

# MESSAGE GUIDE: CORPORATE GREED PRICES OUT WORKING FAMILIES



IOWA  
VOICES

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# MESSAGE GUIDE: CORPORATE GREED PRICES OUT WORKING FAMILIES

Gas prices are up, and the age old tactic of accusing the President of setting prices is here again. Fortunately today, some consumers know it's because of Vladimir Putin, supply chain issues, and big oil companies. However, three-fourths of U.S. voters think the President can do something about prices, and Republicans will unrelentingly flood the market with talk of "inflation" and efforts to blame President Biden.

We need to add our voice and make sure voters know the truth. Politicians could stop this, but some of them would rather support their corporate donors and lie about inflation. As prices rise, we need to remind Iowans the reason is corporate greed, and these materials will provide guidance to help do so.

Oil and Gas companies made more than \$75.5 billion last year while working Americans struggled. These Fortune 500 companies used inflation as an excuse to increase gas prices while they showered billions of dollars of profit onto their wealthy executives and shareholders.

While Chevron is bragging about excess cash, other companies are happy with inflation. Kroger, Chipotle, beverage companies and diaper makers are all using inflation as an excuse to force consumers to pay more. Even Hasbro toys made a 93% increase in net earnings and gave shareholders nearly \$400 million in dividends.

Basic goods and merchandise aren't the only costs rising. Our homes are getting more expensive and it's getting harder to own a small business. Blackstone, one of the biggest corporate landlords in America, reported its highest earning year ever in January. They took in \$5.9 billion - six times more than the year before - while many Americans struggled to pay rent.

This abuse isn't just pricing us out, it's pricing out small businesses too. The same small businesses that keep our communities alive. 60% of small business owners said inflation is their top challenge, 55% said access to affordable and responsible capital is, and 48% said labor shortages are a top challenge. Almost all of them said the wealthy corporations are taking advantage of inflation to raise prices, and it's hurting small businesses.

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<b>RISING PRICES MESSAGE GUIDANCE</b>	<b>3</b>
<b>SAMPLE MESSAGING</b>	<b>3</b>
<b>SAMPLE MESSAGE</b>	<b>4</b>
<b>SAMPLE LETTER TO THE EDITOR</b>	<b>4</b>
<b>SAMPLE SOCIAL</b>	<b>5</b>

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# RISING PRICES MESSAGE GUIDANCE

- Lead with a value that acknowledges people’s effort.
  - Blame corporate greed and the businesses bragging about their inflation year record profits.
  - Rebut without repeating. Call out the opposition for lying about the cause in order to help their wealthy corporate donors.
  - Have a solution that allows voters to succeed.
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## SAMPLE MESSAGING

<p>No matter our zip code or color of our skin, lowans work hard for our families.</p> <p>But, the same corporations that refuse to pay worker what they owe are now bragging about the fact that they’re jacking up prices. Meanwhile, Corporate Kim Reynolds and other republicans are rigging the rules for them with massive tax cuts. They think they can distract us, but we know they could stop this and give working families what we need.</p> <p>We need real leaders who stand with working people - not those who hand out kickbacks to corporations. We need to pass laws to stop corporate price</p>	<p><b>Value</b></p> <p><b>Define opposition, tie to current events</b></p> <p><b>Call to action, outcomes we can</b></p>
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## SAMPLE SOCIAL

Wealthy companies are bragging about their record profits while the rest of us struggle. #CorporateKim @IAGovernor wants to make it even easier for them w/\$300 million in kickbacks that working families pay for. Let's make childcare more affordable. Not #CorporateGreed.

As lowans, we value hard work. But, @IAGovernor's agenda will force lowans to work for lower wages and struggle to provide for their families. lowans deserve better than being sold out for corporate greed. #Iowa #CorporateKim #ReynoldsWorkforceCrisis