing and tax-sensitive voters.

“This amendment increases funding for every school across the state, has support from both parties, and strengthens Minnesota's economy — without raising anyone's taxes.”

WHY IT MATTERS

Real Money for Minnesota Classrooms

$2.3B

Permanent School Trust Fund, current value

+$27.19

Estimated increase per pupil, statewide

~28%

Increase in the fund's annual distribution to schools

Funded entirely by existing trust assets — no new taxes, no new levies, no cost to Minnesota taxpayers.

THE TRACK RECORD

A Proven Model — Not an Experiment

This isn't a new playbook. Minnesota voters have approved this exact trust-fund mechanism before, by a landslide.

77.5%

YES vote margin for the Environment & Natural Resources Trust Fund (ENRTF) renewal — the same trust-fund framework we're using now.

Minnesota Legacy Amendment (2008)

Established the trust-fund model voters already know and trust.

No organized opposition expected

Bipartisan, no new taxes, and a shared investment in Minnesota kids — there's no natural opponent to this measure.

PATH TO VICTORY

The Math Between Now and November 3

TURNOUT

60–65%

Projected statewide turnout — roughly 2.28M to 2.47M voters.

VOTE GOAL

60%

Our internal Yes-vote target, well beyond the simple majority required.

STRETCH GOAL

66%

An aspirational target that builds in a cushion above our internal goal.

!

Our biggest risk: ballot roll-off

Voters who skip the amendment question entirely count as an effective “No.” Every touchpoint — mail, digital, in-person — needs to explicitly ask voters to vote all the way down the ballot.

Note: the win number will be confirmed once the Secretary of State publishes the official registered-voter count.

MOVING FORWARD

What We Need to Do Between Now and Election Day

1

Educate

Build public understanding of the measure and its impact on classrooms.

2

Organize

Activate coalition partners, volunteers, and trusted messengers statewide.

3

Stay Above Partisan Politics

Protect the campaign's genuinely bipartisan character through November.

4

Raise Resources

Hit our $1.25M–$2M fundraising goal to fund the full program.

5

Prepare for Opposition

Stay ready even though no organized opposition is expected today.

6

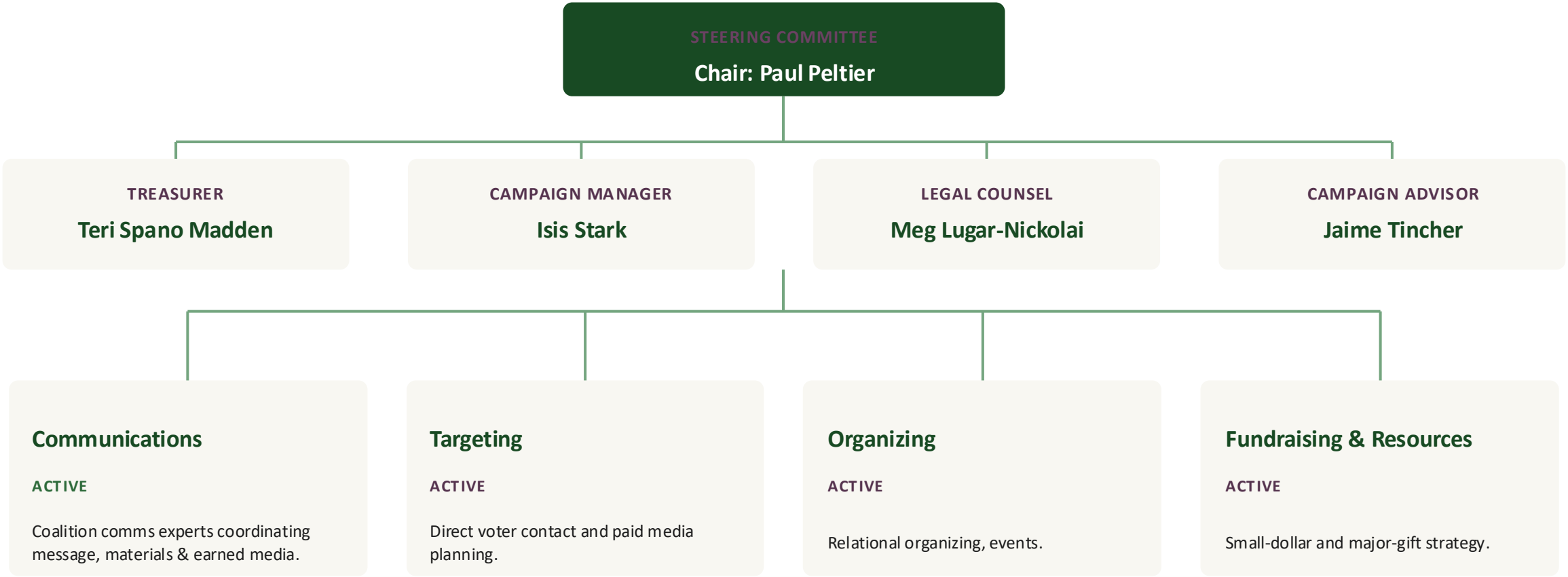
Amplify One Message

Every kid at every public school benefits, bipartisan support, strengthens Minnesota — told consistently, everywhere.

CAMPAIGN STRUCTURE

How the Campaign Is Organized

Governance sets direction and compliance; the Campaign Manager runs four functional workgroups day to day.



THE ASK

How AMSD Can Help Us Win

AMSD represents a broad swath of Minnesota's public school districts — one of this campaign's most powerful assets.

OFFICIAL USE — EDUCATIONAL

Information only, no ask — any district can do this

- Share factual FAQs and one-pagers with staff, families, and school boards
- Invite the campaign to present at district and board meetings
- Post informational content on district communication channels

VOTE YES — ADVOCACY

Direct ask for support — as AMSD or in a personal capacity

- Formal AMSD endorsement of the amendment
- Board members and superintendents engaging personally, and encouraging others to do the same
- Connections to statewide school board and superintendent networks
- Help identifying messengers, hosting events, and supporting fundraising outreach
- Personal or organizational donations to the campaign

WHAT'S AHEAD

Timeline to November 3

1

AUG

Public Launch, Fundraising & Paid Media Kickoff

Public launch and coalition activation; fundraising, message testing, and paid media all begin this month.

2

SEPT

Fundraising, Message Testing & Paid Media

Major-gift outreach, small-dollar program, and message refinement continue, alongside paid media.

3

OCT

Paid Media, Earned Media & GOTV Prep

Earned media, press strategy, and volunteer program for GOTV.

4

NOV 3

Election Day

Get out the vote — and ask every voter to vote all the way down the ballot.

VOTE YES
MN STUDENTS

Thank You

Let's get this across the finish line for Minnesota students.

Scan to visit

www.voteyesmnstudents.org

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