

DFL MESSAGE MEMO

MESSAGE: Democrats Invest in Minnesotans. Republicans Invest in Trump.

- **Inflation hit a three-year high this month, erasing all wage growth.** Trump's response was that he "[loves the inflation.](#)"
- **Minnesota Republicans are rubber-stamping Trump's economic agenda: taxes, tariffs, and a war that's costing billions.** Every MNGOP candidate for governor has said they don't disagree with Trump on a single thing.
- **The cost of living is going up because of choices Trump and Republicans have made.** Everything from gas to mortgage rates keeps getting more expensive.
- **Republicans want your paycheck to pay for their Iran war, their ICE contracts, and their White House ballrooms and cage fights.** They oppose protections for working families and have no plan to bring down health care or housing costs.
- **Minnesotans know what we're fighting for.** Our state was just [ranked the best in the country for quality of life](#) because we believe in investing in each other.
- **Democratic-Farmer-Labor (DFL) candidates are focused on lowering costs for Minnesotans and protecting our quality of life.** We're working to bring down the price of housing, health care, groceries, and other everyday bills. We believe in your right to raise a family, own a home, and see a doctor without taking on debt.

FACTS

- 4.2%: Inflation rose to a **3-year record high** this past month. [[Source](#)]
- \$3,300: The average Minnesota family has paid **more** to cover basic costs since Donald Trump took office. [[Source](#)]
- \$90: Minnesota families paid **more** on average for electricity in 2025 than in 2024. [[Source](#)]

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- \$468: Minnesota families have, on average, paid **more** for rent and mortgage payments since Donald Trump took office. [[Source](#)]
- \$310: Minnesota families spent **more** per year on groceries under Trump. [[Source](#)]
- \$298: Since the start of the Iran War, the average Minnesota family has paid **more** for gas. [[Source](#)]
- \$641 million: In total, Minnesotans have paid **more** for gas since the start of the war in Iran. [[Source](#)]

QUOTES

- “You don’t have to look far to see how President Trump has revitalized our economy. [...] That’s what I want to emulate in Minnesota.” —MNGOP endorsed gubernatorial candidate Kendall Qualls
- “I don’t know. Maybe I differ with the tie he chose.” —MNGOP endorsed gubernatorial candidate Kendall Qualls on where he disagrees with Donald Trump
- “I would welcome an endorsement from President Trump, and he has absolutely delivered on the things that he said on the economy.” —MNGOP gubernatorial candidate Lisa Demuth
- “I don’t have anything.” —MNGOP gubernatorial candidate Lisa Demuth on where she disagrees with Donald Trump
- “I’m very pro-tariff. [...] In the long-term, it’s gonna work great.” —MNGOP gubernatorial candidate Mike Lindell
- “He’s a perfect example of courage.” —MNGOP gubernatorial candidate Mike Lindell on “mentor” Donald Trump

IN THE NEWS

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- AXIOS: Inflation hits 4.2% in May, highest in over 3 years as energy prices soar [[Source](#)]
- BBC: Trump says 'I love the inflation' as US prices rise at fastest rate in three years [[Source](#)]
- WASHINGTON POST: Oil executives warn White House that gas prices will get worse [[Source](#)]
- KARE 11: New report ranks Minnesota No. 1 in quality of life [[Source](#)]
- STAR TRIBUNE: Minnesota, I love you — just the way you are [[Source](#)]

ON SOCIAL MEDIA

- U.S. SENATOR AMY KLOBUCHAR: “Inflation is rising, and Trump ‘loves it’” [[Source](#)]
- MINNESOTA DFL: “MNGOP gubernatorial candidates: No disagreements with Donald Trump” [[Source](#)]
- LT. GOVERNOR PEGGY FLANAGAN: “As a kid, I felt that like the bottom could fall out at any moment, and there are too many families that feel that way right now” [[Source](#)]
- MINNESOTA DFL: “Minnesota Republicans have only one policy: rubber-stamping their ‘I love inflation’ President” [[Source](#)]
- HOUSE DFL: “Minnesota Ranks #1 in America for Quality of Life” [[Source](#)]
- U.S. SENATOR TINA SMITH: “Turns out investing in one another and looking out for your neighbors is the ticket to the good life” [[Source](#)]

ACTION

[Share these graphics](#) with your networks

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We win by [listening to our neighbors](#). Sign up for [at least 1 event this week](#) to help us charge past our goal of 100,000 doors knocked by the end of June.

[Share your story with the Minnesota DFL!](#) What issues are you seeing in your day-to-day life?

[Share Your Why!](#) We've received hundreds of replies already. Tell us what makes you show up to do this work.

Do you follow a content creator who is often posting progressive content? Do you know a creator who shares your DFL values? [Refer a creator](#) and we will reach out to them with content support!

Sign up for [DFL Amplify](#) to help us reach more persuadable voters on social media. Get rapid-response content, messaging support, and training delivered straight to your phone or computer.

Your voice matters! [Sign up here](#) to write a letter to the editor of your local paper.

Tell your loved ones about [Couch to Campaign Trail](#)

- This new initiative turns community concerns into small, meaningful actions sent by text that keep building our state's voice, our confidence, and our momentum.

Prepared by Asha Carroll, Senior Director, Communications, Research, and Data, and Brock Lawhead, Press Secretary, Minnesota DFL. Your input and feedback directly shape this memo. Please send thoughts, edits, or additions any time. This memo is drafted and finalized each Friday for the week ahead; if significant news breaks that impacts our message, updates will be sent. Reach out at acarroll@dfi.org or blawhead@dfi.org.