

THE CENTRAL ROLE OF TAXES IN

CREATING AN ECONOMY THAT
WORKS FOR ALL OF US

AMERICANS FOR
TaxFairness

JOHN ANZALONE

ALG Research

THE OPPORTUNITY: BIDEN'S TAX FAIRNESS MANDATE

THE BIDEN ELECTION MANDATE

Biden prevailed with a major progressive tax fairness message and plan. It got considerable media attention and was heavily attacked by his opponents.

- Most progressive tax & public investment plans of any prez candidate in modern history

Biden's stump speech in the closing weeks of the campaign was built around an aggressive call for making the wealthy and corporations pay their fair share.

Republican ads prominently featured tax issues and mostly attacked Biden's tax plan.

- From mid-July to late October taxes were often at or near the top among the issues most frequently mentioned in broadcast ads for Trump – many strongly criticizing Biden's plan
- Between Labor Day and Election Day, taxes were among the top 5 most frequently mentioned issues in broadcast ads for Joe Biden, many defending his tax plan.

BIDEN'S ELECTION MANDATE: POLLING

“As pollsters for President Biden’s campaign in both the primary and general election, we found that **few issues generated broader, more intense support than raising taxes on those earning over \$400,000 a year and closing tax loopholes for big corporations. The issue of tax fairness was therefore a core part of the Biden campaign’s messaging in both its advertising and in the candidate’s stump speech.** The campaign’s focus on Biden’s plan to raise taxes on those making over \$400,000 – but not on anyone making less than that – not only **allowed it to rebut Republican claims that President Biden would raise taxes on the middle class, but also helped give President Biden a critical advantage on which candidate was seen as more likely to help working families.”**

John Anzalone, ALG Research memo, Feb. 15, 2021

BIDEN'S ELECTION MANDATE: POLLING

“Proposals to raise taxes on the wealthy were the most popular of more than 30 economic proposals tested by ALG Research in 2020.”

“Whether paired with closing tax loopholes for big corporations or using the money to invest in priorities like lowering healthcare costs, improving education, and strengthening Social Security and Medicare, **proposals on raising taxes on the wealthy outperformed all other economic proposals tested in our 2020 polling among both Independents and voters overall.**”

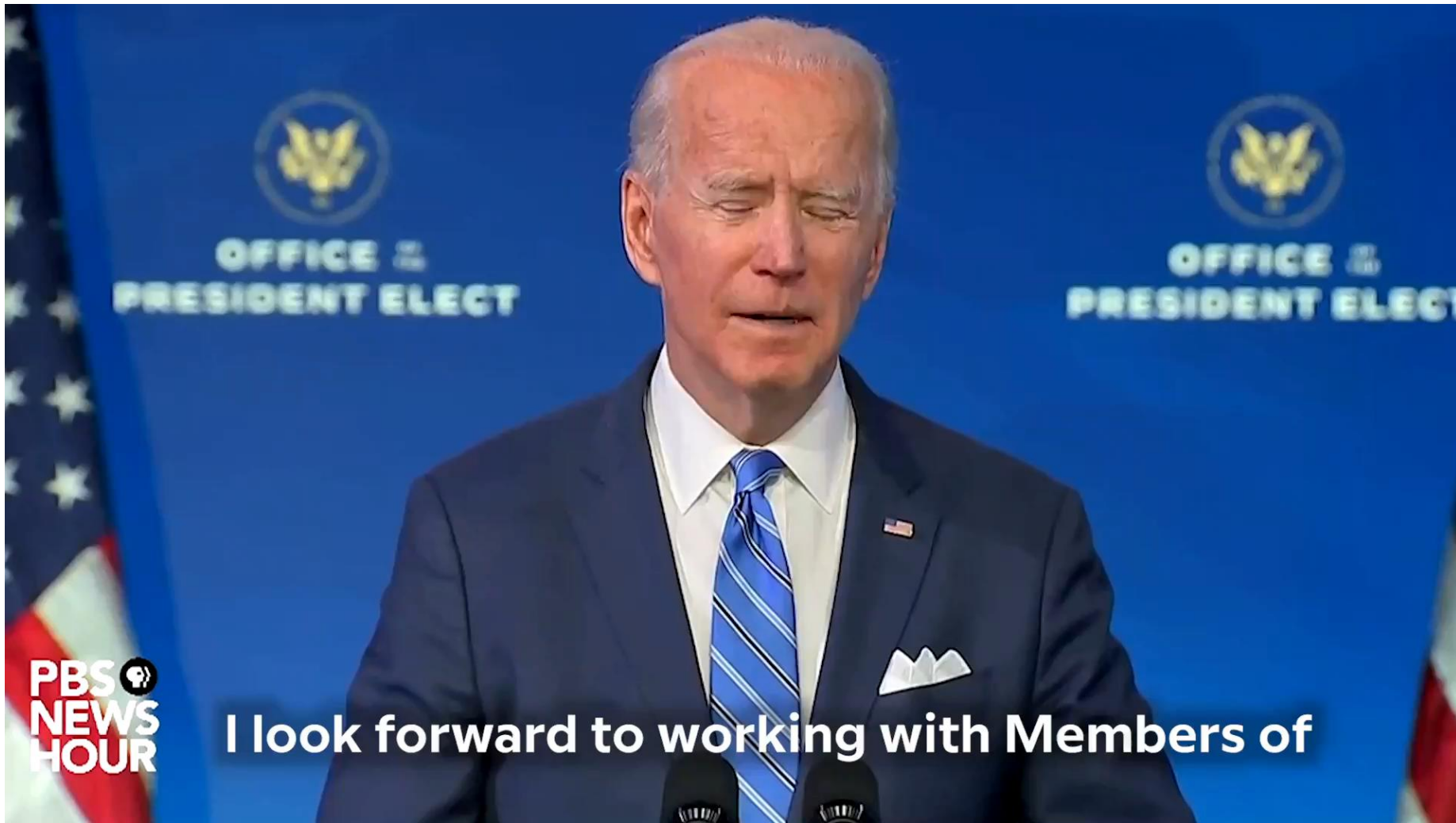
“Democrats should go on offense with their plans to raise taxes on those earning over \$400,000 and closing corporate tax loopholes.”

John Anzalone, ALG Research memo, Feb. 15, 2021

BIDEN'S ELECTION MANDATE: TV ADS



BIDEN'S ELECTION MANDATE: BUILD BACK BETTER



PBS
NEWS
HOUR

I look forward to working with Members of

AMERICANS FOR
TaxFairness

FRANK CLEMENTE
Americans for Tax Fairness

BIDEN'S BUILD BACK BETTER AGENDA

BIDEN'S AGENDA: BUILD BACK BETTER INVESTMENTS

\$2 Trillion

Rebuild
infrastructure &
clean energy

\$2 Trillion

Major expansions to
healthcare access &
affordability

\$2 Trillion

Childcare, universal
pre-K, free public
comm. college, pay
down student debt

\$650 Billion

Affordable housing
for working families

\$1 Trillion

Strengthen Social
Security & Supplemental
Security Income

\$500 Billion

Working family tax
credits: EITC & CTC

BIDEN'S AGENDA: FAIR SHARE TAXES

Raise \$3-4 trillion

Repeal Trump-GOP tax cuts benefiting rich & corporations

Corporate tax rate

21% → 28%

Tighten offshore loopholes

Equalize cap gains rate on \$1M+ income

End stepped up basis – tax gains at death

28% deductions cap

Restore estate tax to 2009 levels

\$1.2 T in Tax Credits

- \$500B: families & caregivers
- \$400B: homebuyers, retirement, green energy
- \$300B domestic manufacturing, green energy

ATF STRATEGY 2021-2022

Ensure Biden proposes tax & investment plans that track his campaign promises

- Down payment of \$3-4 trillion (ATF's 10-year goal: \$10 trillion)

Win vote in Congress on his plan in late 2021

- Budget reconciliation rules only require Senate majority vote; no filibuster

Mobilize, Mobilize, Mobilize

- Consolidate progressive community behind the Biden plan
- Determine what moves moderate Democrats to our position
- Robust mobilization and earned media operations in target states
- Show federal revenue is key to addressing state fiscal crises and investment needs

Win message war in 2022 election year

STATES DEPEND A LOT ON FEDERAL TAX REVENUES

33%

Average share of state budgets
funded by federal government
in 2020

\$4 TRILLION IN NEW FEDERAL REVENUE

States' Share = \$2.5 Trillion

	% of State Budget from Federal, 2020	\$ Billions Each Year for 10 Years	% of State Spending in 2020
CALIFORNIA	38%	\$42	13%
COLORADO	25%	\$3.5	9%
FLORIDA	35%	\$11	12%
MASSACHUSETTS	26%	\$5.4	9%
MICHIGAN	44%	\$9.0	15%
MINNESOTA	30%	\$4.5	10%
NEW YORK	36%	\$21	12%
NORTH CAROLINA	38%	\$7.6	13%
TEXAS	34%	\$15.0	12%
WISCONSIN	25%	\$4.4	8%

ATF & MOVEMENT FUNDING PRIORITIES

**Influence
Moderate
Democrats**

On tax and
investment issues

Communications

Polling/Messaging
More robust
communications
(media and digital)
especially in target
states

**Deepen
Coalition Work**

Get advocacy and
movement groups
to “own” the tax
issue and align
messaging and
strategies

Field Mobilization

Significantly
strengthen field
capacity for federal
and state revenue
fights

Elections

Make tax fairness a
major issue in
elections and in the
ongoing dialogue
on the nation’s
economic priorities

LOBBYING PRIORITIES

Senate Moderates:

AZ: Sinema & Kelly

CO: Bennet (**SFC**) and Hickenlooper

ME: King

MT: Tester

NH: Shaheen & Hassan (**SFC**)

NV: Cortez-Masto (**SFC**) & Rosen

VA: Warner (**SFC** & Budget), Kaine (Budget)

WV: Manchin

House Moderates: Problem Solvers Caucus, Blue Dog Coalition, New Democrats

Organize a table of national groups to coordinate state-based mobilization and communications work

MARGARIDA JORGE
Health Care for America Now

Americans for Tax Fairness brings multi-issue groups to the table on taxes

Co-chairs:

- AFSCME
- Economic Policy Institute
- Health Care For America Now (HCAN)

HCAN is a coalition of state and national multi-issue groups that led the fight to pass the Affordable Care Act in 2008-2010

- ATF's coalition was modeled on HCAN and includes many shared stakeholders.
- Integrated HCAN/ATF field efforts on Bush Tax Cuts, ACA Repeal, Trump-GOP tax cuts and other issues on and off since ATF began.
- We have learned that connecting the dots between taxes and the services and benefits they pay for is essential to advancing strategy and narrative (health care, SNAP, paid leave, etc.)

#HealthcareOverWealthcare

HCAN is deeply committed to tax fairness because we cannot achieve our goals without raising revenue from the rich and corporations.

- Affordable Care Act was paid for by raising taxes on wealthy households and health industry corporations (insurers, Pharma, medical device manufacturers).
- Least popular provision in ACA was a tax provision (individual mandate).
- When GOP failed to repeal the ACA in Congress, they turned to the Trump tax law to do it. The source of the current Supreme Court challenge to the ACA is the Trump tax law.

When values and tangible priorities define the debate, we win.

WHAT DOES IT MEAN TO WIN?

- Pass policies that improve peoples' lives. We can't pay for anything without more revenue.
- Win the political narrative so that our values define the debate and regular people know which side their representatives are on going into 2022. Bury the supply-side trickle-down tax cuts economic narrative.
- Build a permanent and durable constituency for tax fairness that brings people together across race, geography, and income around an optimistic economic story about:
 - Shared prosperity, fairness and equity for all
 - A government that works for everyone, not just the rich and corporations

ATF COALITION = POWER & IMPACT

Labor unions

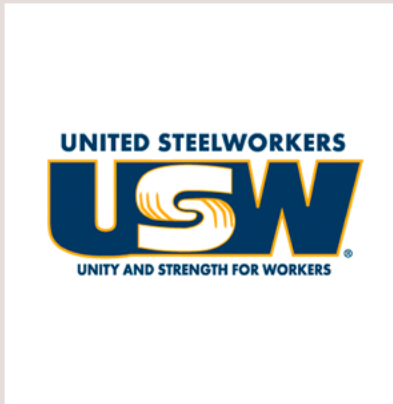
Policy groups

Advocacy groups

AFL-CIO
AMERICA'S UNIONS



LABOR UNIONS



Center for American Progress



ITEP

INSTITUTE ON TAXATION AND ECONOMIC POLICY

Center on
**Budget
and Policy
Priorities**



Institute for
Policy Studies

**Economic
Policy
Institute**

Washington Center
for **Equitable Growth**
Evidence for a stronger economy

**POLICY
GROUPS**



ADVOCACY & GRASSROOTS GROUPS

ATF COMMUNICATIONS STRATEGY & IMPACT

SPOKESPERSON

1,600-plus media hits in 2020

The Washington Post

October 22, 2020

Amid economic downturn, Biden sticks by proposed tax hikes on businesses and wealthy Americans

"Biden has taken strong positions on raising taxes on corporations and the wealthy. If he wins, he will have a mandate," said **Frank Clemente**, executive director of **Americans for Tax Fairness**, a left-leaning tax group. "Moderate Democrats on the Hill will need to follow his lead and not cower from corporate lobbyists."

Newsweek

May 22, 2020

The 5 wealthiest Americans have gotten 75 billion dollars richer while a pandemic guts the economy

Between March 18 (when many states were issuing stay-at-home orders) and May 19, the total net worth of billionaires **Jeff Bezos** (Amazon), **Bill Gates** (Microsoft), **Mark Zuckerberg** (Facebook), **Warren Buffett** (Berkshire Hathaway) and **Larry Ellison** (Oracle) grew by \$75.5 billion, according to an **Americans for Tax Fairness** [report](#).



September 29, 2020

CBS NEWS

October 20, 2020

U.S. billionaires gained almost \$1 trillion in wealth during the pandemic

The wealth of the nation's billionaires rose to \$3.88 trillion as of October 13, a jump of \$931 billion from March, an analysis from **Americans for Tax Fairness** and the Institute for Policy Studies, two left-leaning groups, found. That's almost twice the \$2.1 trillion in wealth held by the bottom half of the U.S. population, or about 165 million people, they added.

The New York Times

July 16, 2020

Ocasio-Cortez Pushes Cuomo to Back Billionaires' Tax

A recent analysis by **Americans for Tax Fairness** found that the wealth of New York's 119 billionaires increased by \$77 billion from March to June, a period that saw the state gain a new billionaire. The total net worth of New York's billionaires grew to \$600.7 billion from \$521.5 billion from March to June, according to an analysis of data from **Forbes**. "You are barely slowing down their growth in wealth," said **Frank Clemente**, the executive director of **Americans for Tax Fairness**. "The pandemic has been fabulous for helping people understand how vulnerable so many millions of Americans are, and just how upside down the economic system is."

POLLING & MESSAGING

Tax fairness has become a winning message

Bloomberg

Internal GOP Poll: 'We've Lost the Messaging Battle' on Tax Cuts

SOCIAL MEDIA

Reaches >1 million people a week on Twitter, Facebook, Instagram

Strong following among influencers



@4taxfairness



fb.com/Americans4TaxFairness



@4taxfairness

EMAIL

760,000-person list activated weekly

Coordinate joint actions with allies

Total raised 2020: \$219,000 (15% of budget)

8,000 grassroots donors from all 50 states

BILLIONAIRES

Our research on billionaires has driven the narrative on pandemic-era inequality.

Newsweek

U.S. Billionaires' Pandemic Profits Could Fund \$3.9K Stimulus Checks—Obama-era Economist

WEALTH TAX

Our website leading promotion of Sen. Warren's wealth tax

The screenshot shows the website for Americans for Tax Fairness. The navigation bar includes links for About, Issues, Reports, Blog, Media, and a Donate button. The main content area is titled #WEALTHTAX and features four promotional cards:

- NEARLY TWO-THIRDS OF AMERICANS SUPPORT A WEALTH TAX.** Below this is the text: POLLING: A WEALTH TAX IS WIDELY POPULAR.
- GET THE FACTS.** Below this is the text: FACT SHEET: THE ULTRA-MILLIONAIRES ACT.
- WEALTH TAX: NATIONAL ENDORSERS** (with an image of a diverse group of people).
- TALKING POINTS: WARREN-JAYAPAL-BOYLE WEALTH TAX** (with an image of three individuals: a man, a woman in a purple jacket, and another woman).

ATF'S BUDGET

2020 REVENUE

\$1.4M

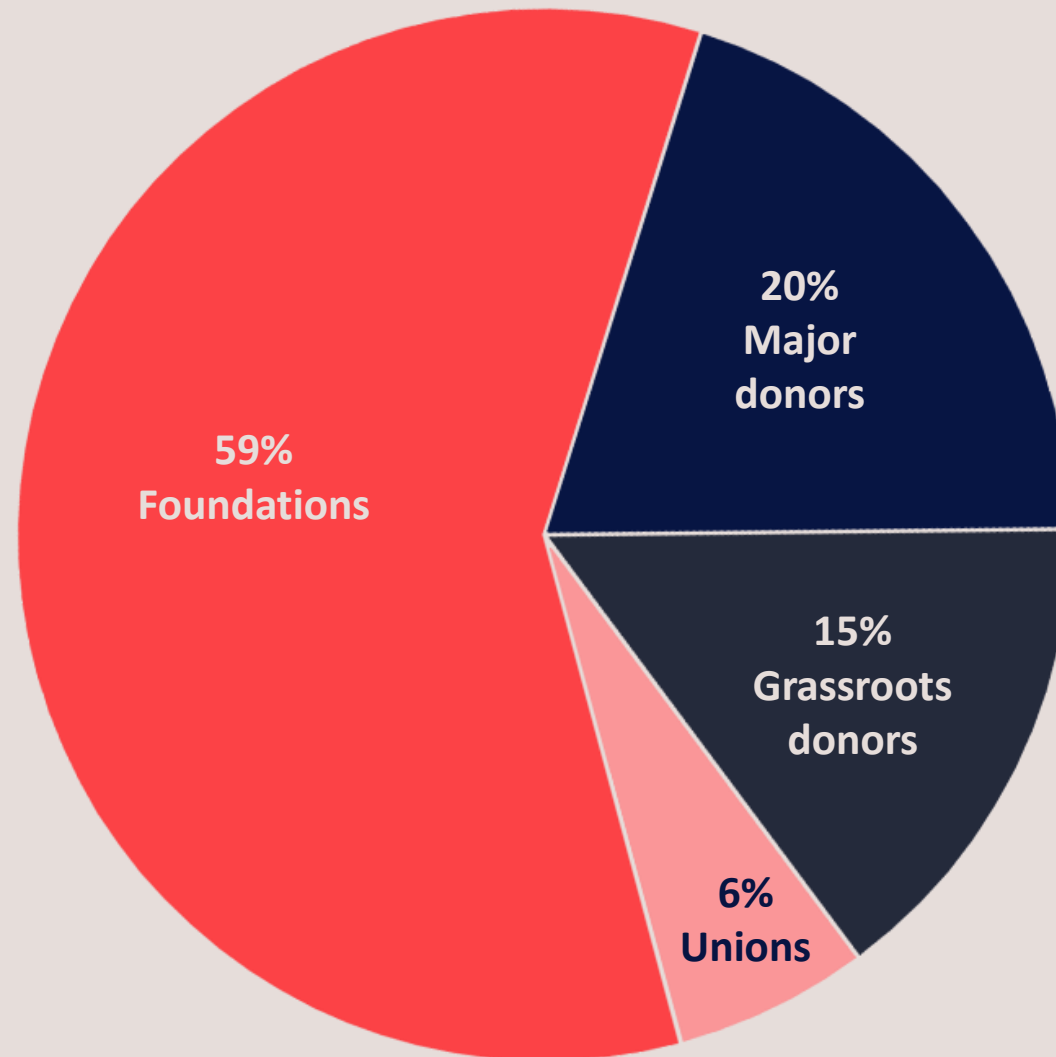
501c3 (85%)

501c4 (15%)

2021 REVENUE GOAL

\$3M

ATF REVENUE SOURCES



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