

Fair Tax Issue Summary For Canvassers

In any given canvassing scenario (whether door-to-door, working a crowd, or sitting at a venue booth), it is most useful to consider yourself a living commercial for the issue you are representing. Therefore, you need to neatly and concisely summarize the issue in a way that covers the basics and facilitates further conversation, and does so within the space of a paragraph. Also note that a correctly delivered summary is often all that is needed to get signatures.

The first sentence, which requires about twelve seconds, is the “hook” – the attention getter:

“The Michigan Fair Tax scraps the current state-level tax system and replaces it with a loophole-free retail-sales-tax-only system, so that the only time you’ll ever pay state taxes again is when you buy new stuff.”

The next two sentences expand on the hook a little bit, and focus either on the ballot language itself, or the direct results of MI FairTax’s implementation (pick any two):

- The Fair Tax permanently locks the Governor and the Legislature out of the state’s tax system, so they can’t mess with our taxes again without voter approval.
- Because the Fair Tax has no loopholes, the underground economy (pimps, prostitutes, drug dealers, and illegal aliens) and those with high-powered tax lawyers and accountants will all have to pay their fair share . . . and the lobbyists that game the current system will have to look for work elsewhere.
- The Fair Tax provides guaranteed revenue to local governments so that they’ll know they can build a reliable budget instead of having to wait for Lansing to tell them what they’re working with.
- The Fair Tax lowers the cost of things made in Michigan, by removing the hidden business taxes, and thus makes Michigan business and labor more competitive both nationally and internationally.
- The Fair Tax provides a built-in prebate that protects the poor, and reduces the typical family’s effective state tax rate to 2.7%.
- The Fair Tax will make Michigan an attractive place to do business, which will result in companies moving into or expanding within Michigan, which means more jobs and bigger paychecks.
- The MI FairTax will bring truth in taxation and job creation.

The final sentence is your ‘closer’ – actually asking for the signature (pick one):

- All I’m asking for is your signature to help put it on the state ballot in November.
- This isn’t a fairy tale; it has worked elsewhere; it will work here; and all you need to do is sign so that it’ll be on the ballot this fall.