

TAX WALL STREET DAY OF ACTION TOOLKIT

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- 2) Tips for your Tax Day action
- 3) Sample flyer to hand out
- 4) Sample letter to give to the banks
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TAX WALL STREET

Day of Action

For 30 years, corporate CEOs and Wall Street speculators have put the squeeze on workers with globalization, privatization and union-busting.

They used their rising profits to buy Congress, convincing them to hand out tax breaks to the rich and gut banking regulations and consumer protections. Then they invented unscrupulous mortgage and investing practices, turning our financial system into a casino. When their speculation didn't pay off, they got Congress to bail them out to the tune of \$15,000 for every household in America.



A tax on the speculators of the Wall Street casino could put 3 million people to work fixing our infrastructure, teaching our children, making our factories more sustainable and improving our public services.

**TAKE ACTION TO MAKE THEM PAY.
WE NEED JOBS NOW!**

TAX DAY: APRIL 15, 2010

- Take action at a local branch of a national bank.
Organize people to deliver a letter asking the bank (Bank of America, Citibank, Chase, Wells Fargo/Wachovia, Goldman Sachs) to play a constructive role in rebuilding an economy that works for everyone. Request a meeting to discuss your demands. Invite the media. While you're there, close your account!
- Take action at a local Post Office.
Go to the main branch of your town's post office and talk to people mailing their tax returns. Ask them to sign a petition and make a cell phone call to their Congressional Representatives asking them to rein in Wall Street and make the speculators pay for good jobs for all.



www.taxwallstreet.org

to learn more & sign up or find an action near you



TIPS FOR YOUR TAX DAY ACTION

PROMOTE YOUR EVENT

- Invite people to come to your action. Send an email to your friends. Use facebook to create an event so that people can easily invite their friends. Use twitter to promote the event (use the #taxwallst hashtag).
- Invite the local media to your action. A sample press release is included in this toolkit.
- Find out if Representatives in your area are co-sponsors of the Local Jobs for America Act H.R. 4218 at <http://bit.ly/deL8iR> If so, invite them to attend your event. If not, collect petitions at the event.

DOCUMENT YOUR EVENT

- Assign someone to take **pictures and video**. Document the crowd and signs. Get close ups of faces chanting and speakers talking.
- Assign someone to **collect petition signatures**.
- Assign someone to write down some **quotes from speakers** and other participants. They should ask people in the crowd what they think.
- Assign someone to write a **short paragraph** about the event: who, what, when.
- **Send pictures/video/reports /petitions to allison@jwj.org**

SAMPLE SIGNS

- Tax Wall Street to Pay for Jobs
- Good Jobs NOW
- Make Wall Street Pay Their Fair Share
- I Paid My Taxes, Wall Street Should Too
- Support the Local Jobs for America Act

SAMPLE CHANTS

Hey, Wall Street, that's not fair
It's time for you to pay your share

Aw... Toot! Toot!
Get up off of that loot!

We're gonna beat back the corporate
attack
We're gonna beat, beat back the corporate
attack

Champagne, caviar
Tell us where our good jobs are

Wall Street fat cats, rich and rude
We don't like your attitude!

Hey Hey! Ho Ho!
Corporate greed (Big Banks)
Has Got to Go!

Tax the banker snobs
We need good jobs!

Beat back banker greed,
Good jobs are what we need!

TAX WALL STREET

We need good jobs NOW!

For 30 years, corporate CEOs and Wall Street speculators have put the squeeze on workers with globalization, privatization and union-busting.

- They used their rising profits to lobby Congress for tax breaks for the rich, banking deregulation, and cuts to consumer protections.
- Then they invented unscrupulous mortgage and investing practices, turning our financial system into a casino.
- When their speculation didn't pay off, they got Congress to bail them out to the tune of \$15,000 for every household in America.
- Even after the bailout they failed to extend credit to businesses, failed to renegotiate mortgages, continued to pay lavish salaries and bonuses, and spent millions lobbying against financial reform, fair taxes and a recovery for the rest of us.



It's time to make them pay. Tax Wall Street to pay for jobs.

A tax on the speculators of the Wall Street casino could put 3 million people to work fixing our infrastructure, teaching our children, making our factories more sustainable and improving our public services.

CALL CONGRESS AT (202) 224-3121

Ask your Representatives to:

- **Create millions of good new jobs.** The Local Jobs for America Act (H.R. 4812), which would put 1 million people to work, is a good start.
- **Tax the Wall Street speculators** that broke our economy. A small tax on speculators (H.R. 4191: Let Wall Street Pay for the Restoration of Main Street Act of 2009) would pay for 3 million good jobs while restraining the Wall Street 'casino'.
- **Reign in the Big Banks** and protect consumers. We need a strong, independent Consumer Financial Protection Agency and broad re-regulations of the banking industry.



www.taxwallstreet.org

DRAFT LETTER TO BE DELIVERED TO BANK TARGETS

IDEAS:

- Ask your local coalition members to sign the letter, and be part of the group delivering to the bank branch
- Have a few people that have accounts at the bank attend to close their accounts. It sends a symbol to the bank and makes it easier for people to get in to try to deliver the letter
- Include a bullet point with a local example of bank abuse

Bank CEO (Bank of America, Citibank, Chase, Wells Fargo/Wachovia, Goldman Sachs)
c/o local branch target

Dear XXX,

Working people and their communities are suffering the worst financial crisis since the great depression. Millions of people are losing their homes each year, the local tax base and safety net has been shredded and we have lost over 11,000,000 jobs since the beginning of the meltdown.

The policy agenda and the lending practices pushed by Wall Street and major corporations – including your institution – have been major contributors to this crisis. [Your bank] has used its public bailouts (via the Federal Reserve, TARP and more) to return to apparent profitability and pay what Americans consider obscene bonuses, yet is failing to end evictions due to foreclosure and is lobbying to block a recovery for the rest of us.

We the people refuse to be your ATM and we refuse to allow our democratic institutions to be ‘owned’ by Wall Street – as at least one US Senator has stated is the case.

Jobs with Justice, a coalition of more than 1,500 labor, religious, community and student groups around the country, is committed to building the movement to rebuild our economy and financial system so as to bring about full and fair employment and an economy that works for everyone.

We call upon you to play a constructive role in rebuilding an economy that works for everyone, and request a meeting with you to discuss the following steps:

- pay your fair share of the cost of creating the 11 million jobs we need, including support for a tax on financial transactions and bonuses and bringing tax rates for investment managers up to the same rate as ordinary workers;
- stop lobbying against finance reform, and support a strong, independent consumer financial protection agency;
- support bankruptcy reforms, along the lines of the Durbin-Conyers proposals
- support bold federal action to save and create jobs.
- *Local specific demand, if appropriate.*

We look forward to hearing from you as to when we can begin a dialogue on these matters. Please contact the Jobs with Justice national office at 202-393-1044 with your response.

Sincerely,
Your Group

MEDIA ADVISORY

Contact: Insert Name Here
Office: Insert Office Number Here
Cell: Insert Lead Contact Cell Here

Tax Day Protesters: Tax Wall Street to Pay for Jobs Protesters in [your city] and across the country mobilize in support of legislation in the face of the ongoing jobs crisis

WHAT:

Across the country, community and worker advocates will rally at banks and post offices to highlight the need for jobs, and a way to pay for them. Jobs with Justice (www.jwj.org) has led the call for these actions taking place in more than two dozen cities nationwide. Activists will demonstrate support for the Local Jobs for America Act (H.R. 4812), which will create 1 million jobs, and for the Let Wall Street Pay for the Restoration of Main Street Act (H.R. 4191).

In [your city] [your group] will [exciting event]

WHY:

Every month, millions more Americans lose their jobs. Nearly one quarter of homeowners owe more on their homes than the home is worth. Decades of stagnant wages and rising health care costs are crunching those who have jobs.

Meanwhile, the Wall Street executives who created this crisis continue making enormous salaries and bonuses and greedy corporations unnecessarily slash jobs to maximize profit.

A small tax on the speculators of the Wall Street casino could put 3 million people to work fixing our infrastructure, teaching our children, making our factories more sustainable and improving our public services.

It is up to us to take action to demand full and fair employment and a new economy that works for everyone.

WHEN: (Insert date and time here for your local actions)

To learn more and to see a list of other cities where actions are taking place, please visit www.taxwallstreet.org.



TALKING POINTS

WHY WE NEED TO ACT ON THE BANKS

Working families need good jobs now—and big wall street banks should pay.

- In this great recession, working families are losing their jobs, health care, retirement savings and homes and need to see real results from Washington. **We have to focus on jobs, jobs, jobs—because there is no such thing as a jobless recovery.**
- Since the recession started, America has lost nearly 9 million jobs when we needed to create more than 2 million just to stay even. **We're 11 million jobs in the hole.**
- Big Wall Street banks helped create our jobs crisis and should pay to create the 11 million jobs America needs. **A modest financial speculation tax will help curb harmful Wall Street practices—and raise \$100 billion to \$300 billion annually, which could pay for 3 million jobs.** Taxes on excessive bonuses, accumulated wealth and making hedge fund managers pay the same tax rate as ordinary workers would also make our tax system more fair and pay for a real recovery.

Big Wall Street banks helped cause the financial crisis.

- **Big banks helped plunge the nation into the worst financial crisis since the Great Depression.** They lobbied for deregulation and corporate tax breaks, then went on a reckless gambling spree, creating complicated, risky mechanisms to make profits off of destabilizing the economy. They have tightened lending for consumers and small businesses, and they have refused to modify home mortgages. Millions of Americans have lost their homes, their jobs and their retirement savings.
- These same big banks are **skimming money from state and local governments** (by getting no-interest money from the federal reserve then charging interest to the states for short-term operating loans) as well as **taking a cut from unemployment benefits** that are delivered via debit cards.

Big Wall Street banks took trillions in taxpayer bailouts.

- These big banks took **\$15,000 from every household in America** in bailouts. The \$700 billion Troubled Asset Relief Program (TARP) bailout was only the tip of the iceberg, as the Federal Reserve has given them trillions in aid. Even the banks that have repaid their TARP loans paid far below market interest on that money, a public subsidy of billions.

Big Wall Street banks went right back to business as usual.

- While refusing to stop evictions or lend money to families and small businesses, big banks increased their bonus pools to record levels in 2009. Last year, they handed out an estimated \$145 billion in pay and bonuses. These big pay-outs would not have been possible without the taxpayer bailout.

Now big Wall Street banks are spending millions lobbying against financial reform and a recovery for the rest of us.

- Despite causing the biggest economic mess since the Great Depression, big banks now are **trying to block commonsense rules** to prevent it from happening again. Big banks and their industry groups are lobbying against needed regulations like creating an independent consumer financial protection agency.

We're telling the big Wall Street banks:

1. Stop refusing to pay your fair share to restore the jobs you destroyed.
2. Stop fighting financial reform and a recovery for the rest of us.
3. Stop evicting people due to foreclosures. Drop the debts instead.

TALKING POINTS **WHY DEMAND ACTION FROM CONGRESS**

- The economic crisis, caused by corporate greed and Wall Street speculators, has left **state and local governments with both less revenue and greater needs** to fill.
- **The economic crisis is national**, and only Washington has the resources, power and responsibility to stop the cuts to local public services, create millions of new jobs and make the Wall Street speculators that caused the crisis to pay for cleaning it up.
- We have to **take Congress back from the pockets of Wall Street**. Senator Durbin (D-IL) explained the hold-up of bankruptcy reform this way: “Frankly, they [big banks] own this place [Congress].” These banks and the army corporate lobbyists have taken over our government. **We must ask Congress: “Which Side Are You On?”**
- So far, our elected officials in Washington have failed to propose the kind of bold, systemic solutions to this economic crisis that America voted for in 2008. We need several immediate actions, as steps towards full employment and an economy that works for everyone.
 - The **Local Jobs for America Act** (H.R.4812) is an important step towards the 11 million jobs America needs. It would save or create more than a million jobs. Cosponsors are currently being added in the House, and we expect it to pass with overwhelming support by Memorial Day. Passage in the Senate will be more difficult, but we lawmakers must respond boldly to this jobs crisis and pass this bill as a start.
 - A **Tax on Wall street speculators** (e.g. Defazio bill, G20 initiative) is only fair, to both pay for cleaning up the mess and to slow down the ‘casino’.
 - A strong, independent **Consumer Financial Protection Agency** (not controlled by the Federal Reserve) is a necessary element of restoring some balance to the system and preventing these big banks from preying on consumers.

EMERGENCY CAMPAIGN FOR JOBS WITH JUSTICE
Rein in Wall Street. We need good jobs now!

We call upon Congress to take bold and emergency action to create jobs, rein in Wall Street and build an economy that works for everyone.

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- **Tax the Wall Street speculators** that broke our economy. A small tax on speculators (H.R. 4191: Let Wall Street Pay for the Restoration of Main Street Act of 2009) would pay for 3 million good jobs while restraining the wall street 'casino'.
- **Reign in the Big Banks** and protect consumers. We need a strong, independent Consumer Financial Protection Agency and a broad re-regulation of the banking industry.

NAME	EMAIL	ADDRESS	CITY	STATE	ZIP