

A BIG DAY FOR A TINY TAX: GLOBAL DAY OF ACTION TOOLKIT

Welcome to your step by step guide on creating a fantastic Financial Transaction Tax Global Day of Action on June 22nd! This pack is designed to help you co-ordinate everything you need for your country's activities – from how to run a media stunt to mobilising individuals online.

This Global Day of Action plans to be big and brilliant; your hard work and commitment could create the political change that we need to see movement on innovative financing for development and climate change adaptation to many in need around the world.

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1. Background

A GREAT IDEA

The Financial Transaction Tax has shifted from a radical idea to a realistic proposition considered by the IMF, the European Commission, the G20 and a number of national governments. This is an extraordinary turn around, in no small part due to the campaigning efforts of civil society organisations around the world.

WORKING TOGETHER

Campaigners around the world have come together in the past 18 months to seize the opportunity for an international FTT. Development agencies, environmental groups, trade unions and faith groups have joined the call for a fairer financial system. From the Robin Hood Tax campaign in the UK with over 250,000 supporters, to the 'Tax against Poverty' coalition in Germany, national FTT campaigns and coalitions exist in more than 12 countries. At the last G20 meeting in Seoul, Korea, 183 civil society organisations from 42 countries and collectively (representing over 200 million people), signed a petition urging G20 leaders to make concrete progress towards the introduction of an internationally coordinated FTT.

MOVING FORWARD

We are now well in to 2011, with a very small window left to build on the successes of the past 18 months. There is a real feeling that before the G20 this November, we could see significant progress if we keep up the pressure. Though an FTT within the G20 is unlikely, pressuring European countries may have significant influence on the creation of a Euro-zone FTT, and move some other international blockers to neutral positions.

POLITICAL WILL

The key to timely progress will be continued pressure on European governments, along with demonstrating a strong level of support from international civil society organisations. It is for this reason that we are taking a popular mobilisation angle to the Day of Action. There also needs to be substantial interest from key countries outside of Europe such as South Africa and Brazil, as well as greater support for southern countries to participate.

To get up to date on the technical side of the FTT, please see Resources section A. We will shortly be publishing a political update for you to be able to understand where your country sits in terms of its support and influence for the FTT. This will be available through the e-list and on Make Finance Work website.

2. Objectives

The Global Day of Action is a chance to demonstrate the strength, breadth and diversity of the international financial transaction campaign and influence decision-makers ahead of a critical meeting of European Heads of State meetings on 23rd-24th June.

The 22nd June provides a unique date ahead of these meetings to build political pressure with national and international media coverage of FTT-related stories. All actions over the day will be captured through words and pictures to create a “lobbying” package that will be sent to Brussels on 23rd June.

Participating countries will be calling on the European Council to show leadership in implementing an international FTT by:

A) Gaining press coverage on the FTT by either organising a media stunt, or utilising one of the media products available to the international coalition.

OR

Lobbying Heads of State and European Commission Delegations with a lobby letter from civil society – this action is for countries with less capacity to focus on press coverage, but who are still keen to participate in the Global Day of Action.

B) Capturing the “global” element of country participation with a photograph to capture GDA activities

C) Popular mobilisation through online actions so that individuals around the world can partake in the GDA and become engaged in the issues ahead of the November summit.

We have also designed a generic “Global Day of Action” logo which you will be able to download from the Make Finance Work website. These logos can be used on your stunt material, lobby letter, websites, press releases and on your social network hubs. See Resource section B for logos.

3. Messaging

The main goal of generating media attention is to let governments know we are watching them – by showing there is wide ranging support from the public in Europe and around the world, we will put pressure on governments to make an announcement on an FTT.

There is strength in diversity and media products will vary from country to country as each action is designed to maximise coverage in their national media. But to help tie all the stunts together visually we are trying to theme around the colour green – it leaves open the possibility of using all the usual Robin Hood props but hopefully without being too prescriptive!

Our top line for the Global Day of Action is: A BIG DAY FOR A TINY TAX

There are also some key messages below that can be used as a base by everyone to strengthen national press releases and show that we are united in purpose:

- Around the world in XX countries activists are calling for a Financial Transaction Tax/Robin Hood Tax to raise billions to tackle poverty and climate change.
- The FTT is an idea whose time has come: that's the clear message people across Europe and around the world are sending to EU leaders meeting this week.
- The reckless behaviour of the financial sector helped push millions of people in to poverty and jeopardised our commitments to tackle climate change, it is time they repaired the damage they caused.
- The huge diversity of events happening across X continents shows that the call for an FTT is truly global.



4. Working the media

One of the main objectives for the Global Day of Action is to capture exciting images of FTT campaigning from around the world. The plan is to create inspiring and engaging media stunts to bring the issue of the FTT to life and capture public and media attention.

To make life that little bit easier for you - we have created a media stunt checklist and a set of media stunt ideas in Resources sections C and D.

Stunts to be inspired by

We've already had some great ideas coming through for the Global Day of Action. For more details of other country actions, head to https://docs.google.com/document/d/1MoZwI5e8aPZxAd7Y9Ws1jybUPyEvho4xeqHyS6hGvXM/edit?hl=en_GB&authkey=CJuz8dQB#

Other media products

Campaigning stunts don't work in every country, so the international coalition has dedicated time to creating some attractive media products that can be used as an alternative to (or in conjunction with) a stunt. Much like the 1000 Economist Letter launch in Washington (see below), a simple stunt can help create a great image for a good media story. For a list of these products, please refer to the Resources section E.



Template Press Release

This will be drafted nearer to the day so that it can include an accurate picture of the number of countries, type of stunts, numbers of people, etc taking part. It will also include quotes from international partners on the importance of the GDOA and what we can achieve in European Council meetings. Contact Chouf on simon@robinhoodtax.org.uk

5. Lobby Letter action

An alternative way of generating pressure in your country is through a joint letter from national civil society organisations to your Heads of State/Finance Minister and copied to the European Commission Delegation in your country. Ideally, national campaigners should seek a hand-in opportunity with a government representative and a photo of the presentation of the letter.

A copy of the letter can be found in Resources Section F.



6. Mobilising online

CREATING A BUZZ

Building momentum before the GDA is an essential part of making the day a success for the campaign. Earlier this year in February, participating coalitions and partnering organisations expressed their support for the FTT campaign by running blogs, news updates and special features on their websites and online communications to excite their supporters ahead of the day itself.

Providing space for comments and discussion on the FTT campaign is an essential way of engaging individuals and new organisations with the coalition. The popular mobilisation element of this GDA will therefore benefit strongly from as much online coverage of the FTT as possible from organisational websites, collaborative blog pages and formal news sites.

Below is a guide to what online communication tools you can use to inform your supporters around the Global Day of Action, making sure they look out for coverage in the media and react to the international stories of successful campaigning actions world-wide.

ANIMATION

To help keep your online communications engaging and interactive, we will have a short animation available to explain what the FTT campaign is calling for. The animation will be wordless, so can be used in any country without language being an issue.

For more information on the animation – please contact Kevin@350.org

SOCIAL MEDIA

The Global Day of Action is a great opportunity to utilise the massive, global support this campaign enjoys. Social media is also increasingly a great way to get journalists to sit up and take notice. Let's get the whole world talking.

A comprehensive guide on social media using twitter, facebook, flickr and youtube can be found in the Resources section G.

INDIVIDUAL ACTION

Part of the Global Day of Action objective is to increase and demonstrate grassroots support for the FTT through allowing individuals to take action ahead of the meetings on the 23rd. These actions will be led by global e-campaigning organisations, and are summarised below. The details will be emailed round the e-list just ahead of the GDA.

- Avaaz are planning to run a global petition, calling on European Heads of State to take the lead on an FTT ahead of the G20. This petition will first be tested on their supporters, and if successful, will be available to be run across all organisations who have yet to develop an online action for their supporters. Please contact David.Sievers@avaaz.org for more info
- 350.org are also running a slightly more interactive action that will involve individuals uploading photos of themselves partaking in the Global Day of Action. It is also possible to direct your supporters to this action in order to engage them in something more interactive. For more info on this action please contact Kelly@350.org
- We will continue to push the G20 petition, which was launched at the last Day of Action in February on www.makefinancework.org. Embed the petition widget into your website, following the guide available here: bit.ly/fttpetition

7. The day itself

On the 22nd June it's all systems go!

We're really excited by all the countries taking part, and want to capture your involvement in the easiest way possible. At the very least, we would love to see a photo of your activity with an indication of the country it took place in.

This can be submitted to us by emailing fttjune@posterous.com which will automatically upload the image to our flickr slideshow. It would also be great if you could add the following information:

NAME/ORGANISATION:

LOCATION:

CAPTION: who was involved where it happened - what happened, who was the target - impact it had

Your photos are key to the FTT campaign as the collection of images will be added together with a collection of activities that take place on the GDA, and compiled into a lobbying package for future campaigning.

You can embed the photo slideshow into your own sites using the following address:
<http://www.flickr.com/photos/63795861@N03/>

The closing moment

We are looking to hold the close of the Global Day of Action in a combined stunt on the 23rd. This is where we plan to exhibit all the actions in one final stunt, involving blow ups of the best photos, banners with the final number of individual actions, flags of the participating countries and banners of the coalition partners.

Details of the stunt are still to be finalised - so if your organisation has capacity to help co-ordinate on the ground in Brussels, please get in touch with Gbola@oxfam.org.uk

8. Checklist

- **Confirm the main contact for your country and add it to the Country Actions document**
https://docs.google.com/document/d/1MoZwI5e8aPZxAd7Y9Ws1jybUPyEvho4xeqHyS6hGvXM/edit?authkey=CJuz8dQB&hl=en_GB#
- **Say hello to your support team! That's us**

Co-ordination: Guppi Bola Gbola@oxfam.org.uk
Co-ordination support: Pete Bell PBell@oxfam.org.uk
Policy lead: David Hillman DHillman@stampoutpovery.org
Supporting policy lead by Nicolas Mombrial Nicolas.mombrial@oxfaminternational.org
Online lead: Daniel Pentzlin Daniel.pentzlin@foeeurope.org
Media lead: Simon Choufot Simon@robinhoodtax.org

- **Gather together all participating organisations in your country (see the coalition mapping document) to discuss your plans. Use this toolkit as guidance for what you're going to do.**
https://spreadsheets.google.com/spreadsheet/ccc?key=0AgGJwgh-YND2dFIjSGtTRWFxMIFQ0M1Mmg5WXhSMXc&authkey=CPrhz-MM&hl=en_GB#gid=0
- **Ensure that each contact on the coalition mapping document is subscribed to the International FTT email list: (transactions-tax@googlegroups.com). You can sign up by going to: <http://groups.google.com/group/transactions-tax?hl=en> or email sarah@ips-dc.org**
- **Make a plan on how you plan to achieve the three objectives:**

Gain press attention on the FTT in your country
Capture a creative image of your country's participation in the Global Day of Action
Engage supporters in one of the three e-actions

8. Checklist continued

- Submit your ideas on the Country Actions document
- Create a buzz by promoting the Global Day of Action to your supporters, dedicating space on your websites for an update and using the social media guide to spread the word
- Make sure you've got all the resources you need. For stunt materials we have green Robin Hood hats available to send out, as well as being able to provide some simple banners. Get in touch with the team before the 13th June and we should be able to print and send them through to you by the 22nd.
- JOIN THE CALL! On Wednesday 15th we will host our final Global Call for all participating countries to receive policy updates, ask questions and share their inspiring plans for the DoA. For countries in SE Asia and the Pacific region, we will host another call on 16th June. Details of this will be sent over the International list - so look out for them!
- Prepare your national media. A template press advisory will be sent out a few days ahead of the Day of Action. Use this to tailor to your media contacts, including your action, spokesperson details and links to any online content. Contact Simon for media guidance
- Record your activities. One of the objectives for the DoA is to collect evidence from across the globe of the various campaigning activities. Use the template in the toolkit to structure your coverage of the day - and send it through to Gbola@oxfam.org.uk before the end of the day on 22nd June.
- If possible, try to capture as much audio and visual content as possible - this will go towards a video that will be edited for later in the year. Please contact anna@robinhoodtax.org for more info.
- As well as capturing your own record of that day, make sure you look out for any press coverage you receive. Send through links in a separate email to Gbola@oxfam.org.uk
- Celebrate! Make sure you blog/tweet/update your facebook fan page/write reviews and spread the word about what you've been up to. Good actions will spread organically, but always need a bit of a nudge in the right direction.

Resources

A. TEN KEY POINTS TO AID DISCUSSION AND ANSWER QUESTIONS

1) FTTS HAVE SUBSTANTIAL REVENUE-RAISING POTENTIAL

Some experts estimate that financial transaction taxes levied internationally could raise as much as \$400 billion annually. Whichever way you do the calculations we are talking about substantial revenues that could make a real impact on significant development and health challenges.

2) HOW WOULD REVENUE FROM FTTS BE SPENT?

Country campaigns working for FTTS sometimes differ in emphasis between how exactly they would want revenues to be spent. However, there is broad consensus that revenue raised through an FTT should be spent on combating poverty, climate change and health challenges in addition to protecting public services and jobs.

3) FTTS WOULD NOT BE PASSED ON TO ORDINARY PEOPLE - THEY WOULD BE VERY PROGRESSIVE

Ordinary investors will not experience the impact of an FTT. By contrast, speculators—those financial operators who make very high rates of transactions per month—would feel the impact. Investors who are focused on the intrinsic value of assets (such as dividends from shares, interest on bonds, etc.) retain their securities for much longer periods of time, compared with speculators. Investors make few transactions, and would end up paying very little tax. In contrast, speculators make a great many transactions, and end up paying most of the tax.

4) FINANCIAL INSTITUTIONS CAN AFFORD TO PAY - IT IS ONLY FAIR THAT THEY PAY THEIR SHARE

In 2008, a report by respected research institution, McKinsey, revealed that banks profits per employee are 26 times the average for all other sectors. Before the recession, global hedge fund profits were \$300-\$600 billion per annum, while bank profits were around \$800 billion per annum and expected to double within ten years.

5) FTTS COULD REDUCE SPECULATION AND CASINO-STYLE HIGH FREQUENCY TRADING (HFT) LEADING TO MORE STABLE FINANCIAL MARKETS.

Some argue that beyond raising lots of cash, FTTS will reduce market volatility by discouraging High Frequency Trading. HFT enables traders to trade ahead of predicted orders and make huge gambles on small changes in product price that exist for only a short period of time. By increasing the costs of speculative trading, a well-designed FTT could reduce this destabilizing effect that HFT has on the market.

6) FTTS ARE COMMONPLACE AND CAN BE IMPLEMENTED UNILATERALLY OR BY A COALITION OF THE WILLING, WITHOUT AN EXODUS OF FINANCIAL INSTITUTIONS

Unilateral FTTS already exist in countries like Brazil, South Africa, India, the United Kingdom and the United States, according to a March 2011 IMF working paper . This proves beyond doubt that unilateral FTTS, with no international agreement, are perfectly feasible in practice.

7) FTTS WOULD BE SIMPLE AND INEXPENSIVE TO IMPLEMENT.

One of the lessons learnt from the more than 40 FTTS that have been implemented, either permanently or temporarily, around the world is that collection costs are low. For example, the UK government's FTT on shares (the Stamp Duty) costs only 0.21 pence per pound to collect. In contrast, income tax costs 1.24 pence and corporation tax 0.76 pence per pound collected.

8) FTTs CAN BE CAPTURED AT THE POINT WHERE DEALS ARE SETTLED

Collecting FTTs via centralised settlement systems would also make payment extremely difficult to avoid or evade. Banks themselves created the settlement systems to act as safety nets and minimise risks when trading such huge amounts of money in so doing they have created the means by which FTTs can be captured. This is particularly so for foreign exchange, where 95% of high value trades are settled in one location: the CLS Bank.

9) TRANSACTIONS OF DIFFERENT KINDS OF FINANCIAL PRODUCTS CAN BE SUBJECT TO DIFFERENT RATES

FTT campaigns often speak of a tax rate of 0.05%. This is an average rate spanning different asset classes. We recognize that rates would be dependent on the margins of specific markets. Taxing of the wholesale foreign exchange market, where volumes are extremely high, the rate could be as low as 0.005%. On stocks, it could be as high as 0.5%, the current rate of the UK's FTT on shares.

10) MAJOR INTERNATIONAL ORGANISATIONS AND MANY HIGH PROFILE POLITICAL AND ECONOMIC LEADERS SUPPORT FTTs

- Notable supporters include President Sarkozy of France, which is currently chairing the G-20, as well as German Chancellor Angela Merkel and former UK Prime Minister Gordon Brown. Southern leaders advocating such taxes include Prime Minister Meles of Ethiopia and former Brazilian President Lula. In the US, former speaker of the house Nancy Pelosi has come out in favour of an FTT, and in July 2010 Congressman Pete Stark tabled the 'Investing In Our Future Act,' which would levy a 0.005 per cent tax on dollar transactions to fight world poverty. The financier, George Soros, advocated FTTs at the 2011 World Economic Forum in Davos. More than 1000 economists – including Jeffrey Sachs, Paul Krugman, and Joseph Stiglitz – recently signed a letter in support of FTTs, which generated much coverage in the world's media.
- In late 2010, the High-Level Advisory Group on Climate Change Financing, commissioned by UN Secretary-General Ban Ki-moon, recommended that a global FTT be levied with between 25 and 50 per cent of the revenues being directed to climate change adaptation and mitigation initiatives in developing countries. At last year's UN MDGs Summit, the Leading Group of 65 countries launched a report recommending an FTT on foreign exchange transactions as the most immediate way FTTs could be harnessed to pay for Global Public Goods. The IMF, though it has not supported a FTT specifically, has called for new levies to compensate for "an under-taxed, and hence perhaps 'too big' financial sector." In March 2011, Members of the European Parliament (MEPs) voted overwhelmingly in favour of a FTT to raise money for development and climate change, by a margin of 529 'for' to 127 'against'.

FURTHER READING:

1. McCulloch, M. and Pacillo, G. 2010. The Tobin Tax – A Review of the Evidence. Institute of Development Studies at the University of Sussex.
2. Dietz, M., Reibestein, R., and Walter, C. 2008. *What's in store for global banking?* McKinsey & Co.
3. European Commission. 2010. Financial Sector Taxation. Commission Staff Working Document. Brussels, Belgium.
4. *Report of the High-Level Working Group on Climate Change Financing.* 2010. United Nations.

B. LOGOS AND BANNERS



C. HOW TO RUN A STUNT

If you're opting for a stunt as your main media action, here's a quick checklist to help you prepare what to do:

- 1. COME UP WITH IMAGE THAT FITS YOUR NARRATIVE:** It is important that the picture you create tells a story in clear and original way. Don't try and squeeze lots of different messages or analogies into an image - we've made some suggestions over the page to spark some ideas, and give guidance on themes and images
- 2. TEST THE IDEA ON YOUR AUDIENCE:** It is really important that your idea resonates with your target audience to avoid wasting your valuable time and resources. If you want to place the photo in a national paper, there's no harm in calling up the pictures editor to ask whether they would consider publishing it.
- 3. LOGISTICS:** Put together a proper project plan and timeline - media stunts generally have a lot of elements and need to be prepared with precision. Think about the stunt materials you will need, the number of people involved, who will be capturing the image, where you will be sending press releases and what you are going to say to media if they turn up.
- 4. LOCATION AND PERMISSIONS:** In many cities around the world, you need to gain permission from the police and local authorities/councils to film or to protest in public places. Check that the location you have chosen (ideally a busy public square, or outside a government department building) is both suitable to the narrative of the campaign stunt, and available to be used on the day.
- 5. HEALTH AND SAFETY:** Remember to do a health and safety checklist, particularly if your stunt is in a busy public place. Does your organisation have public liability insurance?
- 6. SUPPORTERS:** Give supporters some indication that something will be happening on the day, where it will be and at what time. Communicate the stunt widely before and particularly after the event

7. PROPS: Often you will need to make props to make your stunt look visually strong. We've attached some templates in this pack.

8. HIRE A DECENT PHOTOGRAPHER AND ORGANISE SOMEONE TO VIDEO THE EVENT: If you can afford it, hire a freelance press photographer. They often have media contacts and know how to put the photos on the news wires afterwards.

9. PRESS ADVISORY: Send this out at least 3 days before the stunt to news desks and photo desks. A template advisory is included.

10. BRIEFING: Make sure you have a briefing with all the staff and volunteers beforehand so they know what to do, where to go and what to say.

D. STUNT IDEAS

Still need some inspiration? Here are some ideas that may work in your country. Remember that although there is no prescriptive stunt for the Global Day of Action, we would like you to incorporate the colour green, and the use of the arrows and masks to ensure a similarity runs through the visuals of all the actions.

PROJECT YOUR IMAGE Choose a striking image, slogan or killer fact to project off of a well-known building in your capital city. This can only work if your country doesn't have many daylight hours at the moment. Projections can be costly, but very effective.

MASKED MADNESS The green mask is a symbol that has been used internationally, originating from the Robin Hood Tax coalition, but transferred to different countries for FTT campaigning. The mask as an image can be used in several ways: hung across a building as a banner; placed over a well-known statue/object in a capital city; shone (almost in a Batman style) through a floodlight onto a government building

THE STUNTMAN Look into hiring free-runners/climbers to scale a well-known building (a bank or national landmark) whilst dressed in a green-caped outfit. The aim could be to place a flag at the summit of the building reading a message to your Head of State or to the European Council.

SHOOTING THE ARROW Robin Hood was famous for delivering his post by bow and arrow. If you are using one of the letters for your press coverage, grab a photo of a print-out of the letter being delivered through an arrow to its target recipient.

TARGET PRACTICE Robin Hood was famous for delivering his post by bow and arrow. If you are using one of the letters for your press coverage, grab a photo of a print-out of the letter being delivered through an arrow to its target recipient.

GREEN GRAFFITI In many cities, there are companies that offer green graffiti (which involve spraying high-pressure water onto dirty pavements or buildings.) Identify an iconic (dirty) building and get permission to clean an arrow/mask/message on it.

E. OTHER MEDIA PRODUCTS

1000 ECONOMIST LETTER In April 2011, a thousand economists from 53 countries wrote to G20 finance ministers and Bill Gates, calling on them to introduce an FTT to tackle global poverty and climate change and help people hit by the economic crisis. Professors from many of the world's leading universities, including Harvard, Oxford, Cambridge, the Sorbonne, Berkeley and Kyoto, signed the letter; signatories include Jeffrey Sachs, Dani Rodrik, and Professor Ha Joon Chang. The letter has been presented to French Finance Minister Christine Lagarde, and achieved significant media coverage in a number of countries. It can be used in other national media markets or cited emphasising the economists from your country.

For more information please contact Adam Musgrave AMusgrave@oxfam.org.uk

GLOBAL PARLIAMENTARIAN DECLARATION In preparation for the Global Day of Action, a parliamentarian's declaration is being circulated to parliamentarians in every corner of the world. We are aiming for 1000 parliamentarians to have signed the declaration by 22 June, demonstrating the support from across the globe and across the political spectrum. The signatories will be uploaded to the www.robinhoodtax.org website for download before the 22nd June. For more information please contact David Hillman DHillman@stampoutpoverty.org

FINANCIAL SECTOR ADVOCATES LETTER The GDOA will show that there is popular support for a FTT, but it is also important to show that the idea is realistic and credible. To achieve this we are organising a Financial Sector Advocates letter. It aims to have a handful of high profile people from the financial industry itself say 'we work in the industry, we understand how it works and we say a FTT is possible'.

Already we have a lead in UK, France, US and hopefully Germany who will collect signatures in their countries. It will be addressed to the ECOFIN Ministers who are to meet on 20 June and will be a very strong media product to place in the financial press of each country which has signatories. If you can collect high profile signatures from your own country then please contact Chouf: simon@robinhoodtax.org.uk



F. LOBBY LETTER

22nd June 2011

Dear [Head of State/Finance Minister],

[YOUR COUNTRY]'s call for a European led Financial Transaction Tax for development and climate change

Ahead of the European Council meeting in Brussels later this month, we are joining thousands of campaigners around the world to demand that Europe takes decisive leadership to implement a Financial Transaction Tax (FTT). On behalf of the organisations listed below, we call on the [YOUR COUNTRY] government to send a clear message to European leaders that they should deliver an FTT in order to raise significant revenue to help tackle poverty and the effects of climate change.

We are part of a global alliance of development, health, environmental NGOs and trade unions who represent more than 200 million people worldwide. We believe that financial transaction taxes are a practical way to generate revenues needed to pay for or protect public goods like education, health and the environment; and discourage the type of short-term financial speculation that has little social value but poses high risks to the economy.

Supporters of a financial transaction tax include Prime Minister Meles of Ethiopia and former Brazilian President Lula. Over 1000 economists have recently written to the G20 to state their support for FTT, joining economists who have already spoken in favour of the campaign such as Jeffrey Sachs, Joseph Stiglitz and financier George Soros. Earlier this year, Finance Ministers from 28 low-income Francophone countries also called for an FTT to finance development.

A number of European countries, including the French, German and Austrian governments, have already endorsed an FTT and we believe the time is ripe for Europe to make concrete steps on agreeing a Financial Transaction Tax in 2011. Support from other governments around the world is essential to ensure that pioneer countries in Europe show international leadership on the FTT and that revenue that is generated is spent on global public goods.

I hope you will communicate your support for a Financial Transaction Tax to European leaders ahead of their Heads of State meeting on the 23 June. I am copying this letter to the Head of the EC delegation in [YOUR CAPITAL CITY], in order to demonstrate the support from civil society in [YOUR COUNTRY].

Yours sincerely,

ORGANISATION SIGN-UPS

Cc [Name of Head of EC Delegation, Address]

G. SOCIAL MEDIA GUIDE

TWITTER

HASHTAG FOR THE DAY IS #FTT. WHATEVER YOU SAY OR DO PLEASE INCLUDE THIS.

Please make sure that whoever uses your digital communication channels is briefed and ready to go in the run up to, and on the day. Remember if we want people to take action on the day we need to start the conversation in the weeks before.

AMPLIFYING THE MESSAGE

Influencers: Contact any influential supporters, media outlets and other coalition organisations you are in touch with to let them know the day is coming up and ask them to retweet / come out in support on the day. Hit them with some @ tweets on day and ask for their support. It's best if you can tailor your tweets for the people involved. For eg. For @JeffSachs you might want to send a policy related tweet. For a popular figure like a comedian or pop star, go for something funny or light. Always think 'why would they want to share this?'

Helping each other out: If everyone uses the #ftt tag it makes it easy to share content and retweet each other. Coming up to and on the day please search using the #ftt tag. and retweet each other. Towards the day we will send out a list of organisations and coalitions that are likely to be tweeting and are worth following.

If your organisation is going to be tweeting on the day, please send us your account names so we can add them to the list.

(How to create + use lists: <http://support.twitter.com/entries/76460-how-to-use-twitter-lists>)

REPORTING BACK / SENSE OF MOMENTUM

REAL TIME REPORTING: One of the great things about Twitter is its immediacy. Try and tweet any updates, progress or media activity happening to make the week feel as dynamic as possible.

TWITPICS/YFROG: Pictures work really well on Twitter and a fantastic way of showing what is happening. If you're planning a stunt and someone in the team has a camera phone make sure they're hooked up to a photo sharing account.

IT'S GOOD TO TALK: Allow staff time to take part in conversations with supporters. Twitter users respond well to conversation so take time to answer questions, engage in conversations and say thank you to people for acting.

SAMPLE TWEETS

Join the millions of people who think the financial sector should pay their fair share #FTT

The most popular tax ever? An #FTT could raise billions to help the poorest people. (And it won't cost you a penny)

A Robin Hood Tax (or FTT) could pay for every child in the world to read in just seven days. #FTT

30 mins of a global FTT could pay for the ENTIRE healthcare budget of Sierra Leone. Time for an #FTT

1 minute of a Global Robin Hood Tax could vaccinate 1.5 million children. #FTT

Think the financial sector should pay it's fair share? So do we. Get involved #FTT

Think economists can't agree on anything? Well thousands of them support a #FTT

Resources continued

The #FTT is gaining momentum across Europe. Get behind it.

Remember Robin Hood? Well he is out of retirement and could deliver billions for the world's poorest countries.

Remember to create your own contents pointing to campaign videos and articles that show the support for the campaign and encourage others to get involved.

FACEBOOK

Facebook is the best and biggest platform for amplifying messages and actions.

BUILDING MOMENTUM: Update your supporters on what is happening, why and what they have to look forward to. If you involve them in the planning they are much more likely to get behind the event on the day.

OBJECTS: You can create 'shareable objects' for your supporters. These could include photos they can tag themselves in, add images with a message, videos or audio. Remember - what would want make them want to share, share, share!

PHOTOS: Facebook is the biggest photo sharing site in the world. As well as Flickr please add all your photos to Facebook. It also has the added benefit of people sharing and commenting. As an example this is a link to the album RHT put together from the last GDOA. Fans really enjoyed feeling part of something global: <http://www.facebook.com/media/set/?set=a.10150110818578330.294208.278458148329>