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Economic Justice Messaging Guide

Topline Message

People deserve a prosperous economy that includes every Washingtonian.

Our tax code is the most upside-down in the nation, and the cost of living keeps increasing. Powerful special interests and the greedy few have rigged our tax code in their favor with wasteful tax breaks and loopholes that line their pockets and rob our state of the resources we need for all of us to thrive.

Working people are barely able to keep up, yet those of us with moderate incomes pay a share of up to six times more of our income in taxes than the wealthiest in Washington. And while working people, whether Black, brown, or white, are hurt by our tax code, its effect is especially harmful for low-income communities of color because it compounds decades of unjust economic policy, upholds racist systems, and does not reflect modern economic realities. If we balance the tax code so that the wealthy few and big corporations pay their share, we can invest in the foundations that lift everyone.

Message Triangle

Quest: Washington is a great place to live, work, and raise a family. We can lead the nation in education, healthcare, and overall quality of life. But, you can't get something for nothing. When we all invest together in the foundations that benefit all of us, our communities thrive.

Threat: Washington's tax code is the most upside-down in the nation. Working families, whether Black, white, or brown, pay a rate up to six times higher than the wealthiest households. That's because greedy corporations and selfish billionaires have rigged the tax code against us by inserting tax breaks that benefit only themselves.

Solution: If we clean up the tax code and get rid of tax breaks for the wealthy, we can invest more into the foundations of our communities like world-class schools, modern infrastructure, and transportation options.



When They Say...

We Say...

Increase taxes	Balance / clean up the tax code
You're just asking us to pay more	We're balancing our tax code to make greater investments in our communities like <i>[insert policy priority]</i> .
Spending or Money or Taxes	Community investments. Specify what money pays for and how the community will benefit.
Government is the problem or Government is too big	Greedy corporations and selfish billionaires have seen to it that our upside-down tax code stops us from investing in the things our communities need to thrive.

For more messaging guidance contact

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