

## 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 celebrate – in public – all he has done for the topmost 1% at the expense of everyone else. We must step outside the boardrooms, health spas, and offshore “tax havens” and start talking with the public. Billionaires for Bush (B4B) chapters have blossomed nationwide. Presidential campaign visits are met with enthusiastic crowds of Billionaires for Bush. Billionaires from Scranton to Spokane, and Tallahassee to Toledo, have flocked 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.

To find out if there is a chapter near you, visit <http://www.billionairesforbush.com/blog/chapters>. To start a new chapter, please contact [chapters@billionairesforbush.com](mailto:chapters@billionairesforbush.com). We're especially interested in forming chapters in these battleground states: OH, FL, PA, MI, WI, MN, IA, MO, AK, TN, WV, NV, NM, AZ, CO, WA, OR, NH, and ME.

If you have any questions, please contact [chapters@billionairesforbush.com](mailto:chapters@billionairesforbush.com).

## **Campaign Overview**

Seriously though... What is Billionaires for Bush?

### **Who are we really?**

Billionaires for Bush is a grassroots media campaign that is changing voters' minds in swing districts. We're using humor, street theater, and creative media to show how the Bush administration has favored the corporate elite at the expense of everyday Americans. We've been recognized by major media including The New York Times, USA Today, CNN, CBS News, The Akron Beacon Journal, Pittsburgh Post-Gazette, etc. for bringing a unique brand of political activism to the 2004 elections.

### **Why.**

If you were a billionaire looking narrowly after your own self-interest, you'd be behind George Bush 110%. Bush's policies have been a boon for billionaires, and a disaster for ordinary Americans. In the last four years, Bush has presided over a net loss of 2 million jobs, he's passed three tax cuts for millionaires which have mortgaged the futures of America's children, he's invited Enron lobbyists in the front door of the White House to write the nation's energy policies, and he's cut (!) combat pay to the young men and women who he has asked to fight and die in Iraq while helping politically-connected companies like Halliburton make off with tens of billions in lucrative military & reconstruction contracts (who then overcharge on top of that!)

Maybe that's why, of the nation's 277 billionaires, 122 of them have given handsomely to Bush while only 37 have sent money to Kerry.

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.

### **What we do.**

Our field campaign is now 75+ chapters and growing. We're bird-dogging Bush and Cheney around the country. Soon they won't be able to make a speech or hold a fundraising dinner without finding themselves sharing the spotlight with a contingent of Billionaires in tuxedos and evening gowns, thanking them for being the best politicians Big Money can buy. (After all, why rent when you can own?)

Billionaires for Bush has proven its ability to generate free media packed with critical, issue-focused messages. The campaign has been remarkably effective on a relatively small budget.

### **2004 Campaign Components:**

- 💰 "Thank You Rallies" at Bush appearances nationwide.
- 💰 "Get On the Limo" Swing State Tour through Midwest battleground states.
- 💰 "Million Billionaire March" at the Republican National Convention.
- 💰 Do-It-Yourself Kits — downloadable from the website, with all the materials activists need to start their own chapters and carry out actions in their own communities.
- 💰 Humorous radio ads and TV spots for placement in swing-state local media.

### **Accomplishments:**

- 💰 National network of over 75 chapters.
- 💰 Featured on CBS, ABC, CNN, NPR, NightLine, New York Times, Boston Globe, MSNBC.com, as well as the Akron Beacon Journal and Concord Monitor.

- § Award-winning TV spot, “Leave No Billionaire Behind” one of the 15 finalists in MoveOn.org’s Bush-In-30-Seconds contest.
- § Two CD’s with over 20 original songs and accompanying music videos.
- § High-profile actions : media hi-jinks at Karl Rove fundraiser; “Cheney is Innocent” vigils
- § Successful 20-city-plus national days of action: “Thank You of Paying Our Fair Share” on Tax Day; “Widen the Healthcare Gap” with SEIU on June 19.
- § Billionaire appearances: “disruption” of Arianna Huffington speech at Take Back America conference in DC, June 3-5; performance at AFSCME biennial convention, Anaheim, June 24-25.

With so much is at stake, we cannot afford a business-as-usual approach. As Clyde Haberman points out:

*“Billionaires for Bush are proof that street theater and satire are not dead... That it is possible to make a political point and draw a smile at the same time, indeed a smile may deliver the message far more effectively than a shout.”*

— The New York Times

Please join the campaign, by lending your voice, your talent, your energy, your financial 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](http://www.billionairesforbush.com). Or mail us a check at:

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## **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. 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 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!