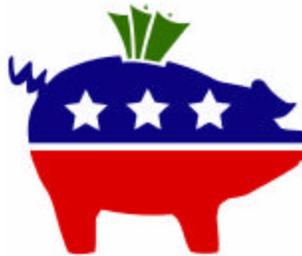


Be A Billionaire!

**The Official Billionaires for Bush
Do-It-Yourself Manual**



www.BillionairesForBush.com

Version 1.000.000.000
23 Feb 2004

Billionaires for Bush Do-It-Yourself Manual

Contents

Invitation & Introduction

- \$ Campaign Overview
- \$ Contribute
- \$ The Fine Print

I. Becoming a Billionaire

- \$ Choosing a Name
- \$ Suitable Attire
- \$ Your Persona & Portfolio

II. Creating a Chapter

- \$ Start Small, then Grow
- \$ Go Public with a Strong Image
- \$ Know the Issues
- \$ Appoint Ministers and Other Officers
- \$ Stay in Touch

III. Organizing Billionaire Actions

- \$ Joining Bush-Friendly Events
- \$ Counter-Demonstrating at Anti-Bush Events
- \$ Billionaire-Initiated Events and Activities
- \$ Essential Tips for Conducting Effective Actions

IV. Spinning the Issues

- \$ Billionaire Messaging Dos and Don'ts
- \$ Talking Points
- \$ Bush vs. Kerry

V. Sample Materials

- \$ Chant Sheet
- \$ Slogans
- \$ Leaflets
- \$ Press release
- \$ Posters
- \$ Signs
- \$ Legislation: A Lucrative Investment
- \$ Songs
- \$ Speeches
- \$ Petitions
- \$ Volunteer sign-up sheet
- \$ Questions for Speakers
- \$ Four Question Rap

VI. History and Incorporation of Billionaires for Bush

Invitation & Introduction

Congratulations! You have demonstrated remarkably good taste and judgment by deciding to read this manual. Billionaires could use more sensible people like you, to help us counterbalance the over-wrought concerns that are spoon-fed to voters about tax fairness, clean elections, global justice, and environmental protection. Intelligent Billionaires recognize that attacks on President Bush aim to deprive us of our comfortable lifestyles and undo the structures that enable the accumulation of our enormous wealth. Americans of Means who benefit most from the Bush Administration would do well to join Billionaires for Bush, and help us protect our healthy financial returns on that most lucrative investment opportunity: the Presidency.

First of all, please remember that Billionaires for Bush is an *exclusive* club. After all these years of tightly controlling the Presidency, we have serious concerns about our decision to recruit more Billionaires to join our ranks. However our natural instinct for preservation of the species (more and more wealth is being concentrated in the hands of fewer and fewer people!) won out over our cultural elitism, and we have decided that as long as you stand for what we stand for, then we welcome you to consider yourself a Billionaire, a mogul among moguls.

As the November 2, 2004, general election approaches, it is our hope that Billionaires everywhere will stand behind President Bush, and publicly declare their commitment, as Billionaires, to his re-election. We must step outside the boardrooms, health spas, and offshore “tax havens” and start talking with the public. We envision Billionaires for Bush (B4B) chapters springing up around the country. Presidential campaign visits will be met with enthusiastic crowds of Billionaires for Bush. Billionaires from Dayton to Detroit, and Tallahassee to Tulsa, will flock together to demonstrate gratitude for everything our Commander in Chief has done for the ruling class.

We do hope you will become a Billionaire for Bush.

If you have any questions, please contact chaptermaster@billionairesforbush.com.

Campaign Overview

Seriously though... What is Billionaires for Bush?

Billionaires for Bush is a strategic media and street theater campaign whose combustible mix of humor, savvy messaging, grassroots participation, and cutting edge internet organizing tools will flush out the truth about the Bush administration's disastrous economic policies and help turn the scoundrels out of power in November.

Economic justice arguments tend to get dismissed as "class warfare," but the Billionaires—by impersonating the super-wealthy in a boosterish, over-the-top manner, and cheering on George Bush and his economic policies—are able to paint the President as a friend of the wealthy with surprising effectiveness. It's a back door that allows class issues to be aired in surprisingly sharp terms.

After all, if you were a billionaire looking after your own self-interest, you'd be behind George Bush 100 percent. Bush's policies have been a boon for billionaires, and a disaster for the average American. In the last three years, 3 million jobs have been lost, tax cuts for millionaires have mortgaged the futures of America's children, Enron and other corporate scandals have bankrupted many workers' pensions, and the rebuilding of Iraq has been used to channel over \$20 billion in taxpayer dollars to companies like Halliburton.

Meanwhile, corporations and wealthy individuals continue to wield an enormous degree of influence via campaign contributions and lobbying operations. Bush's war chest is expected to rise above \$200 million in this election cycle.

In spite of this, Bush's media team has managed to construct him as a folksy everyday guy whose tax cuts are good for all Americans. It is this image that the Billionaires campaign is aiming to upend.

And we're off to a strong start. But we need your help.

Please join the campaign, by lending your voice, your talent, your energy, your support.
Thank you.

Contribute

If you find this manual helpful, or if you want to help Billionaires for Bush reach more voters, please consider making a secure donation through our web site at www.billionairesforbush.com. Or mail us a check at:

Billionaires for Bush
161 Prospect Park West, Suite 3R
Brooklyn, NY 11215

The Fine Print

In 2003, Billionaires for Bush incorporated as Billionaires, Inc., a non-profit, non-partisan corporation, organized under Section 527 of the I.R.S. tax code. Contributions to Billionaires, Inc. (or to "Billionaires for Bush") are not tax-deductible as charitable contributions and are part of the public record. There is no limit on the amount an individual can contribute to Billionaires, Inc. Billionaires, Inc. will not accept contributions from candidates or candidate committees.

Creation of this Do It Yourself Manual is paid for by Billionaires, Inc., and is not authorized by any candidate or candidate's committee.

By participating in the Billionaires for Bush campaign, you are challenging President Bush's administration and exposing its failed policies. However, in your capacity as a Billionaire you should

not (except in jest) be supporting any candidate; nor (except in jest) be advocating or dissuading voters from voting for or against any candidate. These are the legal requirements of the 527 PAC. Everything else is fair game!

I. Becoming a Billionaire

To become a Billionaire, we ask only that you follow the simple instructions below on how to choose a name, dress the part, and adopt a Billionaire persona. Once you have completed these preliminaries, you and other like-minded Billionaires are ready to form your own local chapter of Billionaires for Bush.

Choosing a Name

As a billionaire, you must make a good name for yourself (or at least borrow one from your parents). Here are some famous Billionaire names from around the country:

Alotta Cash	Lou Pole
Anita Subsidy	Luke Rahtive
Barbara Kruger-Rand	Mary A. Richman
Bill Fold	Mary Ritch
Bill M. Moore	Meg A. Bux
Billie O'Nair	Millie O'Nair
Bjorn Ritch	Miss Aisles
Cash S. Clay	Miya Cash
Claire Channel	Monty Moneybucks
D. Forestation	N. Ron Graft
Dee Regulation	N. V. Mee
Dick Tator	Olive Oilfields
Doll R.	Ollie Garky
Erna Bigcheque	Olya DiNero
Frida Market	Pam Perd
Gimmi Moore	Phil T. Rich
Hallie Burton / Hal E. Burton	Phil T. Lucre
Howe Rich Aryieux	Philip Mepockitz
Ike Horner de Marquette	Pluto Cratt
I. M. Loaded	Private Ties
Ilene Far-Wright	Richard Enyou
Ima Weltier	Reed Dickless Lee Rich III
Iona Bigga Yacht	Rob R. Baron
Iona Lott	Robin U. Blind
Iona Senator	Rollin N. Gravy
Ivana Censorhugh	Seymour Benjamins
Joe Billionaire	Scott A. Fullpocket
Joe Highness	Sir Plus Value, Knight of the British Empire
Leah Jet	Sue Ann Winn
Les A. Faire	Swellington Von Rulingclassford
Livina Mansion	Warren Proffitt
Lord Amplecapital	William (Willy) B. Upper crust
Lotta Mula	Xena Phobe
Lotta Stock	Z. Roe Compassion

If you have an enviable name that is not on the list above, email names@billionairesforbush.com to let us know!

Suitable Attire

Appearances are everything. Formal dress *is* required.

In order to be a billionaire, it is not merely important to sport the right attitude, but to sport the right suit as well. We really must insist that you dress the part — we do have an image to uphold. It has occasionally come to our attention that some Billionaires have tried to gather in casual garb, and to those deviant individualists, we have only this to say: Formal is Normal.

We know that there is a great wealth of diversity among the extremely rich — and therefore among our fashion choices as well. Billionaires come in all colors, shapes and sizes. We have old money and oil money and dot-com money and money at work and money on vacation and daytime money and evening money.

But as important as it is to honor the diversity of our ranks, it is even more important to preserve the traditional image of the Billionaire in America.

Visual unity is very important to us. Remember, it takes conformity, not individuality, to become a Billionaire for Bush.

So don your black suits and evening gowns, and hit the streets!

For men, suit-able attire includes:

- black tux or suit
- white shirt
- money tie
- bowtie
- bowler hat
- cigar
- monocle
- white gloves
- cummerbund
- suspenders
- cane

For women:

- furs
- diamonds
- pearls
- fancy scarf
- opera gloves
- gown
- heels
- cigarette holder
- tiara

You may also come with your full entourage. Servants, footmen, butlers, limos, red carpets, etc. are all welcome.



Billionaires who simply *must* stand out, even amidst the enormously affluent, may find the following fashion ideas appealing:

Bratty Equestrian

equestrian-type hat
jacket
jodpuhrs (equestrian pants) or leggings
fancy high boots
riding crop
flashy jewelry
attitude
stuffed pony

Billionaire Record Executive

fancy suit or super-expensive jogging outfit
flashy jewelry
cell phone permanently attached to ear
blackberry device or pda
eye candy girlfriend/boyfriend
briefcase full of record contracts that screw the artist

A Columbian Cartel Boss

slinky slithery pants
silky shirt
see-through socks
endangered-animal skin shoes
gold chains
chunky shades
jewelry with tiny spoons

Rock Star or Rapper

finery
leather pants
engineer boots
shiny shirt
fur coat
diamond earrings
gold money pendant

Deposed European Royalty

fluffy shirt with cuffs
shiny brocaded smoking jacket
velvet pants
jewelled slippers
turban

Hunting Lodger

hunting boots
solid-colored thick wool pants
nubby earth-toned sweater
plaid jackets with the rifle-shot protector shoulder pad
hunting cap

Your Persona & Portfolio

As Billionaires, our names evoke fabulous fortunes and we dress like a billion bucks. But there's a story behind every fortune, and communicating it well will better enable you to effectively manipulate the hearts and minds of the American public. Just take a peek at the biographies of a few of our top officers — who wouldn't be moved?

Phil T. Rich

Co-Chair and Top-level schmoozer, B4B

Phil was born a poor Mexican, but like those who feel as though they were born in the wrong body and long for a sex-change operation, Phil always new the maternity nurse had mixed up the socio-economic strata at birth. Not one to pout, however, he quickly set about to reclaim his lost heritage. A cleverly faked ID got him into Andover, identity theft landed him at Yale and then Princeton. After being tapped for the secret Skull and Bones secret society (psst, it's a secret), and apprenticing to both Karl Rove and Kenneth Lay, he quickly rose up through the ranks of hard-right Republican organs of power and America's most dynamic corporations. His resume—Special Attache for Accounting at Enron, Executive Secretary of the Project for a New American Century, trusted Notetaker of Vice-President Cheney's Energy Committee, and, of course, Co-Chair of Billionaires for Bush—read like a cocktail of forward thinking governance. Phil's main goal in life is now Full Spectrum Dominance over American politics. His varied interests include Money, Wealth, Lucre, Cash, and Money. He is also a board member of Halliburton.

Seymour Benjamins

Co-Chair, Webmaster, Minister of Miscellany, B4B

Seymour Benjamins was born on January 20, 1981 — the date of Ronald Reagan's first inauguration, he is quick to note — in Bel Air, CA. Seymour was the only child of Manny Benjamins III, a California aerospace/defense mogul who discovered that there's even more profit to be made in cold wars than in hot ones, and Mary A. Mogul II, a descendant of Austrian royalty. The young Benjamins graduated from Philips Exeter Academy in 1999 and earned a master's degree in Economics from Harvard in 2003. During his junior year in college, Benjamins' father died abruptly, leaving him a fortune estimated at \$1.7 billion, whereupon he instantly became the most powerful 21-year old in America. Since graduating, Benjamins has invested billions in defense, natural gas, and pharmaceuticals, as well as key elected officials. He briefly worked on the Terrorism Futures Market under John M. Poindexter at the Pentagon's Defense Advanced Research Projects Agency (DARPA). In addition to sitting on Halliburton's board, Benjamins holds positions at DynCorp, Goldman Sachs, Kissinger & Associates, and the American Enterprise Institute. He is a sailing enthusiast and frequents the New York Yacht Club.

II. Creating a Chapter

To be effective, we must band together with other Billionaires in our own geographic area. This gives us the illusion of believing in democracy and the value of public political participation.

Start Small, then Grow

A robust Billionaire Chapter will have at least ten active Billionaires, but you can get started with as few as two. Even with just one or two Billionaires you can initiate simple activities, like postering or petitioning. Use simple actions and social events (see “Organizing Billionaire Actions” below) to cultivate a larger cohort of active Billionaires. Once you have assembled a group of five to ten committed Billionaires, you have enough people to start preparing for bigger public actions.

Below are some tips on ways to find Billionaires and keep them engaged:

- * Start with your friends, then reach out to friends of friends, contacts, and sympathizers
- * Attract folks by hosting social activities (Croquet, Billionaire Ball, high tea, etc.)
- * Make new Billionaires feel welcome at meetings by acknowledging and introducing them
- * Encourage all new Billionaires to choose a Billionaire name, and help them to do so
- * Offer a variety of ways for new people to get involved, and try to make sure they have identified a way to “plug in” before they leave their first meeting/gathering
- * Share responsibility and information generously. This will increase commitment.
- * Remember names (Billionaire or original names, either works) - this is important!
- * Generate turnout for meetings and events with e-mail and follow-up phone calls
- * Emphasize minor successes; congratulate everyone involved
- * Refer new Billionaires to our web site for tips on what to wear and where to get stuff.

Go Public With a Strong Image

It is difficult for many of us to admit publicly that we are extremely wealthy. It can make us feel vulnerable — worried that people will approach us to ask for money, or scorn us because we have more than they do, or merely subject us to undue scrutiny. Nonetheless, Billionaires for Bush must make public appearances — as Billionaires — if we want to maintain the status quo. Billionaires should always come dressed appropriately. Wearing suitable attire is a fundamental element of how we communicate. Exceptions are rare, limited to when a Billionaire wants to be able to mix in undetected with non-Billionaires, as with Guerrilla Q&A (see “Joining Bush-Friendly Events” below).

Remember, image is everything! We want to be taken seriously by the media, by other wealthy people, and even by the unwashed public. We recommend that you make a tasteful and elegant banner or sign with your message on it. We’ve included several enlargable signs in this kit and there’s more on the web site. Black on white in clear block letters is the easiest to read from the greatest distance. Of course, a little gold embossment around the edges provides a tasteful *je ne sais quoi*.

Visual unity is important. Remember, we make a bigger and more powerful impression (and we *are* about power) when we appear unified and dignified. For tips on what to wear, please review the section on suit-able attire. If you choose to counter-demonstrate at another group’s action, be sure to stay together as a group, remaining distinct and separate from non-Billionaires. Our impact is lessened when ordinary protesters, all ratty in blue jeans and backpacks, try to mingle with our evening-gowned ladies and tuxedoed gentlemen.

Know the Issues

To start, you will need to openly acknowledge what issues you care most deeply about. Traditionally the Billionaires for Bush are most interested in buying political power and tightening the grip of corporate control across the world. For descriptions of several issues we care about and how to present them effectively, see “Spinning the Issues Like a Billionaire” below.

Appoint Officers

As with any well-run corporation, effective Billionaire chapters will have designated roles and responsibilities to help ensure the completion of important tasks.

Below are some suggested official titles and their corresponding roles.

Minister of Information	Maintains database or list of Billionaire contact information (phones, e-mail) and sends notice of upcoming meetings and actions. Responsible for collecting contact info of new Billionaires when they first join a meeting.
Minister of Propaganda	Oversees design and development of leaflets, posters and other printed materials. May also draft talking points for the media.
Minister of Surveillance	Ensures actions are recorded by videographer, may or may not be the one to actually do the video recording.
Official Portraiturist	Ensures actions are photographed, uploads photos to B4B web site or sends to someone else to do so.
Local (Media) Mogul	Drafts and distributes media advisories and press releases, follows-up after action, cultivates press relations, develops and maintains media contact list.
Master of Ceremonies	Overall organizer for a particular action, bottom-lines the event and makes sure key elements (press, leaflets, outreach, site visit, permits, coordination with other groups, etc.) are covered and coordinated.
Minister of Love	Schedules and organizes regular social events to maintain group cohesion and identity.
Special Ops Minister	Obtains information on Bush-friendly events by getting on list-serves, befriending Republican insiders or staffers by playing young Republican (clean-cut high school or college students are ideal for this role), and shares this info with group to help plan future Thank You Rallies, etc.
Social Director	Welcomes, orients and introduces newcomers at meetings and events, helps them identify best way to get involved.

Stay in Touch

When you form a new chapter of Billionaires for Bush — please let us know! Its not that we don't trust you to go out and wield undue power and influence... it's just that we want the right hand to know what the other right hand is doing.

Drop a note of introduction to chaptermaster@billionairesforbush.com. After you're up and running, post descriptions and photos of your actions at www.billionairesforbush.com (action blog forthcoming Spring 2004!) Use this site to find ideas and inspiration from other chapters too!

III. Organizing Billionaire Actions

This is where the rubber meets the road, or rather, the Lear Jet meets the sky.

Billionaire actions fall into three broad categories:

- A. Joining Bush-friendly events
- B. Counter-demonstrating at anti-Bush events
- C. Billionaire-Initiated events and activities

Joining Bush-Friendly Events

These are of course the most fun to conduct. These events provide us with opportunities to show up and demonstrate our appreciation for President Bush's tireless efforts on behalf of millionaires and billionaires everywhere. There are various kinds of President-Friendly events:

- * Campaign speeches by President Bush, Dick Cheney, Karl Rove, and other allied politicians
- * Republican Fundraisers for candidates or for the local/County Party chapter
- * Town Hall meetings
- * Press Conferences on behalf of Bush campaign or policy initiative
- * Social gatherings of the fabulously wealthy

RESEARCH

Finding Bush-friendly events can require some research. If you're lucky, the President himself is coming to town and it's no secret. But sometimes the President's visits are not announced until the day of the event, probably to keep those annoying protesters away. While this secrecy can make it harder to plan an event, it can work to your advantage if you get advance information on an event that hasn't been publicly announced. If the press finds out about the event from you, they will regard you as a source of information and they're more likely to give you good press coverage, especially if you're the only group to attend the event.

In addition to Bush-Cheney fundraisers and speaking events featuring White House staff or figures from Bush's cabinet, there are host of state and local Republican events to lend your support to, as well as events sponsored by pro-corporate, pro-billionaire organizations.

Many of these events can be found online. Whitehouseforsale.org keeps a short-term but reliable schedule of President Bush's fundraising appearances, and selected upcoming Bush/Cheney campaign events are posted at www.georgewbush.com/calendar/. GOP.com keeps schedules of Republican events in your state, as do your state and local Republican web sites, which can be found easily using an internet search engine. Many of these web sites allow you to sign up to receive periodic emails about upcoming events. You can also find Bush for President events in your area at meetup.com.

The internet is handy, but off-line intelligence is often the best way to find out about these events. Your Special Ops Minister will help obtain advance information of this type. This person is responsible for developing relationships with the County Republican committee and other pro-Bush organizations. She should also get on appropriate e-mail list serves and mailing lists of appropriate groups. Young, clean-cut Billionaires are best-suited for this role, as they can pose as students who wish to start a young Republican chapter at their school, or who are interested in going into politics but feel like they have so much to learn. Be prepared to rotate this title, as the Special Ops Minister may eventually be recognized as a Billionaire, particularly if his photo appears in a local paper or she is spotted at a pro-Bush action.

You also shouldn't neglect various non-political events held by local wealthy groups. Rallying the economically privileged to invest in President Bush is a critical part of our campaign. Likely

organizations where the fabulously rich can be found include: the local Chamber of Commerce, local Harvard and Yale Clubs, country clubs, yacht clubs, and similar organizations.

Frequently the organizers of Bush-friendly events are not very pleased when Billionaires for Bush decide to participate. They seem to want to control the event, and want to suppress our message of appreciation for the President's efforts on behalf of millionaires and billionaires everywhere. Perhaps they're jealous of our wealth. Whatever the reason for their unwelcoming stance, these actions can require varying degrees of stealthiness and, eventually, disruption. Each chapter should choose for themselves the type of actions they're comfortable with. But all participants at all actions should adhere to our strict standards for Billionaire behavior. **Remember to stay in character and on message!** Our goal is to ensure the president is re-elected. We are rich, and in control. (For example, if we are not on the guest list and are asked to leave, it must be because our assistant failed to RSVP for us.) **Always remain extremely friendly and positive about the President.** If it takes people a little while to catch on, so much the better.

A NOTE ON DISRUPTION: There are many different ways to do a disruption. The most effective disruption is not necessarily the most confrontational one. An effective disruption can be silent or extremely loud, sudden or gradual, stealthy or obvious. How you do it will partly depend on the specifics of the event you are disrupting and the level of confrontation you're willing to engage in.

Below you'll find descriptions of several types of actions. There are endless variations on these themes. Actions below are the basic elements of a robust Billionaire action portfolio.

Thank You Rallies Outside a Bush-Friendly Event This is a good entry-level activity for new Billionaires. Bring fliers and signs and stand outside event to greet people as they arrive. American flags are useful props to generate immediate feelings of patriotism and affection for the President, and make it more likely participants will be receptive to our message. Billionaires may attempt to engage participants in a brief "recruitment" conversation (see Four Question Rap in Sample Materials) before handing them a leaflet. Be prepared to provide a good photo opportunity if the media arrives: have a banner or large sign that says Billionaires for Bush, and well-dressed Billionaires with props and signs. This action can also be paired nicely with Guerrilla Q&A (see below) and/or a simple Infiltrate and Mingle (also below) to observe reactions on the inside and speak further with the participants.

Mix in With Real Supporters Since Billionaires are already supporters of the President, you can join in with the crowd at any of his campaign events. Stay together as a group, but mix in. Try to get a good location where he, the media, and others can see you. Always stay in character. If he's giving a speech, judge the mood of the crowd and the level of surveillance. Even though your chants are "positive" they can be delivered in a disruptive way. However, you may not want to be disruptive, particularly if security is tight. Often it can be more effective to just cheer super-enthusiastically ("Huzzah!") at the right moments, and have your rich costumes, and the written messages on your banners/signs/leaflets tell the other side of the story. Use your humor and positiveness to disarm others. Remember: you are the President's most important and enthusiastic special interest group. Try to make contact with the candidate or his proxy (Karl Rove, Dick Cheney, Condi Rice, Paul Wolfowitz or other minions). Try to lure him into a photo op with you and one of your signs. If you actually have the opportunity to interact with him, remember you and he are peers — speak to him as one wealthy, powerful citizen would speak to another.

Trojan Horse This action involves a high level of stealth and disruption. Here's one example: In 1999, several Billionaires showed up in Concord, NH as Steve Forbes announced his candidacy for President. They wore conservative jackets and ties (but no bowler hats, etc.) and carried innocuous signs such as "Run, Steve, Run." Happy to have grass-roots support, the Forbes handlers (who believed the Billionaires were students from a nearby business school) placed them in front of the cameras, very near to the podium from which Forbes was speaking. However, each of their signs

had another sign behind it. And behind their banner (which read "Forbes 2000: He wants YOU to win") was another banner, waiting. At the most dramatic moment of his announcement, the Billionaires flipped their signs, and pulled away the large banner to reveal one which read: "Billionaires for Forbes: Because Inequality isn't Growing Fast Enough." The business-school students cum Billionaires started chanting "Let workers pay the tax so investors can relax!" and other slogans. Forbes and his handlers were completely thrown off, a little tussle ensued, and the Billionaires were pushed off to the side away from the cameras. Not wanting to miss the action, half the TV crews left the Forbes speech to cover the Billionaires. The action got lots of coverage.

Something to remember if you do this yourself: It only works once, so make it good. It is probably unwise to try this action with the President (no, um, sudden movements near the President, please!), but you might succeed if the spotlight is on a lower-level official, such as a member of Congress, the state legislature, or perhaps the Governor.

Guerrilla Q & A Dressed corporate, not over-the-top wealthy (YES: Suit, tie, well-groomed. NO: Bowler hat, shades, mink stoles.), and leaving all the signs behind, attend a public campaign event, Republican fundraiser, candidate breakfast, etc. Have Billionaires there, but not sitting together (or go in pairs but only one Billionaire per pair will ask a question). During the Q & A session get yourself called upon. Say something like this:

"First, I want to commend you on voting to repeal the estate tax. As a multi-millionaire, and one of the very very few Americans who will benefit from it's repeal, I want to thank you personally. My question is this: How did you do it? How did you convince the American people that it was in their interest to repeal this tax when it so clearly isn't? Basically, repealing the estate tax takes \$1 trillion dollars of government revenue over the next 20 years, and gives it to the richest 2% of the population. Don't get me wrong, I think it's great, but it's clearly a tough sell, since very few taxpayers benefit, and it results in so much lost revenue that undoubtedly will result in higher taxes for other Americans. How did you do it?"

Be polite, dead pan serious. Sit down when you are finished. Play it cool, as if you've done nothing out of the ordinary. Get as many of your members called upon as you can. After the first one, the Senator won't expect a second. But after the second, he might be expecting a third. So, each of your statements should be sufficiently subtle and different enough from one another that he won't know whether you are real or fake till you are all or mostly done with your question. After two of you have spoken, you might even try this approach, from someone who is dressed more Joe/Jane six pack:

"Senator, who are these people we've been hearing from today? Are they part of this group I've been reading about, I think they're called Billionaires for Tax Cuts for Billionaires? Are they a real support group? Is it true that you've accepted money from them...and that you're supporting this Estate Tax Repeal?"

Remember to bring leaflets. But keep them to yourself till the Q & A is over. Find additional sample questions in Materials chapter.

Infiltrate and Mingle This approach is similar to "Mix In With Supporters" but refers to non-public events, so it requires a higher level of stealthiness. Since it involves one-on-one interactions with other Bush supporters, it is important for participants to have developed Billionaire personas. Typical venues would include a cocktail reception or high-dollar fundraising dinner, a house party, a meeting of the county campaign committee, or a political forum. It can be paired with other types of actions, such as Guerrilla Q&A or Thank You Rallies.

Remember, when we conduct these actions, we have two audiences: the media (as usual) and the participants in the event. You'll frequently be surprised at how many Bush supporters at these

events are not millionaires or billionaires. We should graciously thank them for paying more than their fair share. Make sure that they understand their candidate is doing the best he can for billionaires. If they're not a billionaire, perhaps they will be one day (they could inherit, or perhaps marry into wealth), and meanwhile we're thrilled that they're helping to get him elected (on our behalf).

Counter-Demonstrating at Anti-Bush Events

Great hordes of unwashed low- and middle-class Americans have been taking to the streets against President Bush. They must be stopped. When we counter-protest these protesters, we show the world that the President is backed by strong moneyed interests!

Counter-demonstrate these types of events!

- * Press Conferences announcing the launch of campaigns we oppose.
- * Campaign events hosted by the Democratic party
- * Anti-corporate rallies and demonstrations

This approach is fairly straightforward, and useful if there aren't any upcoming Bush campaign stops in your area. This type of action is fun, provides good practice, is good for recruiting, and is oddly amusing for the folks at the event. The counter-protest can take a number of forms: a few protesters on the edge of a rally, a "planned" takeover of the stage and microphone, the odd man out on a panel discussion, etc.

Simple Counter-demonstration Show up to the opposition's event with banner, signs and leaflets. Engage in mockery of their misguided ways and shout relevant chants. Here the audience can be the participants in the event that we're counter-demonstrating, and the goal might be to recruit some of them to participate in upcoming Billionaire actions. You might have one or two Billionaires "interrupt" the rally or demonstration to give speeches. If this is your approach, you should coordinate with the event you're counter-demonstrating. And be sure that the speeches are humorous and related to the topic of the rally.

Statement for Press The Press Statement can be valuable to have at events that are expected to get press coverage — whether a rally, demonstration, or press conference. If a local group is announcing the kick-off of a campaign to raise the minimum wage, for example, the Billionaires can issue a statement about the importance of keeping wages low if we are to keep profits high (see sample press releases). The Press Statement will be more effective if paired with a Counter-demonstration or Thank You Rally.

Billionaire-Initiated Events and Activities

Sometimes local chapters want to stage their own event, independent of other groups. Here are some examples of activities and actions your chapter may want to initiate. The Billionaire concept is fertile soil for creative action-making, so your chapter might come up with actions that have never been tried before, or variations on the actions described below. Visit the our web site at www.billionairesforbush.com to read about actions held by chapters around the country, and post descriptions of your action on our action blog (forthcoming in Spring 2004!). Below are some of the basic actions for your consideration Some actions will work for your chapter better than others, depending on the size and goals of your local group of Billionaires.

Postering This is a low-intensity way to publicize our message to the voting public, and to not-yet-recruited Billionaires. Postering is easy to organize, a good way to build group cohesion, and can help build for upcoming events. Posters can be downloaded from our web site and then posted on community billboards and in other highly-trafficked public places. Remember that if there are some buildings or lamp posts in your area which are not owned by you or a fellow Billionaire (rare as that may be), you risk being fined if you post without permission, depending on local ordinances and

enforcement. Consider bringing a couple wads of cash in the event you are approached by a law enforcement officer. Have your butler join the postering crew to be on the lookout for concerned citizens.

B4B Campaign Events Sometimes we need to organize campaign events to highlight the pro-Billionaire policies of President Bush. Endless possibilities include awards ceremonies, \$2 million per plate dinner, a speech by the chair of your local B4B chapter, country club luncheon announcing endorsement of President Bush by B4B chapter etc. You can easily turn this event into a fundraiser for your B4B chapter's work on behalf of re-electing Bush.

Million Billionaire March Might be held in response to visit by Democratic hopeful — as a way to demonstrate that Billionaires won't stand idly by while plutocracy is challenged. Most effective in large cities. Look for one during the Republican National Convention late summer, 2004.

Rally for the Really Rich Can be used as counter-point to too much talk about the need for raising living standards — what about raising high living standards even higher?! — or other issues we oppose that are receiving too much press attention.

Billionaire Bake Sale for Schools Billionaires do their part to help pay for Bush's generous tax cuts by holding a bake sale on busy street corner. This is a small way to show our appreciation for the sacrifices kids will make on our behalf. Leaflets distributed at table conveys our message. Leaflets get handed out to passers-by, not just customers. Can be a good recruitment event if you have a sign-up sheet to get contact information of interested people and invite them to future events.

Billionaire Flashmobs A flashmob has been described as “an e-mail-driven performance art event in which people suddenly materialize in public places, interact with others according to a loose script and then dissipate just as suddenly as they appeared.” Billionaires can do it too. This action requires a larger number of Billionaires (ten to 20 or more, depending on location) but is a very fun way to raise the B4B profile locally. Basic idea is a bunch of Billionaires show up at a pre-determined location, overtake the place seemingly independent of one another, and act like Billionaires, i.e., talk in cell phones or to a partner about rigging the bid for contracts in Iraq, demanding a meeting with Bush next week — no later!!, offer to loan your private jet to Dick Cheney to get to his undisclosed location, boast about the latest tax loophole discovered by your accountant, etc. After the impression has been made, Billionaires all leave at once, but independently. Can be easily scheduled at your convenience, so you may want to have it just before or after another action. See www.flashmob.com for more info.

Billionaire Rampages A rampage is a cross between the more absurdist dada-ist flashmob (above) and a more traditional political march. Billionaires gather at a pre-determined location and go on a playful mob-like odyssey through the town. You might begin with a two-martini lunch at a fancy watering hole, move on to the public library to register your disbelief that “public “institutions are even allowed to exist, open a bottle of champagne (or sparkling apple cider to stay legal) on the steps of the local stock market or chamber of commerce, then on to 10 minutes of formal waltzing in the local bus or train station. At each location some of you could hold protest signs and hand out leaflets. Invite participants or the media to join you at any juncture. Designate a cell phone or hotline number to keep interested parties apprised of your current location and expected progress. Look at la.cacophony.org/santa1999.html for an example of an annual Christmas-time rampage of Santas.

Petition Drives Very adaptable to a wide variety of issues. Perhaps local Billionaires seek a special tax break for the two-Hummer household (has been brewing in Los Angeles) or the Large Yacht offshore tax haven (Florida Billionaires might need one of these). Draw up your petition, grab some clipboards, put on your finery, then go solicit signatures from the masses. This action can be conducted with just two people. It can be carried out at any crowded street corner or paired with a large Presidential campaign event where you solicit signatures from people arriving. Decisions about

where and how to plan the event will be informed by your purpose, which could include any and all of the following: media attention, collecting information and recruitment, and interacting with the public. Obviously a pro-Bush event isn't a good place to recruit new Billionaires, but you may get some media attention there, especially if you issue a press statement announcing that you will kick-off of your petition drive at the pro-Bush event. A petition drive at an environmental rally, for example, would be better for recruitment. Please send new contact information to chaptermaster@billionairesforbush.com, so we can notify interested parties of campaign developments.

Write Letter to Editor or Op-Ed A letter can extend the publicity you receive. Writing it in a small group can be amusing, too. You'll have greater success getting your letter published if a) the letter references a specific article published by the newspaper and either b) the letter is either subtle enough to slip under the editor's irony radar or c) the letter is preceded by a statement to the letters editor explaining that the letter comes from a group that uses sarcasm to highlight how this Administration has served the interests of the very wealthy at the expense of poor and middle-class Americans. An Op-Ed piece doesn't reference a specific article but should be related to a specific topic currently receiving media attention. It is typically longer. Check with your local papers for length restrictions and other guidelines. Please boast if you get published by writing to chaptermaster@billionairesforbush.com.

Radio Interviews These are free, fun and usually fairly easy to come by. Once you develop your persona you are ready to go. Schedule the interview at a time when you can use it to publicize a specific action or event. Be humorous, avoid being preachy, and have your talking points prepared ahead of time. Make sure your host understands you'll be remaining in character. Be sure to mention the Billionaires for Bush web site so listeners have an easy way to learn more about us.

Host Campus Visit by Billionaires Spokesperson You can arrange for a visit by a member of the Billionaires Speakers Bureau by contacting us at speakers@billionairesforbush.com. Your chapter will just need to arrange for a meeting space and ensure a decent turnout of current and potential Billionaires. The visit can be a good way to announce the formation of a new B4B chapter and recruit new members to join Billionaire activities.

Vigils for Corporate Welfare Highlight need for more no-bid contracts for rebuilding (and maybe four more wars, to drum up new business!) and more tax breaks for companies that lay off workers. Local offices of Halliburton and other companies that have benefited from wartime rebuilding are especially good locations.

Thanking Taxpayers on Tax Day for "Paying more than your fair share" Can be held outside post office as people stream in to mail their returns. Call a press conference for added impact.

Auctioning off public property Hold outside a school or community center as if to raise money to pay for Bush's tax cuts or wartime spending. Valuable as a recruitment tool, a publicity stunt for passers by, or for broader publicity if you can convince the press to come.

High Tea This can be a fun way to test out your outfits and get together for fun on a sunny weekend afternoon. Host the tea in a public space with white tablecloth and real china for added interest and public profile. High Tea is less of a campaign action and more of a social event to build group cohesion and reach out to future Billionaires.

Croquet Similar to the purpose of high tea, but is more competitive and requires equipment and coordination skills. May be combined with High Tea to offer fun for everyone.

Billionaires Ball A big party for Billionaires, appropriate attire required. Good parties create a buzz and generate interest. Get a good DJ for dance music, a VJ to show footage of actions, if you have

any, an awards ceremony (brief!) can provide a humorous focus, and a Billionaire Beauty Contest to reward the best-dressed and best-looking. Bootie from door cover and drink sales can help fund your B4B activities. Have a table where people can buy bumper-stickers and props (pearls, monocles, fake cigars, top hats, long gloves, feather boas, etc.) for their Billionaire outfits.

Essential Tips for Conducting Effective Actions

Media

Use the Media! Just because we own the press doesn't mean that we can take them for granted. (They need to at least give the appearance of impartiality.)

- * Develop a press list with phone, e-mail and/or fax info for reporters likely to cover our actions.
- * Contact these people prior to an action via a press advisory and follow-up phone call.
- * Designate a particular Billionaire as the media contact — your Local Media Mogul — so that person develops a personal rapport with the reporters.
- * Assign or hire someone in advance to shoot still photography for your events. You and your descendants will derive years of pleasure from sitting around the mansion and reminiscing about the days when you dressed in your finery and bought the presidency. Post the photos on our web site with a description of your action!
- * Media advisories should indicate that the action will offer interesting photo opportunities, and describe them, when contacting reporters and photo editors. Don't forget the photo editors!
- * For an excellent guide to working with the media, please visit : <website>

Considerations for any disruption attempt

- * Although in reality, you may be "disrupting" the event — theatrically, as Billionaires, you are always "contributing" to the event. Even in the midst of being escorted out by police, you are asking, "But why, officer, we're just here to support... There must be some misunderstanding." Stay in character.
- * Don't just rehearse, role play the scenario. Have members of your team play the speaker, event organizers, other attendees, security, the cops, etc. Play out various ways the action could go. Get comfortable responding "like a Billionaire" and staying on message in many of the possible situations that could arise.
- * Be sensitive to security concerns in these days of code orange alerts; don't make sudden moves in tense situations and be attuned to whether it's really a good idea that you insist you remain at any given event.

Know Your Audience

- * Remember, we need to reach people where they are, and on issues where there's some common ground. If you're trying to reach swing voters who tend to support the war, set aside topics such as no-bid contracts for rebuilding, and the benefits of wartime weapons economics for our surging stock portfolio. Instead focus on economic issues: tax breaks for the rich, indifference toward job loss, etc.
- * Messaging can be more aggressive at events where the audience is more in agreement with us, like on college campuses or in the blue states.

Strengthen the National Effort

- * If you gather names and emails at events or petition drives, please send these contacts to chaptermaster@billionairesforbush.com.

IV. Spinning the Issues

Billionaire Messaging Dos and Don'ts

It's fun to be a Billionaire. In fact, sometimes it's so much fun that we get carried away camping it up as an obnoxious rich person and lose track of the message we're trying to get out. We created this guide to help us all stay more on message. From years of experience, we've learned that an effective political campaign requires tight message discipline. Please review these talking points and encourage all fellow Billionaires to use them. Let's have fun AND be effective messengers.

As the campaign proceeds, the political landscape will evolve and so will our messaging strategy. These talking points will be updated periodically. Some of our messaging will also be adapted to particular states or regions. In fact, several of the one-liners below have come from local chapters. The campaign is a nation-wide collaboration. If you would like to share talking points or one-liners from your chapter, or recommend how to tailor the talking points to your state or region, please write to messaging@billionairesforbush.com.

Guiding Principles

- § **Focus on corporate takeover of the government** – Corporations are hated more than rich people, CEO's more than corporations. Corporate takeover arguments resonate across the political spectrum, and constitute Billionaires' strongest message. Leave social and ideological issues behind. Corruption is a winning issue, corporate cronyism is the best cross-cutting critique of this administration. Hence we don't do much on gay marriage, reproductive rights, the moral issues behind Iraq war etc.
- § **Know our facts** – It's not enough to say corporations have too much influence in government. We need figures, and we need to articulate the difference between Bush and Kerry. We need to choose a few facts and get them out in the echo chamber. Enron's Ken Lay is George Bush's biggest lifetime contributor, and gave him more money than all 16 years of Kerry's special interest money combined. EVERY American should know that. Vague generalities preach to the choir, swing voters are concerned with facts. Money in politics is old hat, we need to have hooks and punches, compelling stats.

Dos

- § **Focus on economic issues and corporate take-over of democracy** – mention Enron, corporate pay offs and lobbyists as much as possible
- § **Memorize and repeat 3-5 facts** – swing voters respond to facts, not slogans. Billionaires should repeatedly deliver the most damaging three facts about Bush.
- § **Repeat the name** – The core slogan of Billionaires is its name, which should seek to 'hardwire' the word 'billionaire' to 'Bush'. It should be put up front and center in all materials and repeated in all communications.
- § **Be witty** – wit energizes activists, engages people, and attracts media.
- § **Attack Kerry, praise Bush** – it is critical to continually emphasize the difference between Kerry and Bush. Call Kerry a traitor to his class and criticize his record of "pandering to the special interests of ordinary Americans."
- § **Use irony as Trojan Horse, then step out of character** – Use irony to get yourself in the door – i.e. to win the attention of the media or a voter – and then break character to explain our message in plain terms. Speaking from the heart is often a better way to reach swing voters, particularly when speaking through the press.
- § **Attend to your "visual message"** – Always be mindful of how you're presenting yourself to the cameras. *Everyone* should be in Billionaire attire, or dressed as one of our staff (butler, chauffeur, secretary, horse trainer, etc.). Do not mix with non-billionaires. Keep the banner visible at all times - do not stand in front of it. Stick together, avoid becoming dispersed.

- § **Keep it simple and stay on message** – Even if you feel you’ve already done that schtick 100 times. Repetition and simplicity are essential ingredients to effective messaging. Beware the overly subtle or sophisticated message. Communicate so that most people understand the satire and the message.

Don’ts

- § **DON’T break the law by telling anyone who to vote for** – Billionaires is a “527 organization” which means it can express political support for Bush but cannot actually tell someone to *vote* one way or another. It’s ridiculous, but it’s the law.
- § **DON’T fall into the trap of simply playing an obnoxious rich person** – the Billionaires have a political agenda which is to highlight how the Bush Presidency takes very good care of CEOs and corporate interests. It’s easy to just riff on the wealthy. Take the time to prepare yourself to talk about why, as a Billionaire, you support President Bush.
- § **DON’T be condescending** towards ordinary Americans. Our intent is to generate anger toward Bush – not us. Avoid language like ‘suckers,’ ‘stupid wage workers’ and ‘little people’. We lose our audience if we put ordinary voters on the defensive. Allow them to laugh with you (perhaps despite themselves) as you poke your finger in the eye of the President by playing his biggest fan.
- § **DON’T get trapped into talking about cultural issues** – We don’t discuss gay marriage, gun control, right-to-choose, and other cultural issues. These matters don’t effect the bank accounts of Billionaires (and may turn-off many swing voters). Stick to economic issues where we’re strongest.
- § **DON’T describe our opponents as liberals** – It’s middle class interests we’re fighting, not any political ideology. At a counterdemonstration, for example, we’re there to hold forth against “the great unwashed middle class masses.”
- § **DON’T make fun of the flag** – This plays into the Republicans’ hands.
- § **DON’T be a mock racist** – To handle race in a humorous way requires a high level of artistry. Don’t risk it.
- § **DON’T put down other protestors** – When speaking *out of character* to a reporter about how B4B uses a unique approach to protest, it’s important to acknowledge that we are different, but not better. In fact we often depend on the presence of more traditional protestors to serve as our foils.
- § **DON’T make Billionaires seem all powerful** – We don’t want to exacerbate voter apathy and resignation. Instead, we can empower our audience by expressing frustration at “setbacks” like environmental restrictions, strong clean election laws, voter registration drives, or other citizens’ initiatives.

A Note on Language

We can deliver our message even more powerfully if we choose our words carefully. Below we have flagged a few ways that your choice of words can make a difference in how your message is received by your audience.

- § Talk about how Bush favors the *super rich*, or the *really really really rich*, not just the rich. Americans like to think that they, too, will one day be rich. Being *super rich* seems alien and unattainable.
- § Don’t talk about capitalism, it makes you sound like a socialist to ordinary voters. Instead of capitalism, use *corporate cronyism* or *Big Money*, or *Big Oil*. People do have disdain for closed insider networks and corruption among CEOs.
- § Conservatives have succeeded in linking “government spending” with “wasteful” and “inefficient” in the public’s mind. When talking about the negative impact of Bush’s tax cuts, talk about how it will reduce funding for *public initiatives*, rather than how it will result in cuts to government spending.

Talking Points

Some Good One Liners

- 💰 George W. Bush doesn't pander to the special interests of ordinary Americans.
- 💰 What do you mean, there is no diversity in the White House? – the President and the Vice President represent two *different* oil companies!
- 💰 George Bush is the best investment we Billionaires have ever had in Washington.
- 💰 We Billionaires continue to be there for him, because, boy, has he been there for us!
- 💰 Leave no child behind?? George Bush has left no *billionaire* behind.
- 💰 To those who say Big Money should be kept out of politics, I say show me where in the Constitution it calls for a separation of cash and state!
- 💰 There's no better business than politics. And in George Bush's America, the business of politics has been pretty damn good – *for us!*
- 💰 George understands our long term vision for a Government of, by and for the corporations—and he's making it happen!
- 💰 George Bush is helping to reduce our dependence on domestic labor.

Answers to Questions – In Character

Q. Who are you guys?

- 💰 We are Billionaires for Bush – The political action committee of CEOs, corporate lobbyists, dissolute heiresses and other winners under George Bush's economic policies.
- 💰 We are the CEOs who make 280 times the pay of an average worker.
- 💰 We are the 1% who own more than 40% of the wealth in this great land!
- 💰 We are the 10% who give 90% of the campaign contributions!
- 💰 We are the Pioneers, and Rangers, and the as yet unnamed category of
- 💰 fundraisers who bundle together \$100,000, \$200,000 and now \$500,000 in
- 💰 contributions for George Bush's campaign coffers.
- 💰 We are a who's who of corporate America and we are organized!

Q. But aren't the *actual* billionaires *against* President Bush?

We all hear about a few renegade class traitors like George Soros and Warren Buffett who are against President Bush, but most of Corporate America and the really really rich are behind Bush 110%.

Q. Isn't it unusual for Billionaires to participate in street protests?

For too long we have ruled the country from behind closed limo doors. But in George Bush's America, we Billionaires can come forward without any shame. We run this country, and we do a damn good job of it.

Answers to Questions – Out of Character

Speaking from the heart can be a better way to reach swing voters. Use these talking points to convey that message.

Q. But you guys aren't really Billionaires. What's going on here?

OK, speaking as [your name], rather than [your billionaire name], let me explain. We've decided to "become" Billionaires because it's a great way to show how Bush and Cheney are way too cozy with Big Business. The humor and creativity of this approach gets people's attention because it's the joke that tells the truth: how Bush & Cheney's CEO buddies get no-bid contracts and relaxed pollution rules, while the rest of us are denied overtime pay, see our healthcare costs go up and are saddled with huge student loans.

Q. What is Billionaires for Bush?

It is a do-it-yourself campaign that uses street theater, media and a good dose of humor to flush out the truth about how the Bush administration's economic policies have been a disaster for most Americans. We have over 40 chapters nationwide. Our efforts are primarily focused on influencing voters in the key battleground states.

Q. How did Billionaires for Bush get started?

Billionaires for Bush was started last fall by a group of comedians, artists and social activists in New York City and Los Angeles.

Q. What kind of organization are you?

Billionaires for Bush is an independent 527 PAC. Which means we're not affiliated with either party and we can't tell you who to vote for, but we can sure as hell lay out the facts about, say, how Bush & Cheney invited Enron in to write the nations energy policy, and then let you decide who to vote for.

Q. How do you get funding for the work you do?

Most of our funding comes from individual donors. We raise some money by selling bumper stickers and pins on our website and by hosting fundraisers. We don't accept any money from political candidates or their campaign committees.

Q. Why are you involved in this group? (examples)

I am active in this group because I am deeply concerned that...

- 💰 "...Bush's massive tax cuts to millionaires & billionaires will saddle future generations with crushing deficits and cripple our economy for years to come"
- 💰 "...Bush's wartime spending and no-bid reconstruction contracts are costing US taxpayers dearly, and with increasingly questionable results."
- 💰 "...Bush's corporate cronies dictate his environmental policies. He is gutting protections for our land, air and wildlife - all for the sake of higher profits."

Q. But the economy is starting to produce jobs now. Isn't it because of Bush's tax cuts?

Since George Bush took office, our economy has suffered a net loss of 2.8 million jobs. The legacy of the Bush tax cuts will be deficit and debt for generations to come.

BUSH vs. KERRY

What every billionaire should know and repeat ad nauseum.

Bush

(short answers)

Q. Why do you support George Bush?

- 💰 If you're really really really really rich, like us, George W. Bush is a great investment.
- 💰 Never before has one man done *so much* for *so few* at the expense of *so many*.
- 💰 With George Bush, no industry lobbyist has to ask twice!
- 💰 He helped out big tobacco, allowed us to drill in the Alaskan wilderness, and gave us juicy no-bid defense contracts.
- 💰 And he topped it off with \$1.1 trillion in tax cuts – just for us!
- 💰 George Bush is the best president money can buy.
- 💰 George Bush liberated our oil reserves, which were somehow trapped under other peoples' countries.

Why we love George W. Bush.

(issue by issue)

Corporate Takeover

- 💰 Halliburton's earnings quadrupled under the Bush Administration with the help of several no-bid reconstruction contracts in Iraq.
- 💰 Bush took more soft money just from Enron than John Kerry has taken from all donors in his entire 16 year career.
- 💰 He helped out big tobacco, allowed us to drill in Alaskan wilderness, and gave us juicy no-bid defense contracts.
- 💰 Vice President Dick Cheney – whom we all knew back in the days when he was CEO of Halliburton – invited energy executives and lobbyists to write the nation's energy policy.
- 💰 We're not worried about name callers and their charges of "corporate cronyism" – Cheney's duck-hunting pal on the Supreme Court helped ensure that the Bush Administration is allowed to keep our identities on the Energy Task Force secret until after this November's election.
- 💰 George was investigated for insider trading in 1991 by his father's own appointee—inconclusively, ahem, of course—so he knows from experience how we billionaires need to stick together in hard times.

Jobs

- 💰 He saved us a bundle in labor costs by cutting the right to overtime pay for eight million Americans.
- 💰 He was at the helm during an economic recovery which saw corporate profits rise but almost no new jobs were created – this is fantastic for us CEO's!
- 💰 Bush did cut combat pay for soldiers serving in Iraq, but we're pretty sure that none of them are Billionaires.

Health Care

- 💰 President Bush increased the profits of our Big Pharma companies by \$139 billion by preventing Medicare from negotiating prices with them. Similarly, he let HMO's charge Medicare whatever they want.
- 💰 Now, he's sending out prescription drug discount cards to seniors but what's great for us is at Big Pharma is that the discounts don't kick in till 2006.

- ✶ The average American family is paying \$2700 more in premiums than they were four years ago, which is great news for insurance companies. We are counting on President Bush to protect those profits.
- ✶ President Bush has already closed veterans' hospitals and proposes to double veterans' prescription drug co-payments, and his plan includes a \$2.6 billion shortfall in veteran's healthcare funding. That's \$2.6 billion more for our tax cuts!

Environment

- ✶ Bush has undone decades of terrible, anti-billionaire environmental policies and fought hard for our rights to make billions wrecking the natural world.
- ✶ The Clear Skies initiative was a stroke of genius – everyone is happy, people who don't breathe, and those of us whose companies benefit from the relaxed environmental regulations it brings.
- ✶ His energy plan has a clear preference for corporate interests over the environment – it even recommends drilling for oil in the Arctic refuge—I mean, what have those caribou done for you lately?
- ✶ George Bush freed us from the green jackboot of the Kyoto Protocol. Remember: global warming means better tans.

Taxes

- ✶ Bush taxes wages (that's how YOU make money), not wealth (how WE make money). His tax cuts to millionaires delivered savings 140 times larger than the tax relief given the average working family.
- ✶ He wants to make it possible for us to pass on our super huge fortunes to our little lovelies Chad and Muffy, without a dime going to public schools, build hospitals or fix roads!
- ✶ He gave \$1.1 trillion in tax cuts to the wealthiest 1% of Americans – even in the face of a recession, state bankruptcies, and an expensive war. Now the next generation will pick up the tab!
- ✶ Thus, he's keeping his promise to the children of America—that when they grow up, they'll get to pay OUR taxes!
- ✶ In a masterful act of “creative austerity”, he shackled the federal government with such deficits that no new public initiatives will be viable for decades to come.

Kerry

(short answers)

Q. Why don't you support John Kerry? After all, he's practically a billionaire!

- ✶ John Kerry is a bad investment for Billionaires.
- ✶ Having spent his life in public service, he doesn't understand how to do business in Bush's America, for example... :
- ✶ Kerry refuses to appoint our lobbyists to write the laws of the nation.
- ✶ For 16 years John Kerry has refused to take any of our PAC money!
- ✶ Worst of all, he panders to the special interests of ordinary Americans.
- ✶ He wants us and all our really rich friends (making more than \$200,000) to give up our tax cuts!
- ✶ George Bush has a better return on investment.

Why Billionaires Do Not Want John Kerry in the White House

(issue by issue)

Corporate Takeover

- ✶ That goodie two shoes Kerry is too pure for Enron's money, and for his entire 16 year career wouldn't accept PAC money at all. Now that's no way to build a strong relationship with Billionaires.
- ✶ He wants to spend more money on health and education, and cut back on corporate subsidies. What good does that do us?
- ✶ He has repeatedly voted against expensive Pentagon pork contracts that would have delivered juicy, profitable projects for us.
- ✶ Kerry wants America to use hydrogen energy by 2020, when we Billionaires make our living off of oil.

Jobs

- ✶ Kerry supports increasing the minimum wage and indexing it to inflation, but we have rather enjoyed seeing our profits increase faster than workers' compensation, and Kerry's proposal would reverse this trend.
- ✶ He talks too much about so-called "corporate fraud" and the problems of workers who lost their life savings because their pension was invested in the wrong company. Wrong company?? There's no such thing as a wrong company. It's not *our* fault those workers didn't get better investment advice.
- ✶ I've never had even one job, and now Kerry wants to create 10 million new jobs in the next 4 years. Whatever for?

Health Care

- ✶ Kerry plans to cut health care costs for working class people to \$4,000 a year. But affordable health care for Americans is bad for our insurance and pharmaceutical companies.
- ✶ Kerry plans to use the government's buying power to force drug companies to lower prices, hurting pharmaceutical companies' bottom lines.
- ✶ Kerry wants the un-American re-importation of drugs from Canada, again challenging our pharmaceuticals.

Environment

- ✶ Some caribou-loving environmental group called League of Conservation Voters gave him a lifetime score of 96%, a pretty strong indication that he'll play favorites with the environment over our fat bottom line.
- ✶ He is going to take away the negotiating power that HMO's and pharmaceuticals have over Medicare, threatening our investments.

Taxes

- ✶ He wants to repeal tax cuts for people making more than \$200,000/year, even Billionaires!
- ✶ He is threatening to take away our rights to off-shore corporate tax shelters.

V. Sample Materials

\$ Chant Sheet

\$ Slogans

\$ Leaflets

\$ Press release

\$ Posters

\$ Signs

\$ Legislation: A Lucrative Investment

\$ Songs

\$ Speeches

\$ Petitions

\$ Volunteer sign-up sheet

\$ Questions for Speakers

\$ Four Question Rap

Billionaire Chants

They pander to you, but they answer to us!
Big Money's power is marvelous!

This is what PLUTOCRACY looks like!

Take to your cell phones, take to your faxes,
Join the fight to end all taxes!

Let workers pay the tax, so investors can relax!

Big money, united, shall never be defeated!
(The rich united shall never be defeated!)

Welfare for the wealthy!
Keep our profits healthy!

Wealth care, not health care!

Tax work, not wealth!

Make a smart investment, buy yourself a
President!

Money for war and occupation,
Not for jobs and education!

1-2-3-4, we've got billions, but we want more!
5-6-7-8, cut more taxes, we can't wait!

Make war, not jobs!

Four more wars! (repeat)

What do we want? Prison labor!
How do we want it? CHEAP!

What do we want? Sweatshop labor!
How do we want it? CHEAP!

More Bank, less World!

1-2-3-4, we don't care about the poor!
5-6-7-8, don't you dare tax my estate!

What's outrageous? Living wages!
What's disgusting? Trust-busting!

Whose president? Our president!
Whose money? Our money!
Whose media? Our media!
Whose oil? Our oil!
Whose missiles? Our missiles!
Whose yachts? Our yachts!
Whose ugly corporate fountains?
Our ugly corporate fountains!

Blood for oil! (repeat)

1-2-3-4, we make money when there's war,
5-6-7-8, Halliburton's really great!

Bush and Cheney are the best,
Billionaires know where to invest!

Hey traitors, get a clue,
The USA is not for you!

Poor people, get a clue,
The USA is not for you!

Write big checks! (repeat)

We're here, we're rich, get used to it!

No justice, no problem!

We shall over-bomb...

More money, fewer hands!

We want more! Give us more!
Billionaires for Bush's War

Billionsaire Slogans

Leave No Billionsaire Behind.
Blood for oil.
Small Government. Big wars.
There's millions more jobs to cut.
Government of, by, and for the corporations.
Free the Forbes 400!
Corporations are people too.
You've got nothing to lose but your job.
We're all in this together, sort of.
Free the Enron 7!

Hands off Halliburton!
Four more wars!
A jobless recovery is the best kind.
Because cheap labor costs less.
Because the deficit is not growing fast enough.
Four more years of peace and prosperity, for us.
Because he's just like us.
Only little people pay taxes.
Class War: Let's finish what we started.
Thank you for paying our fair share.
Taxes are not for everyone.

Tax work, not wealth.
Bring back indentured servitude.
Healthcare is already affordable.
Privatize everything.



BillionairesForBush.com

Grassroots Action Network

FOR IMMEDIATE RELEASE - January 29, 2004

Contact:

[NAME (aka BILLIONAIRE NAME)]

[CELL PHONE NUMBER]

[E-MAIL ADDRESS]

Billionaires for Bush Rally Behind President Proclaiming Huge Gains for Those in Highest Economic Tier

Billionaires Proclaim Huge Economic Gains for Themselves During Bush Presidency

Merrimack, NH January 29, 2004 - Billionaires for Bush, a political action committee advocating for the interests of the fabulously wealthy, rallied in support of the economic policies of President George W. Bush today. Wearing top hats and tiaras, tuxedos and evening gowns, Billionaires for Bush gathered at the entrance to the Fidelity Investment building to thank President Bush. The President addressed supporters at the investment office this afternoon, talking about jobs and the economy.



“President Bush has done so much for billionaires and millionaires like us. He has been an excellent investment. His recent tax cut package delivered 40% of the benefits to the top 1% of taxpayers!” Iona Bigga Yacht said. “And if WE don’t stand behind him, who will? In a couple of years 84% of NH taxpayers will receive less than \$100 from Bush’s tax cuts. Yet millionaires and billionaires like us will receive nearly \$100,000 over the next four years, on average, and many of us will get much much more.”

[INSERT HERE SOME DATA THAT IS SPECIFIC TO YOUR STATE OR CITY. TAX DATA FOR ALL STATES IS AT <http://www.ctj.org/html/gwb03st.htm> FOR EXAMPLE:]

New Hampshire’s top one percent of earners will receive an average tax cut of \$58,598 in 2003.

Five heirs to the Wal-Mart fortune will receive a combined \$984 million under the dividend tax cut and Nike CEO Philip Knight will receive a payout of \$17 million. (Wall Street Journal, June 5, 2003; “CEOs, Heirs to Stock Fortunes Win Big with Cut, USA Today, January 9, 2003)

Another Billionaire for Bush, Swellington Wadsworth III, observed, “He gets attacked for running up a massive deficit - but a deficit means good news for billionaires. Our businesses benefit from increased defense spending and rebuilding contracts. And banks we own earn more when interest rates are high.”

“He’s even attacked for failing to create new jobs - but people should know that high unemployment means cheaper maids and chauffeurs!” enthused Mary A. Richman.

For more information about Billionaires for Bush, and to read our platform, please visit our Web site at www.BillionairesForBush.com

###



LEGISLATION: A LUCRATIVE INVESTMENT!

Attention All Billionaires:

If you're like most of us, you're always looking for higher returns on your investments. And while you may be familiar with stocks and bonds, currency speculation, IPOs, and all the rest, there's a new investment arena you really ought to be aware of: Legislation.

If a mutual fund returns 20% a year, that's considered unbelievably good. But in the low-risk, high return world of legislation, a 20% return is positively lousy. Why, there's no reason why your investment dollar can't return 60,000, 70,000, even 80,000%!

Here's how it works: With the help of a professional legislation broker (called a Lobbyist), you place your investment (called a Campaign Contribution) with a carefully selected list of legislation manufacturers (called Members of Congress). These manufacturers then go to work writing legislation: crafting industry-specific subsidies, inserting tax breaks into the tax code, extending patents, or giving away public property for free. In an assembly-line process that would make Henry Ford proud, the legislation is produced, and you (and your favorite industry) reap the benefits! The effect on your bottom line is immediate and huge. Just check out these results:

Contributor (Investor)	Campaign Contributions (Investment)	Legislation or Administrative Action	Date	Payoff in government contracts, reduced costs, higher prices for consumers, or shift in tax burden	Return on Investment	Source
Halliburton	\$2,379,792 1990-2002	Logistics contracts in Iraq and Afghanistan	2002-03	\$2,329,040,891	97,767%	Center for Public Integrity, Windfalls of War Oct. 30, 2003.
Bechtel	\$3,310,102 1990-2002	Infrastructure construction contracts in Iraq	2002-03	\$1,029,833,000	31,012%	Center for Public Integrity, Windfalls of War Oct. 30, 2003.
Airline Industry	\$16 million 1991-2001	Airline bailout	Sept. 2001	\$15 billion	93,650%	Common Cause, The \$16 Million Soft Landing, Jan 10, 2002
Drug Companies	\$44 million since 1999	Prescription drug coverage in Medicare reform bill.	Nov. 2003	\$139 billion in increased profits	315,809%	Public Campaign, Ouch #123, The Big Medicare Fix, Nov. 20, 2003.
Agribusiness	\$59.3 million in 2000 election cycle	Farm Bill	Feb. 2002	\$40 billion in increased subsidies for large farms	67,354%	Public Campaign, Ouch #98, The Farmer in the Till, May 3, 2002.
Wealthy Americans	\$1.8 billion 1999-2002	2001 Tax Cut	May 2001	\$769 billion in tax cuts for top 10%	42,622%	Public Campaign, State of the Union Poster, Jan. 21, 2003
50 Biggest Corporate Tax Avoiders	\$151 million, 1991 –2001	Various tax breaks	Various	\$55 billion in tax breaks from 1996-1998 alone	36,323%	Public Campaign, State of the Union Poster, Jan. 21, 2003
Oil, Gas, Coal and Nuclear Industries	\$71.8 million since 1999	Tax breaks, subsidies, and MTBE pollution indemnification in Energy bill.	Pending	\$49 billion	68,145%	Public Campaign, Ouch #122, Crude Politics in Energy Bill, Nov. 17, 2003.

If you can get this kind of return when you buy a few congressmen, just imagine what you get when you buy the President. Don't wait. Invest now, and let the paybacks roll in for the next four years.

Billionaire Songs

(More available online at <http://www.billionairesforbush.com/songs.php>)

Georgie Made The Size Of My Wallet Grow (to the tune of "Joshua Fit The Battle of Jericho")

Chorus:

Georgie made the size of my wallet grow.
He fed the flow with lots of dough.
Suddenly we're lovin' the status quo,
Now that George Bush runs this town!

He's givin' us a reason to celebrate.
He's fillin' us with pride.
The gulf between the workers and billionaires
has never been so wide!

(Chorus)

Oh Georgie is a champion of policies
That benefit the top one per-cent.
And when it's time for funding the safety net,
Aw, the budget's all been spent!

(Chorus)

We were wealthy in the time of Reagan.
We were wealthy with Georgie's dad.
But save your cheers for the last four years.
They're the best we've ever had!

(Chorus)

He's concentrating all of our money.
And those tax cuts were a plus.
He keeps selling his ass for the upper class.
Yes he's truly one of us!

(Chorus)

*Lyrics by Felonius Ax
(aka Clifford J. Tasner)*

Race To The Bottom (Mariachi)

Come work for me!
Under the hot, hot sun, until the harvest's done
You'll work night and day.
A fake ID
Is what you're gonna need
So you can get your lousy pay!

We're having a race to the bottom.
You'll work for three years from the day that you've come.
Then gracias for all your trabajo.
There's no time to pack, cause we're sending you back
To where you come from!

Here, grab a saw!
You're gonna cut some meat, while standing on your feet
Without any break.
Forget the law!
The less I pay to you,
The more my company can make!

We're having a race to the bottom.
You'll work till you bleed and your fingers are numb.
Then gracias for all your trabajo.
So vacate your shack, cause we're sending you back
To where you come from!

The pay is meager. They don't complain.
In fact they're eager Despite the pain.
And if they're injured, What can they do?
They should not be here. No I won't shed a tear.
So if they're not careful, they're through!

So adios señor mojado!
Cutting expenses is hardly a sin.
We're having a race to the bottom.
We can do more for less. It's the key to success.
And we know that we're going to win!

*Lyrics by Felonius Ax
(aka Clifford J. Tasner)*

BILLIONAIRE CAMPAIGN KICKOFF SPEECH

Good evening, esteemed ladies and gentlemen, I'm Phil, Phil T. Rich — then again — who here isn't? And this is the lovely Texy Money Honey...

It is a great privilege to be here today. Like you, of course, I'm used to privilege, so that's no biggie. But it's more than a privilege, it's also an honor to be here — and hell of a lot of fun.

I trust you're having a great time.

And who do we have to thank for this? Ourselves, of course. Probably, the 1944 Bretton Woods Agreement, but also, and above all: President George Walker Bush. Our best friend in Washington. And arguably, the best friend we billionaires have ever had in Washington.

He's been there for us. And now we need to be there for him.

Billionaires! Multi-millionaires! Aspiring multi-millionaires! And all other people of wealth gathered here today!

I call upon you...

This is our hour. This is our moment. Today we launch our great campaign.

For too long we have ruled the country from behind closed limo doors. But today we come out. Today, we face America and face ourselves. And we have nothing to be ashamed of. We run this country-and we do a damn good job of it.

All the others have come out-the blacks, the women, the gays, even the mothers-and today, it's time for us to come out too And show the world who we REALLY are.

We are the Billionaires for Bush.

We are the CEOs who make 280 times the pay of an average worker.

We are the 1% who own more than 40% of the wealth in this great land!

We are the 10% who hold 88% of the value of all stocks and mutual funds owned by households.

We are the 10% who give 90% of the campaign contributions!

We are the Pioneers, and Rangers, and the as yet unnamed category of fundraisers who bundle together \$100,000, \$200,000 and now \$500,000 in contributions for George Bush's campaign coffers.

We are a who's who of corporate America and we are organized!

We are the Billionaires for Bush.

And we are on a mission — a mission to re-appoint George Walker Bush as President of the United States of America (copyright pending).

To those who say Big Money should be kept out of politics, I say show me where in the Constitution it calls for a separation of cash and state!

In fact, there is no better business than politics. And in George Bush's America, not only is the business of business business, but the business of politics is business, and I don't need to tell you, business has been good — for us.

Generally, you're pretty happy if a mutual fund returns 20%. But in the high-yield, low-risk world of legislation, you can expect returns on your dollar of 50,000% or more!

Just look at these numbers. Cue the first slide, please. [slide: "Legislation"]

In 2002 & 3 Halliburton spent a paltry \$2.4 million in campaign contributions for Iraqi logistics contracts worth \$2.3

billion-the return on their investment: 98,000 percent!

For \$44 million in campaign contributions, the Pharmaceutical Industry were able to secure a Medicare Reform Bill that included a Prescription Drug Benefits package worth almost \$140 billion in increased profits-that's an incredible 316,000 percent return on their investment.

If you can get this kind of return when you buy a bunch of congressmen, just imagine what you get when you buy the President.

And we are buying the President. To the tune of \$200 million.

Look around you ladies and gentlemen.

THIS (gesturing in a sweep towards the crowd) is what plutocracy looks like. Suh-weet!

THIS IS WHAT PLUTOCRACY LOOKS LIKE ! (chant)

This IS what plutocracy looks like. And from here it looks good.

But we must remain ever vigilant.

Because once again the poor, and the so-called "working" class, and a few renegade class traitors like George Soros, are conspiring to elect a president who will pander to the special interests of ordinary Americans. They have initiated a campaign to blame the corporate world, OUR corporate world, for THEIR substandard wages, illiteracy, deficient health, crumbling tenements, filthy air and water, short vacations, and incarcerated youth.

Will we stand for this? NO!

And I wonder: do those who blame the corporations — those who drag us through the courts, expose our accounting practices, jam our shining logos, mar our seamless billboards — do they ever stop to think: corporations are people too?

No, I don't believe they do.

And so, to show our compassion — our conservative compassion — in the face of man's inhumanity to his fellow corporations, let us take a moment of silence, so that we will never forget the greatest Supreme Court decision ever, the 1886 Santa Clara County v. Southern Pacific, which enshrined in U.S. law the principle of legal personhood for corporations. Out of respect for our very origins, out of a deep reverence for the fount of our wealth, power and limited liability—a moment of silence. Gentlemen, your bowler hats please.

Let us also never forget what a staunch defender of these same sacred corporate prerogatives President Bush has been.

And what a good friend he's been to the super-wealthy.

Over the last three years he has served us exquisitely, and we must stand with him now.

He drastically reduced our share of the tax burden.

He made it possible for us to pass on our huge fortunes to our children, tax-free!

In a masterful act of creative austerity, he shackled the federal government with such deficits that no new spending programs will be viable for decades to come.

He liberated our oil reserves, which were somehow trapped under two Arab nations.

And he freed us from the green jackboot of the Kyoto Protocol.

George Bush understands our concerns — and he delivers.

He likes us. And he's like us. Just like us.

And so — could we all help the President come forward now please — I hereby enjoin all billionaires assembled at this illustrious gathering and all those watching on C-Span across this great nation — from Grosse Pointe to Greenwich, from Manhattan to Malibu — to place one hand on your warm heart and another on your cold cash and endorse, with unprecedented enthusiasm, George Walker Bush for President of the United States of America (copyright pending)!

BILLIONAIRE AWARDS SPEECH

Ahem. Attention fellow billionaires. My name is Alotta Bling and I would like all of you to gather around the red carpet for a few moments so that we may recognize some very special individuals — individuals who have dedicated their life's work to furthering our noble cause, setting our nation's priorities, and making sure we have access to the finer things in life. The people we are recognizing tonight have worked hard to uphold the system, the laws, and the conspiracies that have allowed billionaires like us to take our fair share of the pie — and then some. And so, we would like to present these individuals with a token of our appreciation and respect. Please, let's give a round of applause for our first annual presentation of the Neo-Libby awards!

Tonight's first Neo-Libby is awarded to a man who has achieved Excellence in Journalism. Though some people in this country whine and bellyache about this notion that journalists should be impartial, we all know that they're just jealous that they don't own the six major television networks.

The recipient of tonight's Excellence in Journalism NeoLibby is one of the leading citizens in the land of "Fair and Balanced" news reporting. In our opinion, this proud conservative, who once crusaded against the coverage of civilian deaths in Afghanistan, clearly understands what the bewildered masses of this country need to know and what is better left unmentioned. Perhaps the highlight of this reporter's career at Fox News was his recent testimony to his viewers that American soldiers are less likely to be murdered in Iraq than regular Americans living in California.

Ladies and gentlemen, we certainly don't know how he gets away with it, but who gives a damn! Tonight's Excellence in Journalism NeoLibby goes to... Brit Hume, managing editor of Fox News! Unfortunately Brit could not make it tonight, as he is out spinning, ahem... I mean, researching numbers for his latest report entitled "Why Wrongful Death in Iraq Isn't Necessarily Wrong."

Our next NeoLibby category is for Excellence in Turning Bloodshed into Billions. Over the past few years we have seen other people's loved ones being shipped off to fight for democracy and freedom for the Iraqi citizens. Hundreds of Americans and thousands of Iraqis have died in the past year, and a countless number have been seriously injured.

But that certainly shouldn't stop us from focussing on the bottom line! Ladies and gentlemen, the recipients of tonight's award never let the anguish of war stop them from thinking about revenue. While the commoners were busy mourning and losing their jobs after September 11th, these two businessmen saw great investment potential in the war on terrorism. Because of their entrepreneurial spirit (and lack of competitive bidding), these two men have made millions for the corporations and investors! Tonight's recipients of the NeoLibby for Excellence in Turning Bloodshed into Billions are the CEO's of Halliburton and Bechtel, David J. Lesar and Riley Bechtel. In the last two years, these two corporations together have raked in more than \$3 billion in government contracts, subsidies, and tax relief! Please, a round of applause for Halliburton and Bechtel. Unfortunately both David Lesar and Riley Bechtel could not make it to our ball tonight. Both are stuck in investor meetings discussing their forthcoming project: "Profit Potential in Starving Bolivian Children."

Our final NeoLibby is for Excellence in Lucrative Lobbying. This NeoLibby goes to an industry that has proven time and time again that legislation is the most lucrative arena of investment. Stocks and bonds? IPO's? Mere child's play compared to the return on investment this industry earned from a good old-fashioned schmooze-fest with Congress. Tonight's NeoLibby for Excellence in Lucrative Lobbying goes to... the Pharmaceutical Industry! Allow me to give a quick overview of their genius. Let me warn you, the following information contains material that is sleazy and shady. For those of you billionaires that are sensitive to or offended by business dealings of an indecent nature, I recommend covering your ears. The rest of you — start taking notes! Drug companies, like Pfizer and Eli Lilly, have invested about \$44 million into campaign contributions and lobbying efforts since 1999. Since then, these companies have seen a \$139 billion increase in profits through government contracts, subsidies, and high prices for consumers! That's a return on investment of 315,809%! Not only that, future revenue is practically guaranteed with Bush's recent Medicare ruin — I mean, reform. Ladies and gentlemen, let's give a round of applause for the Pharmaceutical Industry, role models for the new century.

BILLIONAIRE ESTATE TAX SPEECH

The biggest problem with the Estate Tax is that it only affects those of us with Estates. How unfair is that? [crowd: Not fair!]

And not just any Estate. It's got to be a really really really really big Estate. Like ours. It's got to be over \$3.5 million per individual. We're not talking family farms here, we're not talking Mom and Pop small businesses here. Oh, no. The Estate Tax doesn't tax them at all. It only taxes us — the really rich. How unfair is that? [crowd: Not fair!]

In fact, there's only [24 / number in your State] of us here in [Maine / your state] who have Estate's that are actually big enough to get taxed. That's right — only 24. And I 'm proud to see that most of us elite citizens are here today. The rest of you [gesturing to onlookers], you little people, you Jerry Springer fans, don't pay a dime. How unfair is that? [crowd: Not fair!]

These Estate Tax supporters think that just because we have millions and millions and millions of dollars, that we should be taxed. They think that the richest 24 people in the state should be taxed and the money given to everybody else. For what? Schools? Libraries? Roads? Day care? Pssshaw! We don't need any of that! Schools? Our kids go to *private* school! Libraries? We have our own *personal* libraries. Roads? Can you say Lear Jet? Day care? Hire an au paire!

We say shut down the day care centers. [crowd: "Yeay!"]
Fire some teachers. [crowd: "Yeay!"]
Cut back the library's hours. [crowd: "Yeay!"]
Let the bridges crumble, let the roads fill with pot-holes. [crowd: "Yeay!"]
And, let us keep our unearned fortunes -- every last penny. [crowd: "Yeay!!!!"]

So let me recap: If you have a really really really really big Estate, you get taxed by the Estate Tax. If you DON'T have a really really really really big Estate, you don't get taxed. Instead, you get MONEY from the Government. This is SO NOT fair. We must repeal the Estate Tax!

And that is why we have gathered here today. To thank [Senator X] for his vote to repeal the Estate Tax. [Senator X]: you've always been our man in Washington, but today we are particularly grateful to you: you've really stuck your neck out for us on this one. You know that the Estate Tax means money in the bank for [99.8% / percentage in your state] of your constituents, and yet you still vote to repeal. Only a true risk taker like yourself, a man willing to play Russian roulette with his political future, could come out for us on this one. Thank you [Senator X].

Only a man who stands up in defense of the tiniest of minorities, who carefully listens to the concerns of his largest campaign contributors, who is not swayed by simple consideration of the actual interests of the vast majority of his constituents, could vote to repeal the Estate Tax. Some might call this arrogant, even craven. But we know it by another name: courage. To rise above the interests of your own constituents, to listen only to your own conscience -- and maybe also to the consciences of your largest campaign contributors — and to act accordingly. Is this not true political courage?

And so, [Senator X], today we thank you for your bold and courageous support for Estate Tax repeal and the concerns of the very very very very rich. Thank you.

Now, together, let us solemnly repeat our pledge of democracy:
Never have so few given so much [crowd repeats]
(money) [crowd repeats]
to so few to get so much more [crowd repeats]
(money) [crowd repeats]

SAMPLE QUESTIONS FOR REPUBLICAN SPEAKERS

Estate Tax

“First, I want to commend you on voting to repeal the estate tax. As a multi-millionaire, and one of the very very few Americans who will benefit from it's repeal, I want to thank you personally. My question is this: How did you do it? How did you convince the American people that it was in their interest to repeal this tax when it so clearly isn't? Basically, repealling the estate tax takes \$1 trillion dollars of government revenue over the next 20 years, and gives it to us, the richest 2% of the population. Don't get me wrong, I think it's absolutely fabulous, but it's clearly a tough sell, since very few taxpayers benefit, and it results in so much lost revenue that undoubtedly will result in higher taxes for other Americans. How *did* you do it?”

Elite Privilege, Dodging Draft

“Mr. Speaker, I'm a patriotic American, and I support the President wholeheartedly. And even if all the rumors are true—that President Bush was a Vietnam War Draft Dodger, that he went AWOL from the Texas Air National Guard in 1972, that his father intervened on his behalf, and all that — I still support the President. After all, I'm a rich kid, and I know that folks like us don't belong on the battlefield in harm's way. But what about the rest of Americans who think that *everyone* should share the burdens of expanding our empire across the world? In your experience, what's the best way to explain it to them?”

Shortchanging the Troops

“Mr. Speaker, I'm a patriotic American, and I support the President wholeheartedly. The genius of George Bush is that even in a time of sacrifice and war and national peril, we can also have massive tax cuts. Most of that money is going to go to wealthy folks like me and my dad, but we're going to buy a lot of yachts and stretch humvees to help the economy, so it's alright. But here's my concern. The President has cut combat pay in half, pushed 164,000 veterans off of health care, and cut military housing by \$1.5 billion, so I'm wondering how long we'll have to wait to get more tax breaks? Seriously, where's that money going if not to billionaires like us?”

Privatising Social Security

“Mr. Speaker, first want to thank you for all you've done to bring economic relief to folks like me with nine-figure salaries. Only a few years ago we were straddled with all sorts of taxes, which went to pay for education and healthcare for poor people instead of conquering oil-producing nations. Only a few years ago the law forbade us to pass down our full fortunes to our children. We had to live with the shame that they would enter the world as mere multi-millionaires instead of billionaires like us. The President and the Republicans in congress have done an admiral job addressing our concerns on these and other matters. But I'm afraid something got lost in the mix, and that's privatizing social security. Wall street investment banks, including mine, have been getting slammed with billions in fines for helping companies like Enron and Global Crossing cheat their sharholders and employees. So right now we could really use that huge windfall that you promised us when the huge social security trust fund gets thrown into the stock market. So tell me, when do you plan to make good on this promise?”

The Four Question Recruitment Rap

[Billionaire approaches Republican at event. Fancy leather/silver clipboard/folder in hand with simple checklist of Four Questions]

Hi, excuse me Ma'am/Sir. My name is _____ and I'm with Billionaires for Bush.

1. Are you a Bush supporter? Do you plan to vote for the president in the elections this fall?

Excellent. Of course, so am I. So we're recruiting for Billionaires for Bush this evening. I wanted to ask you:

2. Do you feel, as we do, that the president is doing a good job on the economy?

Great, and...

3. Do you support the president's brilliant tax cut packages, the ones that delivered 40% of the benefits to the top one percent of taxpayers?

Excellent, we love the tax cuts too.

- or- if they hesitate, or aren't so sure they like those tax cuts:

Well, I know it's a complex issue, but we think very highly of these tax breaks.

So like I said, I'm with Billionaires for Bush and we're recruiting new members. Now we also accept multi-millionaire into our ranks, so I need to ask you

4. Is your net worth in the seven to ten figure range?

No? (seeming very puzzled) Well that's strange... I mean, I'm glad you're supporting the president, but you and most other taxpayers didn't get much from these tax packages (and Bush's policies have made it harder for states to pay for basic public services like education and police). But I'm so glad that you're supporting our president regardless.... Please take a flyer just in case you get lucky and marry into wealth. And thank you for paying more than your fair share.

* * *

Rap Tips:

- Stay in character, as positive, Bush-supporting billionaires.
- Speak clearly but keep a good pace so they don't get impatient.
- Our goal is to underscore the fact that Bush has helped the wealthy (that's us) but done little for working folks, except reduce funding available for education, police etc.
- We do this by showing our confusion (and delight) when we find out there are Bush supporters who are neither billionaires nor, even, millionaires.
- Once we do this, hand them a flier and move on to the next person. There is no need to engage in debate.

VI. History and Incorporation of Billionaires for Bush

Founded during the 2000 Presidential election, Billionaires for Bush (B4B) was designed to be a strategic, grassroots media campaign that spreads like a virus. With support from *United for a Fair Economy* in Boston, the Billionaires created a stylish logo, slogans like "Free the Forbes 400," "Corporations are People Too," and "We're paying for America's free elections so you don't have to," along with bumper stickers, buttons, a series of posters and an award-winning Web site.

The Billionaires paired these materials with an on-line organizing kit similar to this one. On-the-ground organizing was leveraged with the development of mock radio ads that were distributed to 100 stations around the country. In short order the viral organizing model took off, and wildcat chapters sprung up in 55 cities across the country.

Below are some highlights of Billionaire accomplishments to date:

- A poll of photojournalists in 2000 voted the Billionaires their "favorite protest."
- Traffic on the award-winning Billionaires Web site reached 200,000 hits per day in the months preceding the 2000 election.
- During the 2000 Republican convention, hordes of Billionaires staged a "Million Billionaire March" and a "Vigil for Corporate Welfare" where they auctioned off merchandising rights to the Liberty Bell (would it become the Taco Bell Liberty Bell or the Ma Bell Liberty Bell...?)
- At the 2000 Democratic convention in Los Angeles, the highly visible Billionaires presence included a marching band and a choir.
- Sister campaigns arose, such as *Billionaires for More Media Mergers*, which protested growing media concentration at the National Association of Broadcasters in San Francisco, and *Billionaires for Unlimited Inheritance* who called for the repeal of the Estate Tax.
- Penetration of corporate mass media is key to the Billionaires' success. The 2000 campaign appeared in Time Magazine and major dailies with Billionaire characters Phil T. Rich and Millie O'Naire becoming hits on the radio interview circuit.
- In late 2003, one of B4B's professional-quality TV spots, *Leave No Billionaire Behind*, was chosen as one of the 15 finalists in MoveOn.org's "Bush in 30 Seconds" contest.
- The 2004 B4B campaign has hit the ground running: with a new award-winning (again) Web site; high-quality campaign materials; a full-time New Hampshire coordinator who organized "Rallies for the Really Rich" around that state's primary; a talented creative team of award-winning artists, media producers, humorists and tech experts; and a sold-out campaign launch party in New York City.
- B4B 2004 has already been featured on CBS Evening News, Night-line, The New York Times and in major New Hampshire dailies.

In 2003, Billionaires for Bush incorporated as Billionaires, Inc., a non-profit, non-partisan corporation, organized under Section 527 of the I.R.S. tax code. Contributions to Billionaires, Inc. (or to "Billionaires for Bush") are not tax-deductible as charitable contributions and are part of the public record. There is no limit on the amount an individual can contribute to Billionaires, Inc. Billionaires, Inc. will not accept contributions from candidates or candidate committees.

Creation of this Do it Yourself Kit is paid for by Billionaires, Inc., and is not authorized by any candidate or candidate's committee.