

# State Strategy – Ohio FairTax

January 2009

## Goals

1. To pass the FairTax legislation by electing Representatives and Senators who will co-sponsor and vote for passage of HR-25 and SR-296
2. To have Ohio ratify the repeal of the 16<sup>th</sup> Amendment as passed by Congress

## Methods

1. Elect Representatives from each Congressional District and two Senators who will co-sponsor and vote for passage of HR-25 and SR-296
2. Elect State Representatives from each State District who will support repeal of the 16<sup>th</sup> Amendment

## Strategy

1. Develop sufficient numbers of committed FairTax supporters in each Congressional and State District to swing primary election results in favor of candidates who will commit to support the FairTax.
2. Present each candidate with evidence of support for the FairTax in their district, and inform them the block of FairTax voters will be supporting the candidate who most strongly endorses the FairTax at the primary level.
3. Use public appearances of each candidate to elicit endorsement, or repudiation, of the FairTax under direct questioning.
4. Communicate regularly with incumbents via targeted demands for action and/or excoriation of positions taken in opposition to the FairTax
5. Publish communiqués to inform public of endorsement or repudiation
6. Form 501(c)(4), or other suitable PAC, to allow collection of donations and develop funding sources to support lobbying efforts
7. Continue education and outreach efforts under AFFT 501(c)(3) umbrella

## Tactics

1. Educate population on advantages of FairTax,
  - a. Include particular emphasis on what each demographic gains under the FairTax
  - b. Demonstrate how FairTax would/will address serious economic problems better than current system or actions being implemented by Congress or State House
  - c. Events, presentations, video, internet, groups (church, civic, school)
2. Focus existing “angst” to action to change
3. Use candidate donor list to identify major contributors, development them as FairTax supporters, and then request their support in “influencing” candidate.

## Steps

1. State Organization
  - a. Identify a District Director in each Congressional District
  - b. Identify least one Community Coordinator in each State District
2. Update/modify website to become tool for communication and fund raising
  - a. Use web to expose support, or lack thereof, of each elected official on FairTax
  - b. Include refusals to discuss under “Coward’s Corner”

## Responsibilities

1. State Organization
  - a. State and Deputy Director
    - i. Organize, lead, advise
    - ii. Focus on party chairs, Governor, and Senators
  - b. Media Director
    - i. Develop and coordinate message and media campaigns
  - c. Membership
    - i. Keep membership information current
    - ii. Activists versus members
    - iii. Business community relationships
  - d. Communications
    - i. Develop and implement group/demographic message, contact, and “enrollment”
    - ii. Web video of what FairTax means to Ohioans
    - iii. “Starter Package” for new Community Coordinators
  - e. Fundraising
    - i. Fundraising program development (How much will we need, and how do we get it)
    - ii. Develop mechanism for unsolicited donations
    - iii. Develop program for solicitation of donations
  - f. Webmaster
    - i. Establish/upgrade website to new functionality similar to MI
    - ii. Keep links, lists, and information current
  - g. Treasurer
    - i. Budget development and management
    - ii. Management of 501(c)(4) requirements and reports
    - iii. Control disbursement of monies to projects
2. District Directors
  - a. Regular and frequent communication with Congressional Representatives on their position, and how it is viewed by OH FairTax
    - i. Email, letter, voice and face to face (person or staff)
  - b. Identify priority communities in which a CC should be established and effectuate
  - c. Support CC
  - d. Support media outreach in district (letters, forums, radio, TV)
3. Community Coordinators
  - a. Regular meetings
    - i. Keep moral high in activists
    - ii. Provide easy access to those interested in learning more
    - iii. Establish relationships with local businesses to promote fundraising and publicity
  - b. Regular and frequent communications with State Representatives on the FairTax to determine their support and evidence OH FairTax activism.
    - i. Email, letter, voice, and face to face (person or staff)
  - c. Support media outreach
  - d. Membership first point of contact