

**MESSAGE GUIDE:  
REVENUE FOR OUR COMMUNITIES**



**IOWA  
VOICES**

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# MESSAGE GUIDE:

## REVENUE FOR OUR COMMUNITIES

We all have jobs to do, and in Iowa we take pride in a job well done. In reaping the rewards, we buy the things that matter most to us: a roof over our heads, nutritious food for our kids. We set roots in a community where we can see ourselves and the next generation succeeding for years to come.

But today, Corporate Kim Reynolds and the Republicans in the Legislature are making this more difficult than it has to be. They need to do their jobs and handle the health, economic and fiscal impacts of the pandemic. But instead, they're using our tax dollars to help the wealthy. Our schools, children and working families deserve our tax dollars. Not the wealthy few refusing to pay what they owe. By changing the narrative on revenue, voters can demand action from our elected officials. It's time we hold them accountable to providing the resources our communities rely on.

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<b>KEY MESSAGE GUIDANCE</b>	<b>3</b>
<b>CONSTRUCT A NEW NARRATIVE.</b>	<b>3</b>
<b>SAMPLE MESSAGE: HOW WE CONTRIBUTE</b>	<b>4</b>
<b>SAMPLE MESSAGE: DIVERTING WEALTH</b>	<b>5</b>

# KEY MESSAGE GUIDANCE

- Start with a shared values statement.
- Name the problem and define the opposition to our shared value. However, don't repeat the opposition's message, even to negate it. Speak proactively to reframe the issue.
- Frame the opposition as a "hurdle" we can overcome, not as a "barrier" that stops us.
- Make voters the protagonists and focus on values.
- Provide tangible outcomes.
- End with a call to action.

# CONSTRUCT A NEW NARRATIVE.

Be tangible and direct. Embrace the alternatives below and replace phrases that give the opposition too much credit. Let's demand the resources our communities need.

EMBRACE	REPLACE
● Make the rich pay <u>what they owe our country</u> through taxes	● Make the rich pay <u>their fair share</u>
● <b>Wealthy</b> corporations	● <b>Big</b> corporations
● Wealthy corporations <u>refuse to pay people the true value of our work</u>	● <b>Hold down wages</b> ● Wages have fallen/failed to keep pace/Wage gap is growing
● <b>Making</b> sure wealthy corporations <u>pay more</u> in taxes	● <b>Increasing taxes</b> on wealthy corporations
● Making sure <u>corporations/the wealthiest households</u> pay what they owe	● Making sure <u>everyone</u> pays what they owe
● <b>When</b> our elected leaders make wealthy corporations pay us what they owe, we <b>will</b> have what we need	● <b>If</b> our elected leaders make wealthy corporations pay us what they owe, we <b>can</b> have what we need
● Working families, people struggling to make ends meet	● People who work for a living
● <b>Providing</b> ...[outcomes of revenue, like better schools, quality health care etc]	● <b>Investing in</b> ...
● Some lawmakers side with rich against the rest of us ● Every elected on our side is a Democrat	● Democrats are divided ● Democrats in disarray ● Progressives are ruining everything
● <b>Corporate</b> politicians, like Kim Reynolds	● Moderates

<ul style="list-style-type: none"> <li>• Corporate lawmakers</li> </ul>	<ul style="list-style-type: none"> <li>• Centrists</li> </ul>
<ul style="list-style-type: none"> <li>• Air we breathe, water we drink, paid time to care for our loved ones</li> </ul>	<ul style="list-style-type: none"> <li>• \$xx billion</li> </ul>
<ul style="list-style-type: none"> <li>• Schools that nurture our kids' dreams</li> <li>• Rx meds we can afford...</li> </ul>	<ul style="list-style-type: none"> <li>• Filibuster, Compromise...</li> <li>• Anything else on political process</li> </ul>

## SAMPLE MESSAGE: HOW WE CONTRIBUTE

<p>No matter what we look like or where we come from, most of us believe in caring for our families and leaving things better for those to come. Some of us give our all as teachers, delivery drivers, or nurses, volunteering at the local food bank or neighborhood cleanup.</p> <p>But for too long, a handful of politicians have let wealthy corporations rig the rules to favor their campaign contributions over our contributions for each other. Then, they have tried to divide us, fueling fears based on our skin color, background, or neighborhood.</p> <p>It's time to reject this division and demand our leaders make corporations pay what they owe our country in taxes and pay people a fair return on our work. That's how we show up for each other, delivering the quality schools, affordable healthcare and good-paying jobs that ensure all of our families can thrive.</p>	<p><b>Shared Value</b></p> <p><b>Define the opposition</b></p> <p><b>Call to action &amp; Outcomes we can achieve</b></p>
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# SAMPLE MESSAGE: DIVERTING WEALTH

<p>No matter our background, faith or color, most of us work hard for our families.</p> <p>But as our work has made America prosper, a greedy few have rigged the rules to redirect resources from our communities to their country clubs, from our classrooms to their ballrooms, and from our public parks to their private jets.</p> <p>Now they stir fears based on what we look like or where we come from, hoping we will blame everyday people for the hardships these wealthy few create, so we don't join together to demand our shared resources provide the programs, schools and support all of our families need.</p> <p>Together, we can demand our lawmakers rewrite the rules so nothing stands in the way of us providing a great life for our families.</p>	<p><b>Shared value</b></p> <p><b>Define the opposition</b></p> <p><b>Acknowledge and reinforce the hardships we face by diverted revenue</b></p> <p><b>Call to action</b></p>
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