



**AMERICANS *for*
PROSPERITY**

Stimulating Economic Growth

Prospectus



THE URGENCY OF THIS MOMENT

In Congress, the U.S. House has a very narrow Republican majority where even a small handful of members could easily derail legislation if they choose to do so for dealmaking or ideological reasons. In the Senate, the three-seat majority is facing elections in two years, during which a disproportional number of potentially vulnerable members of the new majority will be up for re-election. Facing historically challenging mid-term elections, several of these Senators may feel the need to demonstrate their independence by casting contrary votes.



Further complicating the policy landscape is the fact that we are facing a Fiscal Cliff. Many provisions of the 2017 Tax Cuts and Jobs Act are expiring along with the debt ceiling and expanded pandemic healthcare subsidies. Complicating the fiscal landscape even more will be the fights over annual appropriations. This sets the stage for a perfect storm of financial factors that could produce an additional \$5 trillion of federal debt — that's five times the amount of the 2009 stimulus bill passed during the Great Recession.

These conditions dictate that we have a very short window to put the Principles of Human Progress on the march in public policy. This early first phase of our drive for policies grounded in free-market principles may extend through the first 100 days to six months. In some special circumstances it might extend into the 3rd and 4th quarter of 2025. However, if we have early success, it will build momentum and clear the way for additional free market-based policies. Clearly, it is incumbent upon this community to be laser-focused on early achievable policy wins that will build the appetite of the American people for additional principled policies.

Failure to achieve early and meaningful progress on both the extension of the tax cuts and rolling back costly regulations will result in new budget-busting financial burdens on hardworking American families.

This is why our primary immediate policy objectives are centered on stimulating growth and prosperity for all Americans. Two of the most impactful and potentially achievable ways of generating growth while minimizing harm to consumers will be through extending the 2017 Tax Cuts and Jobs Act (TCJA) and unwinding as many of the growth and innovation killing regulations as possible.

Failure to achieve early and meaningful progress on both the extension of the tax cuts and the rolling back of costly regulations will result in new budget-busting financial burdens on hardworking American families. All of which will be made worse by stalled economic growth and significant job losses. But more

than a serious financial setback for Americans, failure will mean faith in the American Dream will be further broken. As fewer Americans see their future in this country, it will add to the zero-sum thinking that drives division and polarization, and more calls for top-down solutions. Rather than advancing the principles of human progress to win the competition for the future, failure will create new headwinds.

FREE MARKET POLICIES THAT WILL DELIVER EARLY WINS FOR ALL AMERICANS

The 2017 Tax Cuts and Jobs Act (TCJA), that AFP provided critical grassroots support for, was a huge win for the American people. It reduced individual income tax rates, allowing Americans to keep more of their hard-earned money. The 15% bracket was lowered to 12%, 25% lowered to 22%, 28% lowered to 24%, 33% lowered to 32%, and 39.60% lowered to 37%.

In a move that helped millions of families, the standard amount that all taxpayers are allowed to deduct from their taxes was nearly doubled under TCJA for single filers (now \$14,600) and married couples (\$29,200) alike. According to the Joint Committee on Taxation (JCT), these reforms reduced the amount of taxes paid for every income category in the country, including low- and middle-income Americans making less than \$50,000.

If these individual tax reforms are allowed to expire, it would increase taxes on American workers by over \$3.2 trillion according to the Congressional Budget Office (CBO). Current estimates are that a single parent earning \$52,000 could see a tax hike of over \$1,400, and a family with two children earning \$165,000 could face an additional \$2,450 in taxes. These tax increases would hit pass-through subchapter S corporations particularly hard.

The tax rates for American businesses were permanently decreased from 35% – which was the highest in the industrialized world, exceeding even China – to 21%. It also reduced the number of brackets and simplified the code. Those reforms to rates, brackets, and code simplification are not expiring. However, simply extending the tax cuts will not allow Americans to keep more of what they presently take home. We will be seeking a further reduction in corporate taxes, especially after considering that after the 2017 tax cuts, tax revenue from corporations grew from \$297 billion in 2017 to \$420 billion in 2023, an increase of \$123 billion or 41% from corporations. U.S. corporations also brought back \$800 billion in overseas revenue as a result of tax reform. Tax cuts stimulated enormous prosperity as they gave Americans more disposable income while increasing economic growth and opportunity.

Considering the very significant headwinds to achieving free market policies and the need to score early major wins, we are focused on winning passage of an extension of the TCJA early in 2025.

We are seeking to build on the success of the 2017 Tax Cuts and Jobs Act with more tax cuts and reforms.

Considering the very significant headwinds to achieving free market policies and the need to score early major wins, Americans for Prosperity is focused on winning passage of an extension of the TCJA early in 2025.

At the same time, we are working to prevent legislative changes that would corrupt the beneficial aspects of the tax cuts. For instance, we would oppose a so-called “tariff poison pill.” Under this scenario, increases in tariffs would be included in the tax cut legislation to offset the forgone tax revenue. Such a move would defeat the benefit of the tax cuts as consumers pay less in taxes but more for everyday necessities.

The second early drive with which Americans for Prosperity (AFP) is seeking to advance principled policy and that will have immediate benefits for the American people is to unwind growth and innovation killing regulations.

In the wake of the Supreme Court’s *Loper-Bright* decision that overturned the *Chevron* Deference doctrine, there are several means by which this community will seek to unwind the harmful growth of regulation and the unconstitutional overreach of the administrative state. Americans for Prosperity is pursuing a multipronged approach to rolling back the expansion of the administrative state.

A key longer-term objective will be for AFP to help restore Congress and state legislatures to their proper role by leading them to rebuild legislative capacity so they create laws that are not ambiguous and do not create opportunities for administration overreach.

Americans for Prosperity is pursuing a multipronged approach to rolling back the expansion of the administrative state.

Additionally, we will support aligned litigation that targets and eliminates the tools and tactics that agencies use to evade the Constitution's authorized avenues of governance, while pushing the judiciary to rein in this excess. We will be strengthening capabilities that have proven effective at the US Supreme Court and targeted litigation that we believe has the greatest chance of success while minimizing cost.

In the immediate term, our AFP team sees the new Department of Government Efficiency – better known as DOGE – as a real opportunity to cut over-regulation and waste. But there is a challenge, and it is HOW change happens.

Will the DOGE reforms be fleeting and tied up in courts, or will they be done through channels that enable permanent and transformational change?

This is why our AFP team is working closely with Congress to make sure it plays the institutional role necessary to properly consider and institutionalize any DOGE-identified targets. These efforts to leverage DOGE to secure lasting cuts in waste and excessive regulation will be the result of decades of investments of our partners have made in AFP capabilities.

There will also be a focus on motivating Congress to use the Congressional Review Act to invalidate recent regulations by the Biden-Harris Administration. The Congressional Review Act enables Congress on a majority vote – not 60 votes in the Senate – to eliminate regulations that were promulgated within the past 60 legislative days. Particularly in the areas of technology and energy, there will be opportunities to rollback regulations that have significant costs to consumers – both by driving up prices and threatening life improving innovations.

During the first 100 days and extending during the first six months of the new Congress and Administration, Americans for Prosperity will make winning an improved tax cut extension and using the Congressional Review Act to invalidate costly regulations top priorities.

A COMPREHENSIVE APPROACH TO SCORING EARLY PRINCIPLED POLICY WINS

Americans for Prosperity is leading the drive for the passage of a tax cut extension and the repeal of costly Biden Administration regulations.

In this early stage of our push to seize this unique moment to shape federal policies around the principles of human progress, other aligned organizations will also play a separate, but outsized early role.

The Abundance Institute, which is aligned with AFP, will also play a key role. It will focus its efforts on ensuring that the removal of Biden regulations work to create space for emerging technologies to grow, thrive, and have a chance to reach their full potential. Right now, key lawmakers and staff are turning to the Institute for guidance on AI regulation.



This is why the LIBRE Initiative is launching a national grassroots program to rally Latino Americans to support the extension of the tax cuts along with the repeal of recent costly Biden Administration regulations.

In the November election, we saw powerful evidence of rapidly growing numbers of Latino Americans who share our principles and support our policy solutions that will lead to expanded freedom and opportunity. In this drive to stimulate economic growth, Latino Americans represent an important ally. This is why the LIBRE Initiative is launching a national grassroots program to rally Latino Americans to support the extension of the tax cuts along with the repeal of recent costly Biden Administration regulations.

This comprehensive approach of aligned capabilities pursuing a shared vision of scoring early principled economic policy wins that will empower Americans to pursue their version of the American Dream represents our best chance for success.

In its leadership role in achieving a tax cut extension and voiding recent Biden Administration regulations, AFP is engaging in a strategy with three pillars:

- **National Narrative** – telling the success story of tax cuts.
- **DC Influence & Lobbying Campaign** – “Under the Dome” education and lobbying.
- **Senate/House Persuasion: Support & Activation** – lighting a grassroots fire back home.

- **National Narrative**
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WINNING THE NATIONAL NARRATIVE – telling the success story of tax and regulation reductions

To win the national narrative, we’ve got to do 3 things:

- 1) **Define failure to extend TCJA as a massive tax increase** on all Americans, making it politically difficult for Members to stand in the way.
- 2) **Connect Americans to how they personally benefited from TCJA** so that they’ll demand extensions from their elected representatives.
- 3) **Successfully counter the inevitable class-warfare arguments** around key pieces of the TCJA extension.

To do this, AFP will deploy the same successful playbook as our “Bidenomics Is Bad Economics” national campaign. That drive utilized a wide range of events including ones at gas stations where, for a few hours, we rolled back the price of gas to what it was when Biden was inaugurated. These events saw significant coverage in dozens of media markets across the country.

Those efforts were amplified by substantial expenditures on digital advertising that showed Americans how Bidenomic spending was responsible for the 20% increase they are paying for the necessities of life. The campaign represented a major step in linking the pain Americans were feeling to Bidenomics.

The effort was the leading reason the Biden Administration retreated from the term Bidenomics.

Using this successful layering of events and media, AFP will drive home the point that when people are hurting, and inflation was just the #1 issue in an election cycle - now is NOT the time to raise taxes. And the prosperity and job growth people enjoyed after 2017 was a result of pro-growth tax policy - that's what we need to continue. It is expected that AFP will engage in a \$10 million plus digital campaign to drive the narrative for renewed tax cuts.

And, like the political persuasion efforts that AFP successfully engaged in during the most recent political cycle, this drive to build understanding of the impact of tax cut extensions will include phone calls, emails, and door-knocking to build awareness in targeted areas of the country.

AFP will use all its proven-effective grassroots techniques to win the national narrative and make sure that Americans comprehend that life will become even more unaffordable if there is not a tax cut extension and an unwinding harmful Biden regulations. Finally, in winning the national narrative on the tax cuts, AFP will work to counter the class-warfare argument that tax cuts are for the "rich." Winning the national narrative will provide a critical foundation for AFP's lobbying and grassroots effort on behalf of the tax cut extensions.

DC INFLUENCE & LOBBYING CAMPAIGN – "Under the Dome" education and lobbying

Simultaneous with the drive to win the national narrative, AFP will engage in one of its most aggressive "Under the Dome" education and lobbying efforts. AFP brings a unique and powerful mixture of perspectives and capabilities to our "Under the Dome" lobbying efforts.

Lawmakers on Capitol Hill are already hearing from a vast array of Washington lobbyists who are seeking benefit for special interests with niche tax provisions. They seek to exploit the expiration of the tax cuts as an opportunity to use the tax code to further pick winners and losers.

Like no one else, we're speaking for the American taxpayers at-large. We are the loudest and strongest voice against this kind of cronyism that has convinced a huge majority of Americans that our system is rigged.

And we are not just arguing for the American people. We are bringing their voices to life. We bring heat maps of polling that show how their constituents feel about a tax hike at a time when they are already struggling with inflation.

Most importantly, we are bringing legislators face-to-face with real life constituent activists. With our Capitol Conferences, we are, as no one else can, bringing 100's of grassroots activists to the Hill who are trained to lobby and can represent their constituents.

And we are not waiting. Even before the election was over, AFP had already been waging a massive outreach to members of Congress and their respective staffs.

Our teams have already conducted nearly 1,000 in person meetings to explain the harm that will be done to their constituents if the tax cuts are not extended.



Right now, AFP is pushing toward a goal of 1,500 Capitol Hill meetings. AFP will augment these efforts with an additional 400 member meetings by officials and activists from both LIBRE and Concerned Veterans for America.

To further cement AFP as the leader in driving policies that will stimulate growth for Americans, our policy experts have developed the most thorough, best-in-class fiscal cliff research in Washington, D.C., including:

- **State-by-state data** on the negative effects of looming tax increases in all 50 states, including the amount of impending tax increases for every individual.
- **Detailed policy analysis** of all 23 expiring tax provisions and how expiration will affect individuals and small businesses.
- **Explanatory policy briefings** describing exactly, “What is the Fiscal Cliff?”.
- **Research illustrating the nationwide benefits** of the 2017 Tax Cuts and Jobs Act.
- **National polling** on tax increases and the fiscal cliff.
- **Overview of the reconciliation** process and “Byrd bath explainer” to help members of Congress understand the limits on reconciliation.
- **Deep dives into expiring health care provisions.**

What’s more, AFP is also working to bring business leaders to meet with members of Congress to help them understand exactly how tax cuts impact businesses in their districts and states.

Since we have unique long relationships with many of the new members of Congress, AFP is rapidly building on those ties to become the go-to organization for new members as they embark on their lawmaker duties and figure out how they can become leaders in the tax extension and regulation reduction battles.

Put simply, AFP is uniquely positioned to build critical support “Under the Dome” for a tax extension and cuts to Biden Administration regulations.



SENATE/HOUSE PERSUASION: SUPPORT & ACTIVATION – lighting a grassroots fire back home

Thanks to the permanent infrastructure that has been built over many years, AFP activists have been tested on the most important and contentious issues. Thanks to this unmatched grassroots capability, they have succeeded in mobilizing the one thing that can move lawmakers – the voices of large numbers of their home state constituents.

It has often been said that Senators and Representatives “don’t see the light until they feel the heat.” Thanks to our partners, AFP activists have shown time and again that they can turn up the “heat” from back home.

As you may remember, it was an intense and close battle to win the Tax Cuts and Jobs Act during President Trump’s first term. This narrow victory provides a powerful illustration of AFP’s ability to rally essential grassroots support. In fact, AFP was the leading organization with “boots on the ground” and was critical to building the grassroots pressure for the Tax Cuts and Jobs Act.

As you may also recall, the 2017 tax cuts passed the Senate by just 2 votes, utilizing reconciliation. The progressives went all-out to stop the tax cuts, falsely claiming it was a tax cut just for the rich at the expense of the middle class, despite the tax cuts putting thousands of dollars back in the hands of average taxpaying families. In response, AFP had to make sure that none of the supporting Senators collapsed under the intense progressive pressure and no members defected in an effort to win concessions for a personal pet project.

Using our unmatched national grassroots organization, AFP rallied public support in the most important districts and states because we believed these tax cuts were an essential step to helping Americans keep more of what they earn and, in doing so, clear the way for them to better pursue their own version of the American Dream.

AFP's door-to-door, phone, and digital lobbying efforts were also critical in winning the confirmation of Supreme Court Justices Gorsuch, Kavanaugh, and Barrett. At a time when many Senators were under intense pressure from progressives to cave, AFP activists were the critical counterweights to outside progressive influences. Our activists made it so that Senators knew their constituents at home supported their affirmative "yes" vote for these justices.

Using these same capabilities, which have only grown stronger as a result of AFP's and AFP Action's engagement in a record number of political campaigns during the 2023 – 2024 cycle, our activists will knock on the doors of thousands of constituents as we rally support for the tax extensions and Congressional Review Act rescissions of harmful Biden Administration regulations.

As AFP does in political campaigns, the impact of these door-knocking drives will be amplified by a robust mix of paid media, digital content on podcasts, social media, and blogs.

Further, this layered approach will include person-to-person phone calls and email newsletters to fuel further constituent pressure on wavering members of Congress.

To help dissuade defections, AFP will also launch accountability efforts throughout the drives for both extending the tax cuts and voiding Biden Administration regulations. AFP will use media and activists to publicize when members stand up to pressure and cast principled votes that will stimulate economic growth. These media efforts will be designed to drive up approval ratings for those supportive members.

On the flip side, AFP will also be publicizing when members work or vote against efforts for tax and regulation reductions that would benefit those in their home states.

IF NOT NOW, WHEN? IF NOT US, WHO?

Americans for Prosperity has built the unique capabilities that represent the best chance to lead the efforts to win early legislative victories that will stimulate economic growth and empower more Americans to pursue their version of the American Dream. As outlined herein illustrates, this comprehensive drive is a herculean undertaking that faces some serious headwinds.

It will be critical for Americans for Prosperity supporters to participate in this effort by helping to educate lawmakers and the public about how tax and regulation reductions benefit all Americans and their ability to build a life of meaning and fulfillment.

The first weeks and months of 2025 are an opportunity to demonstrate to growing numbers of Americans that the principles of human progress will fuel their ability to achieve their dreams. If we act now, we can take a significant step forward in winning the competition for America's future. Can we count on your support?

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