



Tax Fairness Advocacy Toolkit

Why a Tax Fairness Toolkit?

Illinois faces tough times. Yet today's challenges bring opportunity. Our success depends on citizens and public agencies working together for the common good. In these difficult economic times, we must make tough choices to raise adequate revenue and improve tax fairness. At the same time, we must recognize that protecting the well-being of children and families should be our state's top priority.

Now is the time for state leaders to work together to make fiscally responsible choices that will help rebuild our state's economic health and move us toward long-term prosperity.

By creating these tools and resources, Voices for Illinois Children is seizing this opportunity to help community members talk about tax fairness and advocate for ideas and proposals that secure a brighter future for our families, children and communities.

How to Take Action

Voices hopes this toolkit provides the essential information to help community members and advocates take action to push for measures that support our state's most vulnerable children and families.

We have created a Q&A to provide background on why tax fairness is so important to Illinois citizens; talking points about tax fairness; sample letters to the editor; a sample letter to legislators; and a sample phone script to use when calling a legislator. When you speak up for kids and families, it will influence the legislative process and make a difference in the lives of children, families and communities around the state.

Please use the materials to:

1. **Talk to family, friends, neighbors and colleagues.** Use the talking points to encourage the people you know to support tax fairness.
2. **Call or write to your state legislators.** To find out who your state legislator is, visit www.voices4kids.org.
3. **Write a letter to the editor of your local newspaper.** Use one of the sample letters to the editor to share the information with your community about tax fairness and supports for working families.
4. **Endorse the Make Work Pay Coalition.** This group of statewide partners is helping low-income, working families by improving the Illinois Earned Income Tax Credit. To support the coalition, contact Kelley Talbot at ktalbot@voices4kids.org.
5. **Attend an event.** Show your support for programs and services that help kids and families by attending a community event. For a list of upcoming events, visit www.voices4kids.org/getinvolved/taxfairnesstools.html.
6. **Sign up for e-mail alerts from Voices.** To do so, visit www.voices4kids.org.