MESSAGE GUIDE: CORPORATE GREED PRICES OUT WORKING FAMILIES





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Gas prices are up, and the age old tactic of accusing the President of setting prices is here again. Fortunately today, some consumers know it's because of Vladimer Putin, supply chain issues, and big oil companies. However, three-fourths of U.S. voters think the President can do something about prices, and Republicans will unrelentingly flood the market with talk of "inflation" and efforts to blame President Biden.

We need to add our voice and make sure voters know the truth. Politicians could stop this, but some of them would rather support their corporate donors and lie about inflation. As prices rise, we need to remind Iowans the reason is corporate greed, and these materials will provide guidance to help do so.

Oil and Gas companies made more than \$75.5 billion last year while working Americans struggled. These Fortune 500 companies used inflation as an excuse to increase gas prices while they showered billions of dollars of profit onto their wealthy executives and shareholders.

While Chevron is bragging about excess cash, other companies are happy with inflation. Kroger, Chipotle, beverage companies and diaper makers are all using inflation as an excuse to force consumers to pay more. Even Hasbro toys made a 93% increase in net earnings and gave shareholders nearly \$400 million in dividends.

Basic goods and merchandise aren't the only costs rising. Our homes are getting more expensive and it's getting harder to own a small business. Blackstone, one of the biggest corporate landlords in America, reported its highest earning year ever in January. They took in \$5.9 billion - six times more than the year before - while many Americans struggled to pay rent.

This abuse isn't just pricing us out, it's pricing out small businesses too. The same small businesses that keep our communities alive. 60% of small business owners said inflation is their top challenge, 55% said access to affordable and responsible capital is, and 48% said labor shortages are a top challenge. Almost all of them said the wealthy corporations are taking advantage of inflation to raise prices, and it's hurting small businesses.



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RISING PRICES MESSAGE GUIDANCE

- Lead with a value that acknowledges people's effort.
- Blame corporate greed and the businesses bragging about their inflation year record profits.
- Rebut without repeating. Call out the opposition for lying about the cause in order to help their wealthy corporate donors.
- Have a solution that allows voters to succeed.

SAMPLE MESSAGING

No matter our zip code or color of our skin, Iowans work hard for our families.	Value
But, the same corporations that refuse to pay worker what they owe are now bragging about the fact that they're jacking up prices. Meanwhile, Corporate Kim Reynolds and other republicans are rigging the rules for them with massive tax cuts. They think they can distract us, but we know they could stop this and give working families what we need.	Define opposition, tie to current events
We need real leaders who stand with working people - not those who hand out kickbacks to corporations. We need to pass laws to stop corporate price	Call to action, outcomes we can



gouging, curb education debt, make childcare and healthcare affordable, and	achieve
raise our wages.	

SAMPLE MESSAGE

No matter what we look like or where we live, most of us want similar things: to make a good living, care for our families, and feel safe and connected to our communities.

Value

Right now, many of us are struggling to make ends meet, so some Republicans want us to focus on the rising price of gas and groceries.

But the truth is, the things that cost and matter the most -- a roof over our heads, childcare for our kids, healthcare for our families -- have long been put out of reach so wealthy corporations and billionaires can pay us less than they owe and rake in record profits.

Define opposition, tie to current events

We must demand our elected leaders act now to reduce the cost of housing, childcare, prescription drugs, and healthcare - that's how we afford all that we need for our families.

Call to action, outcomes we can achieve

SAMPLE LETTER TO THE EDITOR

No matter our zip code or color of our skin, Iowans work hard for our families. I know my neighbors and I are devoted parents just doing the best to support our kids.

But, the same corporations that hold down our wages are now bragging about the fact that they're jacking up prices. From Chevron to Chipotle, and even diaper manufacturers, they're using inflation as an excuse to keep the prices even higher.

Meanwhile, our governor, Corporate Kim Reynolds, and other Republicans are rigging the rules for them with massive tax cuts. They think we'll blame the system, but we know they could stop this and give working families what we need.

We need real leaders who stand with working people - not those hand kickbacks to corporations. We need to pass laws to stop corporate price gouging, curb education debt, make childcare and healthcare affordable, and raise our wages.



SAMPLE SOCIAL

Wealthy companies are bragging about their record profits while the rest of us struggle. #CorporateKim @IAGovernor wants to make it even easier for them w/\$300 million in kickbacks that working families pay for. Let's make childcare more affordable. Not #CorporateGreed.

As Iowans, we value hard work. But, @IAGovernor's agenda will force Iowans to work for Iower wages and struggle to provide for their families. Iowans deserve better than being sold out for corporate greed. #Iowa #CorporateKim #ReynoldsWorkforceCrisis