

LOCALPROGRESS

Families Over Billionaires

Digital Toolkit for LP Members

Background

The Trump Administration, Congressional Republicans, and their billionaire allies officially passed their Billionaire Tax Scam—their plan to cut taxes for the rich at the expense of working people. Now is the time to call out what this law really is and what the impact will be: an egregious plan to slash programs families rely on to pay for more billionaire tax breaks and lawless immigration raids. **This is likely the most important time to control the narrative about what just happened.** We need to flood the zone with what this bill does and keep our message loud and clear: **the Trump Administration and Congressional Republicans just cut your healthcare and raised your costs in order to give massive tax cuts to billionaires.**

For more information about the Families Over Billionaires campaign, check out their [website](#).

Talking Points

- Every single one of us deserves to have enough food to eat, quality healthcare, and a safe place to call home.
- **While millions struggle to make ends meet, the Trump Administration, Congressional Republicans, and their billionaire backers just took away healthcare from and raised costs for millions of American families. All to pay for massive tax cuts for billionaires and lawless immigration raids.**
 - Let's be clear: Republicans have made a very direct choice to hurt, starve and kill people in order to make billionaires richer. It's an unconscionable act.
- Their law will give trillions to the ultra-wealthy, hundreds of billions to lawless federal immigration officers, and force everyone else to foot the bill:
 - At least [17 million](#) Americans will lose their health insurance.
 - [Health care costs will skyrocket](#) for 20 million Americans – by an average of \$700 per year.
 - Housing costs will skyrocket.
 - [1.2 million veterans](#), [4.8 million seniors](#), and [14.6 million children](#) could go hungry.
 - Kids will suffer as Trump cuts \$4.5 billion from K-12 schools around the country.
 - Energy costs will go up for as many as 7 million low-income Americans.
- **As a local elected official, I am closest to my community. And I can tell you that these cuts are already DEVASTATING my community.**
 - *Provide concrete, people-centric examples to illustrate the impact of these cuts in your community – for example, VA/medical facility closures, school funding shortfalls, families without health insurance, students without school meals, veterans without mental health support, community center closing, affordable housing projects stalled, etc.*

- **The bottom line is that Republicans care more about funding trillions in handouts for their ultra-wealthy donors and billions to brutalize our communities than they do about the people who will suffer as a result of their cruel cuts.**
- Join me in holding our corrupt politicians accountable.

Take Action

Hold your Reps Accountable—ideally in Person

Members of Congress are heading back home to their districts for August recess. Now is the time to tell them just how angry you are that they took away your health care to give their billionaire donors tax breaks. If they refuse to meet with you or ignore your concerns, share that information with your community and local media, as you feel comfortable. Why won't they answer the concerns of local leaders?

Talk with Local Media


Send press statements, press releases, quotes, and pitch yourself to local media. Make it clear for them how these national cuts will impact the community. You can use LP's [Media Tactics – Overview & Templates](#) to get started. And be sure to use the talking points above when you're speaking with journalists.

Plan a Local Action

Local demonstrations are a great way to drum up local press and catch the attention of your representatives. Rally together your community and plan a local action! If you need support, let us know. There are many organizations with resources available to support local organizing.

Post on Social Media

Post on social media as much as you possibly can, and highlight real places, people, and examples of how this law is already hurting your community. Direct posts at your representative by tagging them on Twitter, Facebook, Instagram, and BlueSky. Below are some sample social posts for you to adjust as you'd like. For more detailed messaging guidance, see the talking points above. For more information on how to leverage your voice on social media, check out LP's [Using Social Media Strategically](#).

 We especially encourage you to **record short videos** for social media talking about the specific impacts your community is facing (ideally while standing in front of a school, hospital, or other site that will face cuts). Check out [this document for some guidance and a sample script](#).

Everyday people are struggling to get by.

Trump & Republicans in Congress just gutted essential services like health care and food assistance to give tax breaks to billionaires & more \$\$ for ICE to terrorize our communities.

[Tag your Reps who voted for this] we will not forget this betrayal.

We need to fight for everyday people.

Trump, Republicans in Congress, & their billionaires allies just cut your Medicaid & food assistance to waste billions on ICE raids & give themselves a tax break. I think the ultra wealthy should pay their fair share instead.

[Tag your Reps who voted for this] we will not forget this betrayal.

Trump & his billionaire friends just cut essential services to give themselves more money.

This will leave students without school meals, families without healthcare, and veterans without mental health resources.

[Tag your Reps who voted for this] we will not forget this betrayal.

Call your Representatives

Call your Representatives and tell them about how these cuts are impacting your community. Focus on specific, people-centric examples. Use the talking points above to stay on message.

Send a Letter to your Senator

Click [here](#) to send a letter to your senator. Or use this [template](#) as a starting point to personalize a letter.

Share Resources with Allies

Check out the following list of resources and share widely with your network of allies:

- [FOB Trump Budget Message Guidance](#)
- [FOB Core Message Guidance](#)
- [FOB Shutdown Guidance](#)
- [FOB Latest Polling Data](#)