

# RBC Fair Tax Messaging Guide



## Key Messages

- Tax Relief and Tax Fairness.** *Middle class and working families are struggling and deserve a break.* In Illinois, the lowest income people spend more than 3x as much of their income on state and local taxes than the wealthy do. The Fair Tax would provide a tax cut to the vast majority of Illinoisans while asking the wealthy to pay their fair share.
- Investing in Building Healthy and Thriving Communities.** Our state has been devastated by a record long budget impasse. The bi-partisan budget that the General Assembly passed was a vital step in stopping the bleeding and stabilizing our state. *We need to invest in building the thriving communities we all want,* including good schools, healthy families, thriving colleges, support in tough times, and safe streets. We should ask the wealthy to pay a little more, to ensure that all our communities can grow and thrive.
- The Wealthy Should Pay Their Fair Share.** Over the past decades most new income has gone to the top 1% of earners. While the rich hire accountants and lobbyists to create loopholes and tax breaks for themselves, the rest of us have suffered. The Fair Tax will *make sure the wealthy pay their fair share.*

DO	DON'T
<b>Be aspirational and focus on values.</b> We feel first and act second. Projected a vision of what we believe motivates people to act.	<b>Repeat unhelpful stereotypes</b> Even to debunk a myth, repeating it normalizes the stereotype. Be sensitive to the words you choose
<b>Elevate our public systems.</b> We can't call for investment in our public systems while running them down. Focus on the positives that our systems can provide.	<b>Step into the other side's frame</b> Stay on message and on your points. Don't use frames or generalizations that can damage our argument.
<b>Focus on Building/constructing collective benefit</b> Talk about "we", the benefits to our communities as a whole, and fostering the human potential available to all of us	<b>Use otherizing language like "the poor" or "vulnerable people" or focus on individual benefits.</b> These arguments play into negative understandings of our public systems and the people who access them.
<b>Select Stories Wisely</b> Provide life-cycle examples and stories that focus on communities.	<b>Focus on Compelling Individual Examples</b> These fall into an individualistic/charitable public perception.
<b>Reframe and Make an Affirmative Case</b>	<b>Rebut and Speak in Statistics or Jargon</b>