



FairTax.org Style Guide for Grassroots Leadership

Naming Conventions

The official name and service mark is **FairTax**, spelled as one word, no space, with a capital "F" and "Tax." It is not to be listed as "Fair Tax" with a space, or "fair tax," in lower case, as this could be applied as a more general term for taxes that someone might consider "fair."

The official name of the organization that is promoting the FairTax is **Americans For Fair Taxation** (often referred to internally as AFFT). This group also uses the more common vernacular **FairTax.org** to reinforce the FairTax name and Web site. But to be clear on this point: The *issue* is the FairTax and the *organization* promoting it is FairTax.org.

Description

While FairTax talking points may be tweaked based upon the audience you're addressing, an acceptable and accurate description is this:

The FairTax plan is a comprehensive proposal that replaces all federal income and payroll based taxes with an integrated approach including:

- A progressive national retail sales tax.
- A prebate to ensure no American pays federal taxes on spending up to the poverty level.
- Dollar-for-dollar federal revenue neutrality.
- Repeal of the 16th Amendment (the income tax amendment) through companion legislation

Legal Entity

Americans For Fair Taxation is a fully-registered, nonpartisan 501(c)(4) nonprofit that was founded in 1995. The AFFT mission is dedicated to replacing the current tax system with the FairTax. As a nonpartisan 501(c)(4) nonprofit, AFFT does not endorse *any* candidate for office, however, candidate are more than free to endorse the FairTax.

Logos

The official FairTax.org logo, shown at the top of the page here, can be downloaded from this page: http://www.fairtax.org/downloads_widgets. We can also provide a high-res version for print use as well.

Legislation

In both the House and Senate of the current Congressional session (the 110th Congress), there are FairTax Bills filed. In the House, the bill is H.R. 25 and in the Senate it is S. 296. Please note that FairTax Bills must be re-filed within each chamber every two years/new session. For that reason, *the bill number may change*. In this case, the House bill H.R. 25 remained the same since the last Congress, but the Senate bill changed from S. 1025 to S. 296 based on its re-file date. Therefore when referring to the FairTax bill pending in Congress, it's important to make sure the right bill number is listed. You should also check your existing documentation or collateral to make sure those numbers are current.

On a related point to bill numbers and filings is the current number of sponsors and co-sponsors in Congress. In both chambers there is one co-sponsor: Rep. John Linder in the House and Sen. Saxby Chambliss in the Senate. In the House there are also multiple co-sponsors. For a current listing and count of co-sponsors please consult the FairTax.org site at http://www.fairtax.org/news_cosponsor.

Data Talking Points

When discussing the FairTax, there are obviously many data points and anecdotes used to drive home the point of why a replacement to the current federal income tax system should be replaced. Among the most common data points used are number of pages in the current income tax code, cost spent by American individuals and businesses on tax preparation and compliance, and the amount of money that is off-shore that would return to the U.S. under the FairTax. For consistency among the FairTax base, here are the official data points to be used:

- Number of pages in the current income tax code: **67,500**
- Cost spent annually by American individuals and businesses on tax preparation and compliance: **\$300 billion**
- Offshore private funds and investment that would return to the U.S. under the FairTax: **\$10 to \$15 trillion**