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**Iowans for Discounted Taxes is proposing 15% discounts on your Iowa income, property and sales taxes to push money into your pockets, strengthening you, your family and your business, and to grow the Iowa economy by 18,000 new jobs.**

**The word “change” as used by President Obama got us into a lot of trouble. IDT is convinced that using the term “discounting” will get us out because Americans are consumers first, not economists and political scientists. Americans understand and demand discounts because they put us in control as consumers. Discounting will put us in control as tax-payers.**

**Our research from The Beacon Hill Institute in Boston, an experienced think tank devoted to forecasting the effects of tax reforms, shows that Iowans can benefit, and that the discounts will be revenue-neutral for state government, ([www.iowansfordiscountedtaxes.org](http://www.iowansfordiscountedtaxes.org)) .**

**Discounting makes companies like Hy-Vee, Lowe’s and Costco more efficient while consumers benefit. Discounting taxes will make government more efficient while tax-payers benefit.**

**It’s important to recognize that everyone believes that everyone else is entitled to the same discount they get, meaning there will be less opposition to discounting taxes than a tax cut. And by demanding discounts, voters get immediate accountability. No elected official will be able to claim that the concept was too complicated, or that they didn’t understand what voters wanted.**

**Candidates who offer to discount taxes for their constituents can attract more volunteers, contributors and voters who are concerned about their finances and children’s futures. Candidates can also approach every voter with this message; Independents, the TEA Party, Republicans and Democrats, alike. Offering voters**

**discounts while cutting spending reduces the opposition to the cuts because everyone, including liberals, will get the same benefit they already understand and want on everything from crackers to cars. But most importantly, the opposition is reduced because everyone already believes that everyone else is entitled to the same discount they are going to get. It works with taxes, just like discounting toothpaste.**

**IDT wants to work for, and with you, to accomplish the following three goals:**

- 1. IDT wants voters to define their demand for tax reform using just one word: DISCOUNTS. We want to get this rewarding solution into the media. With discounting, voters won't be turned off, and can be made aware of the opportunity to create jobs and grow Iowa's economy while keeping more of their money.**
- 2. IDT wants candidates from every political party to run on campaign pledges to discount taxes in the 2012 cycle. If candidates run on the pledge, then the chances of getting discounts from Washington on federal taxes is that much greater. And the ability of voters to hold elected officials accountable will be higher.**
- 3. IDT's ultimate goal: Because everyone who wants to be President of the United States has to come through Iowa, IDT wants Iowans to demand discounts from presidential candidates on our federal taxes in order to get our support for their campaigns. That's one important way for discounting to get to Washington so we can take back control of our government and our lives. IDT sees this as an important step toward benefiting individuals, families and businesses. Discounting can also help put the nation back on the same path to fiscal health as Iowa.**

#### **Conclusion:**

**IDT sees discounting helping Iowa hold on to its best and most productive residents and businesses. But just like Hy-Vee, Lowe's and Costco, Iowa can also attract residents and businesses from other states with our low, discounted taxes to grow our economy with real jobs. Discounting will move Iowa, and the nation, away from the disaster we are facing with our current tax codes, (Note: IDT supports Iowans for Tax Relief on the issue of federal deductibility).**

**The world needs a strong America for security, stability and growth in global trade. But America can't be strong if government crowds out individuals, families and businesses with taxes and regulations that threaten our security and kill growth.**

**Put another way, big government needs big taxes, sucking parents working extra hours, and jobs, out of the home when children need them most. These disastrous policies have to be stopped. Big government has always failed everyone. Discounting, with your support, can begin to reverse all this while there's still time.**

**BE AN IOWAN AND AN AMERICAN TODAY. SUPPORT DISCOUNTING AND THE OFFICIALS WHO OFFER TO DISCOUNT YOUR TAXES FOR YOU.**