

Intro

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Dear Allies

Thank you so much for signing our open letter calling for bold action from the G20 Presidency to tackle global inequality. Your support means a lot — but we can't stop here.

Now we need your help to take the next step. Let's make sure this message reaches President Ramaphosa loud and clear. Please use the social media pack inked in this email to share the letter widely — and don't forget to tag President Ramaphosa when you post. That's how we make sure our voices are heard at the highest level.

We are also sharing our [Press Release](#) (*click to view*) with you. Please help spread the word by sharing it across your media contacts and networks.

The campaign runs from 12–21 July, [there's various content](#) you can use and adjust based on what you need—more contents are coming! I really hope you'll join in — your voice can help make this action impossible to ignore.

In peace & solidarity,
[Vijai Kao](#)
Communications & Media Lead
Fight Inequality Alliance

Cher·es allié·es,

Merci d'avoir signé notre lettre ouverte enjoignant la présidence du G20 de mener des actions audacieuses pour combattre les inégalités mondiales. Votre soutien compte beaucoup, mais nous ne pouvons pas en rester là.

Nous avons maintenant besoin de votre aide pour passer à l'étape suivante. Assurons-nous que ce message parvienne haut et fort au Président Ramaphosa. Veuillez utiliser le paquet pour les réseaux sociaux en lien dans ce mail pour partager largement la lettre – et n'oubliez pas d'étiqueter le Président Ramaphosa dans vos publications. C'est ainsi que nous garantirons que nos voix résonnent au plus haut niveau.

Nous partageons aussi notre [communiqué de presse](#) avec vous. Merci de nous aider à faire passer le message en le diffusant auprès de vos contacts dans les médias et vos réseaux.

La campagne se déroule du 12 au 21 juillet. J'espère vraiment que vous participerez – votre voix peut nous aider à rendre cette action impossible à ignorer.

Avec espoir et solidarité,

[Vijai Kao](#)

Responsable de la communication et des médias
Fight Inequality Alliance

Prezados aliados,

Agradecemos por assinarem nossa carta aberta demandando medidas ousadas da presidência do G20 para combater a desigualdade global. Seu apoio é muito importante, mas não podemos parar por aqui.

Agora precisamos da sua ajuda para dar o próximo passo. Vamos garantir que essa mensagem chegue ao presidente Ramaphosa em alto e bom som. Use o pacote de mídia social anexado a este e-mail para compartilhar a carta amplamente – e não se esqueça de marcar o presidente Ramaphosa quando postar. É assim que garantimos que nossas vozes sejam ouvidas no mais alto nível.

Também estamos compartilhando nosso [comunicado à imprensa/press release](#) com vocês. Ajudem a divulgar, compartilhando-o com seus contatos e redes sociais.

A campanha vai de 12 a 21 de julho. Espero sinceramente que você participe — sua voz pode ajudar a tornar essa ação impossível de ignorar.

Com esperança e solidariedade,

[Vijai Kao](#)

Líder de Comunicação e Mídia
Aliança contra a Desigualdade

Estimadxs aliadxs:

Durante la última semana, hemos estado recopilando voces sin descanso. Más de 300 personas, desde economistas hasta el Vaticano e incluso millonarios, han firmado nuestra carta

abierta en la que se pide a la presidencia del G20 que tome medidas decisivas para hacer frente a la desigualdad mundial, y la carta se ha enviado al presidente Ramaphosa a principios de esta semana.

Ahora necesitamos tu ayuda para dar el siguiente paso. Subamos el volumen y asegurémonos de que este mensaje llegue fuerte y claro al presidente Ramaphosa hoy mismo. Sí, has leído bien: ¡HOY ES EL DÍA, ACTÚA YA!

Utiliza el paquete de redes sociales que se incluye en este correo electrónico para compartir nuestra carta colectiva y nuestras demandas de forma más amplia, y no olvides etiquetar al presidente Ramaphosa (así como a tu propio jefe de Estado si perteneces a una organización nacional) cuando publiques. Así nos aseguraremos de que nuestras voces se escuchen al más alto nivel.

También compartimos contigo nuestro comunicado de prensa. Ayúdanos a difundirlo compartiéndolo con tus contactos y redes en los medios de comunicación.

Hoy nos unimos para inundar el espacio digital con nuestro mensaje. Espero que te unas a nosotrxs, tu voz puede ayudar a que esta acción sea imposible de ignorar. Hemos creado gráficos y publicaciones para que los utilices en las cuentas de tu organización. También puedes editarlos si lo deseas.

Con esperanza y solidaridad,

Vijai Kao

Responsable de Comunicación y Medios

Alianza contra la Desigualdad

Digital Storm July 17th

Please click based on your language preference

[ENGLISH](#) | [FRENCH](#) | [PORTUGUESE](#)

Please post this on all social media channels you have and encourage all allies to join on **July 17th, 2025**

Let's deliver the message to President Ramaphosa – Join the digital storm now!

Image (Ready to Use):

- 📄 Draw A Red Line - Primary.png - with FIA logo
- 📄 Draw The Redline - Clean.png - without FIA logo
- 📄 Open Letter Image.png

Editable (Canva):

https://www.canva.com/design/DAGs3CKQ2W0/kD55lFitRxhspGYLhooZ8Q/edit?utm_content=DAGs3CKQ2W0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

President Ramaphosa Handles

X - <https://www.x.com/cyrilramaphosa/>

LinkedIn - <https://www.linkedin.com/in/cyril-ramaphosa/>

Facebook - <https://www.facebook.com/profile.php?id=100050433551973>

Instagram - <https://www.instagram.com/cyrilramaphosa/>

EN - Recommendation Caption (feel free to adjust based on your needs)

Dear President [Tag President Ramaphosa],

Here is a letter to you — from voices across the Global South. With the G20 Finance Ministers meeting in Durban for the final time before the Leaders' Summit, this is the moment for decisive action that history will remember.

As G20 Chair, you have the power to lead a bold response. #G20SouthAfrica must lead the way in creating an economy for the many, not the few. Tax the super-rich. Cancel the debt. Rewrite the global rules for people and the planet — not profit. The time for change is NOW.

We are also calling on [Tag Your Country Leader] to stand on the right side of history.

#TaxTheRich #CancelTheDebt #RedLineToBillionaires #FightInequality #G20

FR - Publication recommandée (n'hésitez pas à adapter le texte à vos besoins)

Chers [étiquetez le Président Ramaphosa] et [étiquetez le ou la dirigeant·e de votre pays],

Les voix du Sud global vous adressent une lettre. Avec la dernière réunion des ministres des Finances du G20 avant le sommet des dirigeants, le moment est venu de passer à l'action avec une audace que l'histoire retiendra.

En tant qu'autorité du G20, vous avez le pouvoir de prendre cette initiative audacieuse. Le #G20SouthAfrica doit ouvrir la voie à la création d'une économie pour le plus grand nombre, pas juste pour quelques-uns. Taxez les ultra-riches. Annulez la dette. Réécrivez les règles mondiales pour les personnes et la planète, pas pour les profits. Le changement, c'est MAINTENANT.

Nous appelons aussi [étiquetez le ou la dirigeant·e de votre pays] à se tenir du bon côté de l'histoire.

#TaxTheRich #CancelTheDebt #RedLineToBillionaires #FightInequality #G20

PT - Legenda recomendada (sinta-se à vontade para ajustar de acordo com suas necessidades)

Prezado [Marque o presidente Ramaphosa] e [Marque o líder do seu país],

Esta é uma carta para os(as) senhores(as) — das vozes do Sul Global. Com a reunião final dos ministros das Finanças do G20 antes da Cúpula dos Líderes, este é o momento para uma ação ousada que entrará para a história.

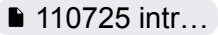
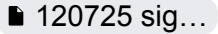
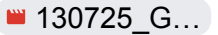
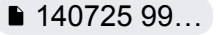
Como presidente do G20, o senhor tem o poder de conduzir uma resposta ousada. O #G20África do Sul deve estar à frente da criação de uma economia para muitos, não para poucos. Taxar os super-ricos. Cancelar a dívida. Reescrever as regras globais para as pessoas e o planeta — não para o lucro. A hora da mudança é AGORA.

Também estamos pedindo a/ao [Tag do líder do seu país] que se posicione do lado certo da história.

#TaxarOsRicos #CanceleADívidat #BastaAosMilionários #FightInequality #G20

Social Media Post

Feel free to adjust the caption based on your preferences. Please note, more contents are coming!

Content	Image	Copy
Teaser to the campaign		Let us take you on a journey to the beautiful city on the east coast of South Africa, where we could lay the groundwork for our history as a starting line in our fight for justice and equal rights. Here, the global leaders who are supposed to protect and fight for us will make a breakthrough to #TaxTheRich and #CancelTheDebt Can you guess? 🙄 Share your thoughts in the comments!
Intro to the campaign		The world is watching. 🙄 On July 17-18, the final #G20SouthAfrica Finance Ministers and Central Bank Governors meeting in Durban, South Africa. This is our moment to demand urgent, decisive action: #TaxTheRich and #CancelTheDebt 🍀 Your voice is critical. Be part of this powerful movement. Click https://fightinequality.org/draw-a-redline to join us and draw a red line to the era of billionaires. Act today! 🙌
Video to urge G20 South Africa		We need as much voices as we can to urge the G20 Head of State to show bold leadership and build consensus at #G20SouthAfrica Deliver justice for Global South, #TaxTheRich and #CancelTheDebt NOW! Take action on https://fightinequality.org/draw-a-redline
Time to #TaxTheRich		We, the 99%, pay more tax, earn less. It's time to flip the script. Urge the #G20SouthAfrica Presidency to take bold action on #TaxTheRich and #CancelTheDebt NOW! Our collective action for tax fairness can change everything—creating a more equitable world where prosperity is shared, not hoarded. Join the movement and draw a red Line against inequality at fightinequality.org/draw-a-redline

Hundreds have taken action	Carousel 1.  160725 sig... 2.  Item-3-108... 3.  Item-3-108...	This is what collective action looks like – a wave of bold action from hundreds of diverse people and organizations, united in their demand for a fairer world. It's time to draw a clear line and dismantle the systems that perpetuate extreme inequality. #TaxTheRich #CancelTheDebt Don't stand on the sidelines. Join us in this vital fight in the moment of #G20SouthAfrica 🦊 Click https://fightinequality.org/draw-a-redline and TAKE ACTION NOW!
All voices from south to north	 Item-3-108...	From diverse backgrounds across the globe, people are uniting to say enough is enough. Academics, economists, and individuals are raising their voices in solidarity to demand an end to extreme wealth inequality. It's time to draw a line. #TaxTheRich #CancelTheDebt Join the movement: https://fightinequality.org/draw-a-redline
Greenpeace Africa action	 Item-4-108...	Last week, our comrades from @greenpeaceafrica did an outstanding banner drop in Durban at the final #G20SouthAfrica Finance Ministers and Central Bank Governors meeting, to remind President Ramaphosa to represent his people, not the billionaires. #TaxtheSuperRich Though there's still no significant action, we will not be silenced. We will keep raising our voices until economic

		justice and equality are enforced for the many. You should too. #CancelTheDebt Share this post widely!
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