



PROTECT WORKING FAMILIES

**Stop Trump's Tax Cuts for the
Wealthy & Corporations**

THANKS TO ALL OUR PARTNERS



MODERATOR – HEATHER BOOTH, FIELD DIRECTOR, AMERICANS FOR TAX FAIRNESS



AGENDA

- U.S. Representative Keith Ellison: What's At Stake in this Battle
 - Frank Clemente, Ex. Director ATF: What it Takes to Win; Messaging
 - Ellen Nissenbaum, Senior VP, Center on Budget and Policy Priorities: Congressional Stages and Targets
 - Heather Booth, Field Director, ATF: Our Action Plan
 - Local Perspectives from Indivisible and HCAN
 - Marcia Dinkins, Valley Voices United for Change
 - Suzy Zander, Indivisible NJ-03
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CONGRESSMAN KEITH ELLISON

What's At Stake

WHAT'S AT STAKE?

- **Everything we care about now:** Social Security, Medicare, Medicaid, public education and more.
 - **Everything we want in future:** Healthcare for all, universal pre-K and child care, college affordability, rebuilding infrastructure.
 - **Reducing inequality:** for working families, women, people of color.
 - **Providing opportunity:** to get ahead, to reach your dreams.
 - **Defeating Tax CUTS:** the top priority of our opponents.
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TRUMP'S TAX & SPENDING PRIORITIES

Trump's Tax Giveaways (Trump Tax Cuts Over 10 Years)	Harm to Working Families (Trump Budget Cuts Over 10 Years)
\$3.5 to \$4.8 Trillion: Cost of Trump's tax cuts, mostly for the wealthy and corporations	\$4.3 Trillion: Trump's budget cuts to S. Security, Medicaid, education & other services
\$2.3 Trillion: Corporate tax rate cut	\$2.5 Trillion: Cuts to services for working families
\$1.4 to \$2 Trillion: Tax cut for hedge fund managers, corporate lawyers & real-estate moguls like Trump	\$1.9 Trillion: Cuts to Medicaid and other health care spending
\$240 Billion: Tax cut from repealing the tax on estates worth more than \$5.5 million	\$193 Billion: Cut to nutrition assistance

A background image of a flooded street with people wading through the water, some using boats. A red truck is partially submerged. The scene is hazy, suggesting rain or fog.

What it costs:
Rebuilding Texas **\$180 BILLION**

The taxes these companies owe on
their offshore profits:

Apple **\$72 BILLION**

Microsoft **\$40 BILLION**

Oracle **\$13 BILLION**

& 56 other
companies **\$100 BILLION**

\$225 BILLION

#PayWhatTheyOwe

AMERICA'S
Tax Fairness



FRANK CLEMENTE

What It Takes to Win

WHAT IT TAKES TO WIN



- Connecting tax cuts to services and priorities we fight for.
- Win narrative with focused message we all use and repeat.
 - Name the Battle: Tax Cuts for the Rich and Wealthy Corporations – Not “Tax Reform” – make politically toxic.
- Mass mobilization at state and local level.
- Keep allies in Congress close.
- Define what side opponents are on.

OPPONENTS' BIG CHALLENGES



- **Polls:** most Americans strongly oppose their agenda.
- Feel pressure to pay for tax cuts, **not increase deficit.**
- **Divisions among Republicans:** deficit hawks; hard-line tax cutters; moderates concerned about cuts to public services.
- **Wild Card of Donald Trump:** Who knows what he will do
- **Divisions among corporations:** tax loopholes to close: domestic vs. multinational; big vs. small.
- **Our side stays united:** like health care debate.

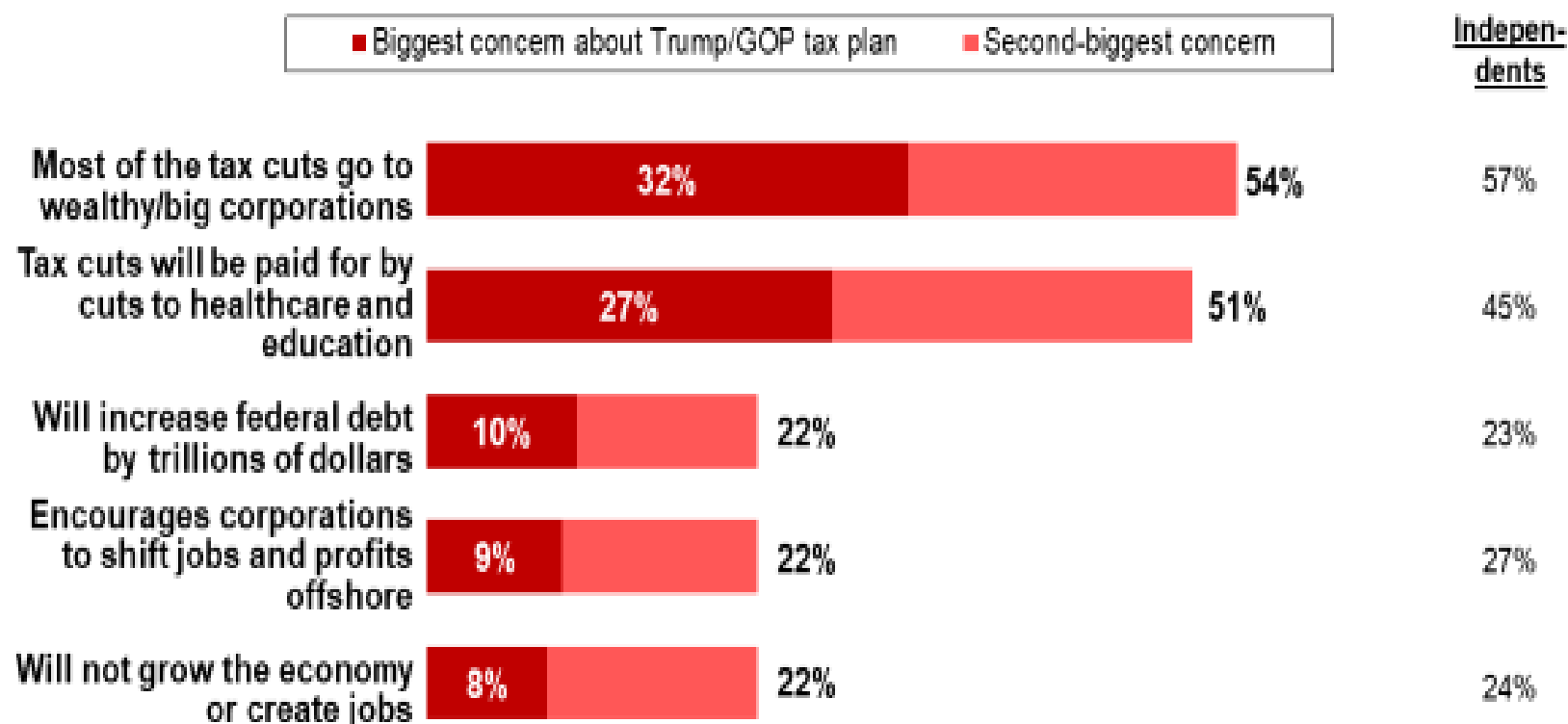


CORE MESSAGES

- **Topline:** Trump/Republican leaders want to give huge tax breaks to millionaires and wealthy corporations paid for by cutting Social Security, Medicare, Medicaid, and education.
- **Trump and Republican tax plans:** massive tax cuts for the rich and wealthy corporations, not tax “reform.”
- **Tax reform must require wealthy and corporations to pay fair share, that means more:**
 - They must **not** get **ONE PENNY** in new tax cuts.
 - They must pay their fair share to protect our priorities and to invest.
- **Wealthy get tax cut of about \$200,000 a year under these tax plans.**
 - Trump: **half** of tax cuts go to top 1%. Ryan: **99%** of tax cuts go to top 1%.

**DON'T CUT
MEDICAID
TO GIVE TAX BREAKS
TO THE RICH**

Top Initial Concerns About Plan: Tax Cuts for Wealthy/Corps, Cuts to Healthcare and Education



Americans Want Corporations to Pay Fair Share, and Use Revenue for Investments not Cut Tax Rates

Higher priority for tax legislation:

Make sure that wealthy corporations pay their fair share of taxes

69%

+38

PAY FAIR SHARE

Cut taxes for American businesses to make them more competitive in the global economy

31%

Revenue from closing some corporate loopholes and limiting deductions should go to:

Investing in infrastructure, healthcare, and education

84%

Reducing tax rates on businesses

16%

+68

INVESTMENTS

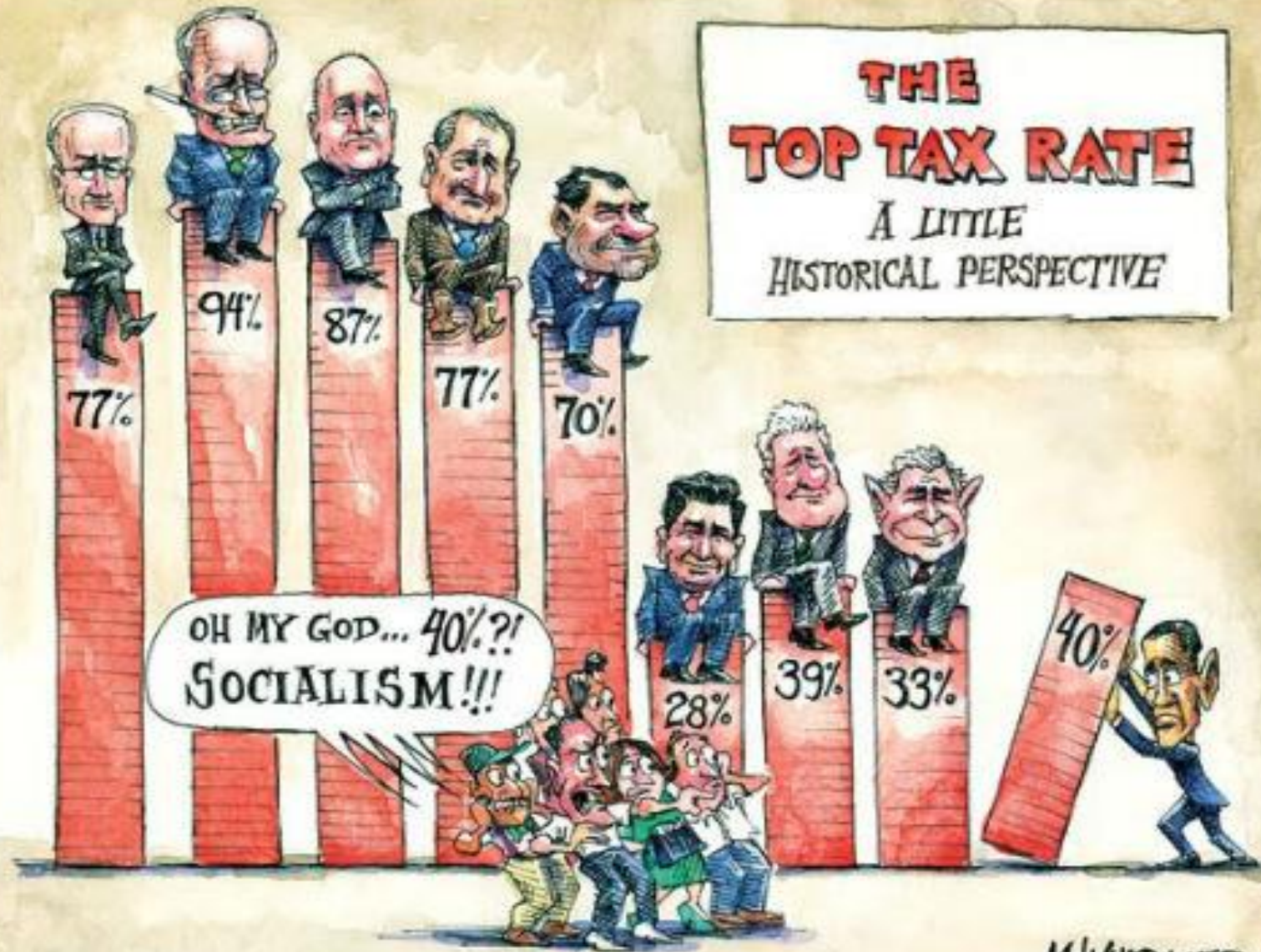
Top Reasons to Oppose Trump/GOP Plan

Proportions selecting each among the three strongest reasons to oppose the plan

- 57%** It's wrong for Congress to **cut Social Security disability insurance, Medicaid, education, and medical research to pay for tax breaks for wealthy** corporations and the richest 2%
- 39%** We should not give huge **tax breaks to wealthy corporations that avoided taxes by stashing profits offshore**, while small businesses at home did the right thing and paid their fair share
- 38%** This plan is a massive **\$5 trillion giveaway that mostly benefits millionaires**, billionaires, and big corporations
- 31%** Donald Trump and many other politicians trying to pass this plan would each receive millions of dollars in tax breaks
- 30%** America cannot afford huge, irresponsible tax cuts that explode the deficit and add \$5 trillion to the national debt

THE TOP TAX RATE

A LITTLE
HISTORICAL PERSPECTIVE

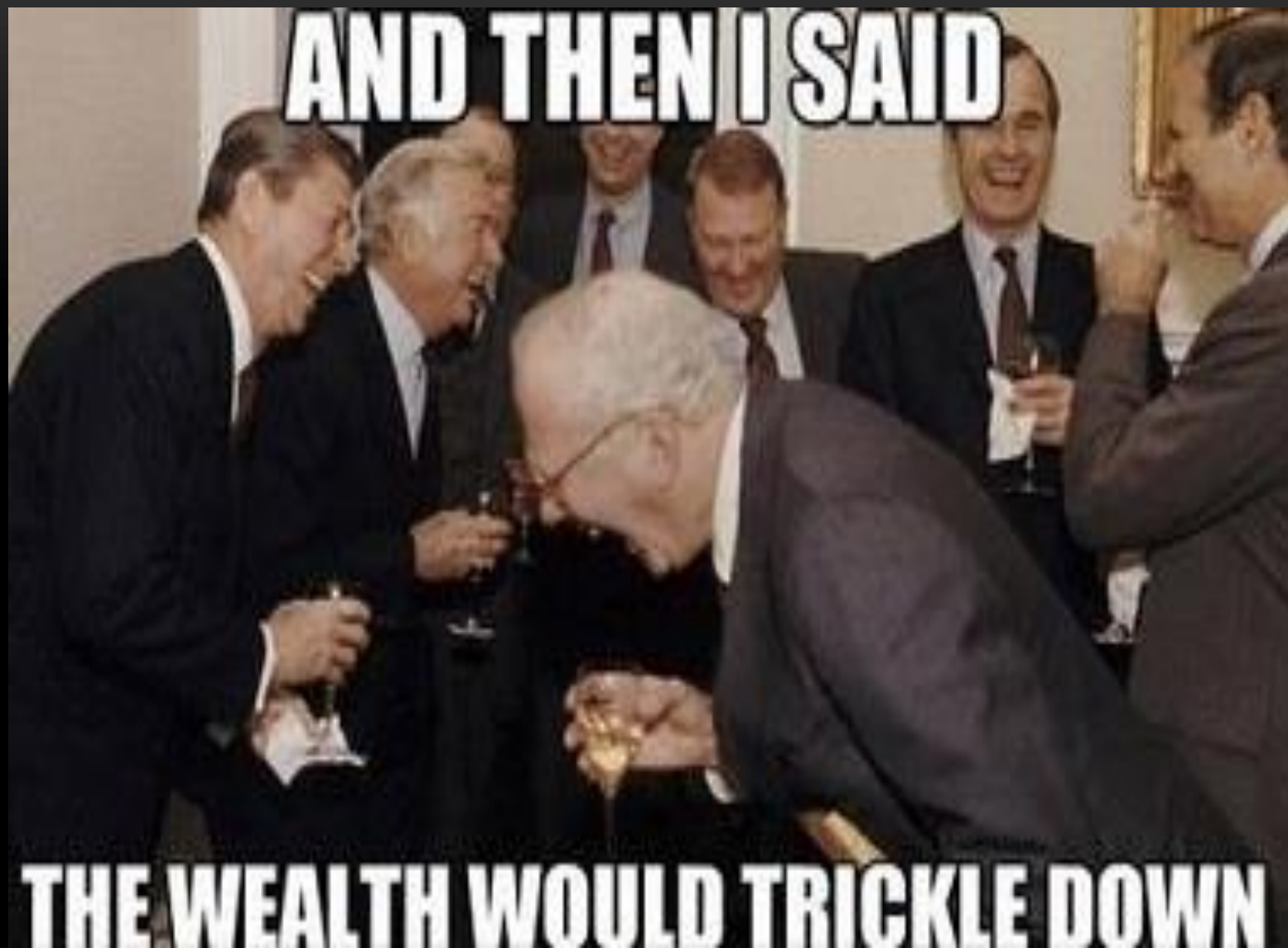


M. WUERKER

POLITICO

AND THEN I SAID

THE WEALTH WOULD TRICKLE DOWN



ARGUMENTS AGAINST TRICKLE DOWN

- Corporate profits are near record highs; corporate taxes are at record lows
- Tax cuts for the rich and corporations create few jobs: compared with investing in education, healthcare and infrastructure
- U.S. corporations are not overtaxed: many don't pay their fair share now – or pay anything
- Corporate taxes are not discouraging investments and job creation: corporations are awash in profits but demand is slack
- Kansas: slashed taxes; slow growth and budget crisis



ELLEN NISSENBAUM

Congressional Stages & Targets

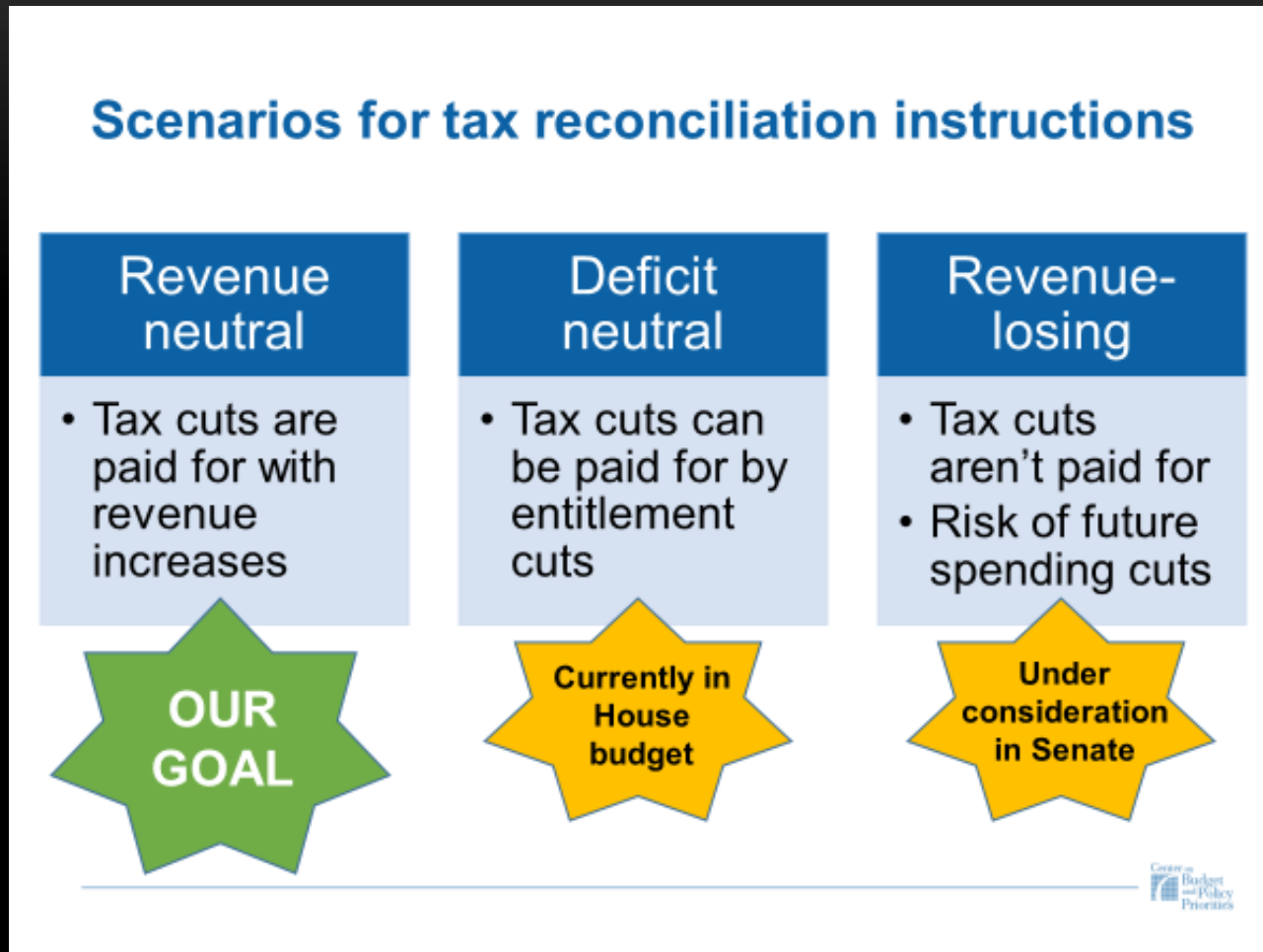
STAGE 1 OF CONGRESSIONAL TAX DEBATE

Timeline: September to October



- **Senate & House each pass combined budget resolutions & reconciliation instructions**
 - Sets broad spending and revenue targets; not detailed tax policy
 - Each chamber passes bill and then is conferenced
 - **Goal:** prevent passage of conference agreement – both chambers must pass it.
- **If a joint budget resolution passes:**
 - **Goal:** Revenue-neutral tax instructions – pay for tax cuts by closing loopholes
 - **Goal:** No required (“reconciled”) cuts to Medicare, Medicaid, SNAP (food stamps), SSDI disability insurance, SSI

TAX INSTRUCTION OPTIONS FOR THE BUDGET



We must ensure that any tax cuts included in the budget resolution are required to be fully paid for but only with revenue-raisers/closing tax loopholes.

STAGE 2 OF CONGRESSIONAL TAX DEBATE

- **Timeline:** October to 2018?
- **Tax committees:** hold hearings and approve legislation
- **Both chambers:** hold floor votes on respective bills
- Merge House & Senate bills into one; both chambers must pass again
- Signed by the President



LEGISLATIVE TARGETS FOR THE BUDGET AND TAX FIGHTS

- **The Senate:**
 - 5 Priority States to stop budget reconciliation in Senate with persuasion -- AK, AZ, ME, NV, WV
 - Need visibility in other Republican Senate states around budget vote – may be first week of October
 - **The House:** Need visibility in Republican districts around the budget vote, most likely in October.
 - **Tax Targets:**
 - **Protest hard-line opponents:** to make taxes “Which Side Are You On” issue
 - **Persuade/Protest:** more moderate opponents
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OUR ACTION PLAN

Heather Booth

OUR ACTION PLAN

- **Ladder of escalation:** based on targets and congressional timeline
- **Persuasion:** Meetings; town halls; phone calls; letters; social media; op-eds
- **Protest:** Town halls; earned media events; social media; ads
- **Webinars:** Take this presentation to your organization
- **StopTrumpTaxCuts.org:** for the latest.



TAKE ACTION!



**NOT ONE PENNY
IN TAX CUTS
FOR THE RICH &
CORPORATIONS**

TAKE ACTION NOW!

- **Petition Congress (through Oct. 1):** Petition to Congress national groups are using is at <http://bit.ly/2xQs1Q7>
- **Sept. 12-15: Call Congress Week – 1-888-516-5820**
 - **Deliver this message:** Protect Medicare, Medicaid, education; Not one penny in tax cuts to millionaires and wealthy corporations
 - Go here for details: <http://bit.ly/2eNcfOf>
- **Oct. 4: National Day of Local Actions**
 - Details to come
 - Contact Field Coordinator, Nick Guthman at nguthman@americansfortaxfairness.org















LOCAL PERSPECTIVES...FROM THE STATES



**MARCIA DINKINS, VALLEY VOICES UNITED FOR
CHANGE, OHIO**

Telling our Story





SUZY ZANDER, INDIVISIBLE, NJ-03

Town Hall Tips



IF WE ORGANIZE... WE CAN WIN!



CALL CONGRESS NOW!



Sept. 12 - 15

**are National Call
Congress Days!**

Call your U.S. Representative

1 (888) 516 - 5820

**Tell them: Protect working families.
No tax cuts for the wealthy.**

AMERICANS FOR
TaxFairness

ATF STAFF AND CONTACT INFORMATION

- Visit <https://americansfortaxfairness.org/webinar/> for this power point and other resources/materials referenced.

- **Nick Guthman, Field Coordinator:**
nguthman@americansfortaxfairness.org | (202) 506-3264

If you plan to organize field activities or learn about doing an online petition to Congress or want more information!

QUESTIONS

