

SMART VOTE 2012
TOOLKIT



USING THIS TOOLKIT

This November we have the opportunity to expand the growing list of congressional supporters for a “smart power” agenda, and we need your help to educate the candidates. That’s why we’re launching Impact 2012, an important effort to strengthen support in Congress for the International Affairs Budget and cultivate new champions, with a special focus on open seats.

This toolkit is a comprehensive resource that gives you everything you need, from how to engage your congressional candidates to what to bring to a meeting. To make it easy, we’ve split the resources into two main sections, including:


- A primer for exploring the ways in which you can engage your candidates and sample statements of support to help you along the way.
- All the materials, from fact sheets to pamphlets, you’ll need when you meet with congressional candidates or when you need quick access to facts and figures on the International Affairs Budget.

ONLINE Go to www.Impact2012.org to find out **who’s running** for elected office near you and to download a **fact sheet specific to your state** that shows how the International Affairs Budget is having an impact at the local level.



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Use these fact sheets when you meet with congressional candidates or for quick access to facts and figures.




ENGAGE YOUR CANDIDATES



Help move the “smart power” agenda forward and engage your congressional candidates on the issue. There are a number of ways to engage candidates about how important these non-military tools are to U.S. national security, economic growth, and our humanitarian values. Some examples include:

1. Ask a question at a townhall forum (see Page 4)
2. Send a letter or an email to the candidate (see Page 5)
3. Talk to the candidate at a campaign function (see Page 6)
4. Meet with the candidate (see Page 6)
5. Meet with the candidate’s staff (see Page 6)

 **ONLINE** Want to know **who’s running in your state?**
Go to www.Impact2012.org.



ON THE NEXT PAGES

- Questions you can ask at a town hall forum
- Sample letter to send to candidates
- Talking points you can use to prepare for talking with candidates or their staff

QUESTIONS TO ASK *at a* TOWN HALL FORUM

1. We live in a global marketplace now, and with 95 percent of consumers living outside the U.S., we cannot afford to not engage with the rest of the world. We only spend about 1% of the federal budget for export promotion, diplomacy, development assistance, and emergency food assistance. Do you agree we need to continue and maintain our International Affairs Budget, which funds these efforts around the world?
2. Our military leaders like General David Petraeus and former Defense Secretary Bob Gates have talked a lot about how our national security depends on not just a strong military, but also strong diplomatic and global development operations. Do you agree and will you support strong diplomatic and humanitarian efforts, alongside our military efforts, to keep our nation safe?
3. **For Democratic Candidates:** Secretary of State Hillary Clinton has talked about the importance of a “smart power” approach to foreign policy, where we use defense, diplomacy, and development together to meet the challenges we face around the world. Do you agree we must utilize strong diplomatic and humanitarian efforts to meet the challenges we face around the world?
4. **For Republican Candidates:** President Bush left a legacy of strong support for fighting AIDS in Africa and our humanitarian efforts around the world. He considered this part of our national security. Do you agree we need strong diplomatic and global development efforts, alongside our military, to keep our nation safe?

SAMPLE LETTER TO CANDIDATES

[Candidate Name]
[111 Smart Power Circle]
[City, State Zip Code]

Dear [Candidate Name]:

As with everyone here in [your state], I am concerned with our economy and our safety as a community. If we're going to dig ourselves out of these tough times and start paying down some debt, we need to invest in the things that make our state stronger. And we definitely can't afford to take our eye off the ball in protecting our homeland. That's why it's so important for us to fund the International Affairs Budget.

International Trade is important to our state, and nationally more than 1 in 5 jobs are tied to our exports overseas. Nearly half of our exports now go to developing countries, and one way to grow our economy is to invest in those places and expand markets. Helping the developing world allows us to build new generations of consumers of American goods, and the International Affairs Budget funds these programs. This also helps demonstrate the generosity of the American people, and when people in other countries see America helping them, they are less likely to wish us harm.

Thank you for your willingness to serve our state, and I hope you will support the International Affairs Budget and a smart power approach to our foreign policy to strengthen our economy and protect our national security.

Sincerely,

[Your Name]

MEETING WITH CANDIDATES *and their* STAFF

Getting a Meeting

Get started by calling the candidate's campaign headquarters and asking to speak to the person who handles scheduling. You can also submit your request in writing. Explain what you would like to meet about using some of the talking points below. After you've spoken once, be persistent and call back in a week if no one has reached out to you. Be careful not to be overly persistent and always speak politely. If it seems unlikely that you will get a meeting with the candidate, ask to meet with the appropriate staff person or policy advisor who can speak to the issues surrounding the International Affairs Budget.

 **ONLINE** Find contact information for candidates in your state at www.Impact2012.org

Introduction

Introduce yourself, thank them for taking the time to meet with you, and tell them why you personally believe in the importance of the International Affairs Budget (i.e., business development and job creation, promoting our humanitarian values, addressing root causes of terrorism and unrest, etc). If applicable, tell them a story about your involvement in these issues.

This is Not a Partisan Issue

For the past decade, there has been strong and growing bipartisan support for greater investments in the International Affairs Budget. It's important for our national security, our economy, and our values in the world.

For Republican Candidates

Republican initiatives such as the Emergency AIDS Relief (PEPFAR) and the Millennium Challenge Corporation (MCC) are achieving real and effective results around the world, and I believe the International Affairs Budget is an important part of America's national security funding, just like Defense, Veterans and Homeland Security.

For Democratic Candidates


President Obama and Secretary Clinton have elevated our "smart power" tools of diplomacy and development, and support for these programs through our International Affairs Budget, and I agree this is the right direction for America.

This has a Positive Impact on Your State

Pick a few highlights from the State Fact Sheet that shows the impact of the International Affairs Budget on your state's economy.

Ask Them to Express Their Support

Provide them with sample statements of support that they could make at a public forum or add to their website (see Page 8).

 **ONLINE** Download a fact sheet for your state at www.Impact2012.org

GETTING CANDIDATES “ON THE RECORD”

There are many ways to secure a supportive statement on the smart power agenda. Here are just a few ideas:

1. Ask a candidate to sign a simple statement or a letter of support
2. Ask a candidate to post something on the issue on their campaign website



ON THE NEXT PAGE

Take these sample statements of support with you when you meet with congressional candidates in your area.

THE INTERNATIONAL AFFAIRS BUDGET

SMART POWER AT WORK

STATEMENTS OF SUPPORT

“Our tools of development and diplomacy are critical, cost-effective ways to keep our nation safe, our economy growing and in demonstrating our values in the world. By tackling the root causes of terrorism, we prevent future costly conflicts. We also build new markets for our exports, which provides jobs here at home, and it’s all for just over one percent of our federal budget.”

“I support critical, cost-effective tools of development and diplomacy, which strengthen America’s security and economic interests around the world and maintain our tradition of humanitarian assistance to those in need. These “smart power” programs are wise investments in a more peaceful, stable world.”

BITE-SIZED MESSAGES *for your* WEBSITE OR PRESS RELEASE

Economic Argument: I believe we have to grow our economy here in (insert state), and one of the ways we can accomplish this is by expanding overseas markets for American goods and services. As one in five U.S. jobs now depend on trade and nearly half of our exports now go to developing nations, an investment in our tools of development and diplomacy not only protect (insert state), but it also helps spur economic growth and job creation here at home.

National Security Argument: Keeping our nation (or insert state name) safe is my top priority, and we must use all of the tools we have available to protect our national security. We need a strong military complemented by robust diplomatic and development efforts around the world. Our soldiers overseas need help from their civilian counterparts, and in doing so we demonstrate the generosity of the American people and avoid future conflicts.





ON THE NEXT PAGES

Our **Overview of the International Affairs Budget** and **Myths & Facts** provide a quick glance at the most important facts for you and your congressional candidates

OVERVIEW OF THE INTERNATIONAL AFFAIRS BUDGET

SMART POWER AT WORK

ABOUT

The International Affairs Budget funds the entirety of America's non-military operations abroad—diplomatic relations with other countries, security assistance to allies, trade and economic relationships, development assistance, and emergency humanitarian relief programs. These programs, administered by the State Department, the U.S. Agency for International Development, and several other Departments and agencies, total about \$55 billion – just 1.4% of the federal budget.

KEY INTERNATIONAL AFFAIRS PROGRAMS

Stabilizing Weak & Fragile States

The International Affairs Budget provides extensive counter-terrorism and counter-insurgency assistance to countries of high-priority national security significance, such as Afghanistan, Pakistan, Iraq, Somalia and Yemen. These programs help build and train national army and police forces, support democracy and the rule of law, and improve destitute living conditions that can fuel extremism and anti-American sentiment.

Trade & Export Promotion

U.S. businesses and entrepreneurs benefit significantly from programs in the International Affairs Budget that promote U.S. exports, provide technical assistance, identify business opportunities, and build stronger legal and economic policy regimes that help developing countries become more reliable trading partners.

Export-Import Bank (Ex-Im) Bank The official export credit agency, the Ex-Im bank provides export financing through loan, guarantee and insurance programs where private sector financing is not forthcoming, to ensure equitable competition between American and foreign exporters.

Overseas Private Investment Corporation (OPIC) OPIC provides political risk insurance and financing for private initiatives and investment, especially small business and microfinance, to support American foreign policy objectives in 156 developing nations around the world.

U.S. Trade and Development Agency (USTDA) USTDA identifies and prepares development projects with a high likelihood of U.S.-manufactured goods being used during implementation. Over \$40 in U.S. exports results from every \$1 invested by USTDA.

International Security Assistance

The U.S. provides military equipment, training and cooperation to key allies such as Israel, Jordan, Egypt, and Mexico in order to support stronger alliances and foreign military capabilities. Close cooperation with foreign militaries promotes American military standards and practices, democratic values and respect for human rights.

Global Security & Nuclear Non-Proliferation

The International Affairs Budget supports close cooperation with partner countries such as Pakistan and Russia to secure nuclear arsenals, prevent the spread of nuclear weapons and technology to rogue states and terrorists, and reduce the risk of war and violence worldwide.

Border Security, Counter-Narcotics & Law Enforcement

The International Affairs Budget funds comprehensive and secure passport, visa and customs programs and forges better co-operation on border security issues between the U.S. and neighboring countries. The U.S. also supports programs that combat transnational crime and illicit activity in countries such as Mexico and Colombia where crime is destabilizing.

Peacekeeping

The U.S. supports peacekeeping operations in partnership with allies and international organizations in failed and weak states. U.S.-supported peacekeepers currently operate in Sudan, Somalia, the Democratic Republic of the Congo, Liberia and elsewhere.

Development Assistance

Global Health U.S. medical personnel, supplies and assistance has been instrumental in reducing widespread infectious disease (especially HIV/AIDS, malaria and tuberculosis), reducing child and maternal mortality, and providing access to basic medical and sanitation services. These programs also partner closely with, and help leverage, assistance from private U.S. and faith-based charities.

Refugees International Affairs Budget programs assist with voluntary repatriation or permanent resettlement in another country and provide life-sustaining services such as water and sanitation to displaced persons in dozens of countries.

Disaster Relief The State Department and USAID provide emergency relief efforts, in concert with the Department of Defense, in countries hit by natural disasters.

Food Security With more than one billion people suffering from chronic hunger, U.S. agricultural assistance and emergency food aid saves lives by helping improve agricultural production and provide food aid to those most in need around the world.

Basic Education The International Affairs Budget supports a wide variety of education programs in developing countries where illiteracy rates remain very high. Activities include building schools, training teachers, and providing textbooks.

Peace Corps Established in 1961, the program currently has volunteers in 76 countries who are helping improve educational opportunities for children, increase agricultural productivity, and provide basic health care and sanitation services.

Democracy Promotion & Human Rights

The International Affairs Budget funds a number of programs that promote democracy and uphold human rights. A key program is the Millennium Challenge Corporation, a signature Bush Administration initiative that provides countries with large-scale development grants contingent upon democratic reforms and respect for human rights. Other democracy and human rights programs train judges, establish the rule of law and build basic legal systems.

Contributions to International Organizations

The International Affairs Budget provides contributions and support to nearly 50 multilateral organizations which foster human rights, international trade, and international security. Examples include the United Nations, NATO and the International Atomic Energy Association (IAEA).

Diplomatic Operations

The International Affairs Budget funds the complex diplomatic operations of the United States: embassies and consulates, diplomatic staff, cultural exchanges, and security programs for diplomats and government officials operating in dangerous countries.

MYTHS & FACTS

About *the* International Affairs Budget

MYTH

The United States spends 20% of its budget on foreign assistance.

FACT

Just over 1% of the federal budget went to the International Affairs Budget in FY12, a dollar amount that is roughly half of what Americans spend on fast food each year. This percentage has been consistent since the end of the Cold War, when we spent much more. The International Affairs Budget includes programs that save lives, promote U.S. exports and trade, combat narcotics trafficking, and help strengthen our national security.

MYTH

With so many threats to U.S. national security, helping people in developing countries distracts from keeping America safe.

FACT

Secretary of Defense Robert Gates, Chairman of the Joint Chiefs Admiral Michael Mullen, General David Petraeus, and other military leaders have repeatedly called on Congress to increase U.S. investments in civilian capacity. They know that U.S. national security depends on capable civilian experts who can serve alongside the military in countries such as Iraq and Afghanistan and in fragile states to prevent conflict and the need for costly military interventions.

MYTH

The United States spends far more than any other country on foreign assistance.

FACT

The United States is the most generous nation in total dollars, but when it comes to percentage of Gross National Income (GNI) dedicated to Official Development Assistance, we ranked 19th of the 23 major donor countries in 2009. Sweden, for example, dedicated 1.12% of its GNI, the United Kingdom gave 0.52%, and the United States allocated 0.2%.

MYTH

America's overseas spending is merely altruistic and when economic times are tough, we can't afford it anymore.

FACT

While foreign assistance does improve U.S. moral leadership around the world, Fortune 500 and small business CEOs call for greater investments in development and diplomacy because their businesses depend on it. U.S. exports account for more than 1 out of 5 American jobs and were responsible for nearly all U.S. economic growth in 2008. Helping people meet their basic needs creates new demand for other goods and services, and U.S. investments through the International Affairs Budget improve the economic climate for U.S. companies by helping countries stabilize, promote market regulations, and develop infrastructure.

MYTH

Foreign assistance doesn't work.

FACT

Development assistance has helped cut the number of children dying before their fifth birthday in half worldwide, reduced polio cases by 99% in just 20 years, and supported greater agricultural productivity, increased trade and market building, expanded opportunities for women and girls, and higher levels of literacy, democracy, and entrepreneurship around the world. Contrary to another popular myth, most U.S. foreign assistance is not given to other nations' governments but to reputable, accountable non-profit organizations to carry out development work directly with individuals, communities, and civil society.

 **ONLINE** Find out more at
www.Impact2012.org



ON THE NEXT PAGES

Use this booklet to show how “smart power” and the International Affairs Budget are growing our economy, keeping our nation secure, and promoting humanitarian leadership in the world.

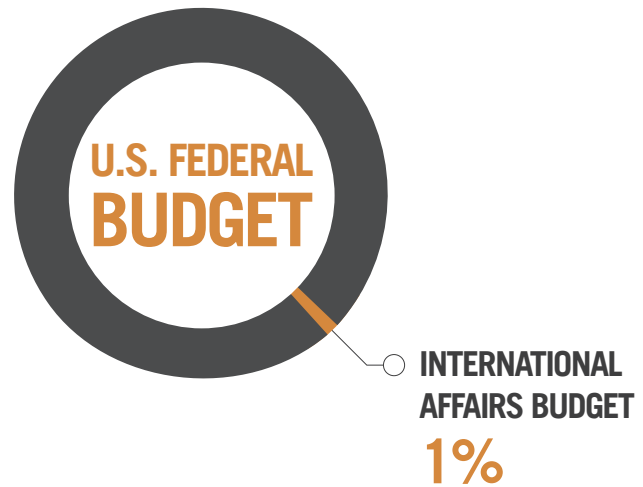
Why the International Affairs Budget Matters

WHAT IS THE INTERNATIONAL AFFAIRS BUDGET?

The International Affairs Budget funds the majority of America's civilian foreign policy programs -- diplomatic relations with other countries, security assistance to allies and strategic partners, trade and economic relationships with the global community, health clinics and schools in the developing world, and humanitarian relief efforts in the wake of natural disasters. These programs are critical to advancing America's national security and economic interests and sustaining American leadership in the world by stabilizing fragile states, deterring threats before they reach America's shores, responding to crises, fostering global economic prosperity, and opening new markets abroad that create jobs in the United States.

WHY IT MATTERS:

- Keeps America Safe
- Spurs U.S. Economic and Job Growth
- Saves Lives and Upholds Humanitarian Values
- Cost-Effective Investment That Works



A STRATEGIC INVESTMENT

The International Affairs Budget comprises just over 1% of the national budget. With this minimal investment, we can protect our security and advance our economic interests in the world, while demonstrating our finest values as a nation.

PERCEPTION & REALITY: FOREIGN AID SPENDING

While polls show that most Americans think that foreign aid spending is 25% of the annual federal budget – and that 10% would be the appropriate amount to spend – the actual number is only around 1%.



THE INTERNATIONAL AFFAIRS BUDGET AT WORK:

KEEPING AMERICA SAFE



The threats facing the United States today cannot be solved by military power alone. Rather than Cold War enemies, America faces increasingly complex challenges from both weak nations, and non-state actors that foster terrorism, political instability and staggering poverty. Our military and national security leaders have made it clear: in order for America to be safe and secure, we need all of our tools of national security – development and diplomacy alongside defense – to be strong and effective in this rapidly changing world.

PREVENTING CRISES

- Diplomacy and development can help avoid the need for military deployment by defusing conflicts before they happen.
- Combating global threats such as weapons proliferation, drug trafficking and organized crime is important to keeping our nation safe.
- U.S. assistance after the fall of the Liberian dictator, Charles Taylor, helped mitigate conflict and assist Liberians in forming a new government that has led the rise of a new ally and partner in Nobel Laureate President Ellen Sirleaf Johnson.

STABILIZING CONFLICT ZONES & SUSTAINING PEACE

- Diplomats and development professionals play critical roles in preventing and mitigating conflict in stable regions, and work alongside the military to bring peace in war zones.
- Programs provide counter-terrorism and counter-insurgency assistance, train local forces, strengthen governmental capacity, and improve destitute living conditions that can lead to extremism.

SUPPORTING STRATEGIC ALLIES & PROMOTING DEMOCRACY

- Strategic allies like Israel, Jordan and Columbia receive vital security assistance that promotes closer cooperation in addressing shared threats.
- The Arab Spring in North Africa led to dramatic changes in a strategic region, and while each country's future will be determined by its citizens, the United States has an opportunity to support freedom and economic development.



“In response to these challenges and others, we will lead, and we will enable others to lead. Moreover, we will do this—always—by coordinating military power with the diplomacy and development efforts of our government and those of our allies and partners.”

General Martin Dempsey

THE INTERNATIONAL AFFAIRS BUDGET AT WORK:

PROMOTING AMERICAN ECONOMIC INTERESTS



At a time of serious economic challenges for the United States, we are also at a moment of great opportunity. Now more than ever, America's prosperity is linked with the global economy and dependent on trade and economic growth. 95 percent of the world's consumers live outside of the United States, and America's fastest growing markets—representing roughly half of U.S. exports—are in developing countries. Over the past 40 years, trade has tripled as a share of our national economy, and today, more than one out of five American jobs is tied to international trade. Diplomacy and development help build markets abroad where American private investment and entrepreneurship can flourish, thereby increasing U.S. exports and creating jobs at home.

BUILDING NEW MARKETS

- Nearly 87 percent of world economic growth over the next five years is forecast to take place outside the U.S., providing huge growth markets for American goods and services.
- The poorest two-thirds of the world's population represent \$5 trillion in purchasing power and a huge opportunity for U.S. exports.
- Nearly half of the revenues and profits of the S&P 500 now come from international markets.

SUPPORTING AMERICAN JOBS

- More than 97 percent of the quarter million U.S. companies that export are small and medium sized businesses.
- Numerous foreign assistance agencies focus on supporting business investments and helping create American jobs. The Overseas Private Investment Corporation has supported over \$200 billion in investments, and helped create over 340,000 U.S. jobs in all 50 states. The U.S. Export-Import Bank has supported more than \$400 billion in exports since its inception and created an estimated 200,000 jobs in 2010 alone.

Ensuring American Competitiveness

- Currently the United States spends one-sixth of what other countries do helping small businesses export goods and services.
- Our competitors are outpacing us in investments in Africa, South America, and Asia, which could threaten U.S. leadership and influence. Trade between China and Africa is exploding, for example, having reached \$55 billion in 2006, compared with just \$10 million in the 1980s.

**\$510
BILLION**

Amount U.S. exported to developing countries in 2009.

7%

Increase in employment for every 10% increase in exports.

\$1

Each dollar the U.S. spends to promote exports brings \$40 overall back to our economy.

THE INTERNATIONAL AFFAIRS BUDGET AT WORK:

SAVING LIVES & SHOWING COMPASSION FOR THOSE IN NEED



Humanitarian assistance showcases the values that America stands for as a nation and as a people—compassion, a belief in human dignity, and a generosity to help the less fortunate in the world. Whether helping to rebuild Europe out of the ruins of the Second World War, combating the terrible human tragedy of the global HIV/AIDS pandemic, or responding to human suffering after the earthquakes in Haiti or tsunami in Indonesia, America can be proud of its leadership in helping those in need around the world.

RESPONDING TO HUMANITARIAN DISASTERS

- Nearly 55 million people benefited from U.S. disaster assistance around the world in 2009 alone.
- After the 2010 earthquake in Haiti, the United States supported the largest food distribution effort in history, an immunization campaign for 1.5 million vulnerable people, and emergency shelter distribution for another 1.5 million people who had lost their homes.

PROMOTING GLOBAL HEALTH

- Decades of bipartisan investments in global health have reduced worldwide deaths of children under five by five percent.
- The President's AIDS Initiative (known as PEPFAR) is the largest program by any nation to combat a single disease internationally and has saved millions of lives in the fight against HIV/AIDS since it was created in 2004.

INVESTING IN SUSTAINABLE AGRICULTURE

- While the worst drought in 60 years devastated Somalia last year, its effects have been mitigated in neighboring Ethiopia due to U.S. assistance and the implementation of aggressive food security programs over the past decade that reduced the number of people at risk by over 60 percent.
- Long term, sustainable measures like educating farmers on crop rotation, drought warning systems, and food and water storage can save millions of lives and help countries build the capacity to mitigate future droughts.

99%

Global reduction in polio cases due to increased vaccination over the last 20 years.

20%

Increase in a developing countries' wages for every year girls go to school beyond fourth grade.

88%

Percentage of USAID-funded microfinance recipients worldwide who become self-sustaining business owners.



ON THE NEXT PAGES

These success stories give you and your congressional candidates tangible outcomes from our investment around the world through the International Affairs Budget.

SUCCESS STORIES

KEEPING AMERICA SAFE



POLAND

From Soviet Satellite to an Ally: After the fall of communism, Poland benefitted from U.S. military and development assistance to help train its civilian and military leaders as it modernized its military and fostered new democratic institutions. With an investment of less than \$2 million a year, Poland has become a member of the NATO military alliance and a steadfast American ally.



COLOMBIA

Plan Colombia Advances Our National Security: Since the 1980s, the U.S. has grappled with the threat of a major drug war spilling over its borders from cartels in Colombia. To fight the war on drugs, the U.S. went to its source, partnering with Colombian law enforcement and military in counter-narcotics and economic development programs to deter drug traffickers. The recent Colombia Free Trade Agreement will deepen ties developed in the common effort to prevent narcotics trafficking at our borders.



INDONESIA

Strengthening an Ally in the War Against Terrorism: Lack of opportunity can breed extremism, and Indonesia, the world's most populous Muslim country, has struggled with terrorist activity over the past decade. In an effort to improve economic development in Indonesia, the U.S. recently signed a Millennium Challenge Corporation compact to strengthen governance, develop new sources of energy and technology, and enhance anti-corruption efforts and procurement reform.

EXPANDING ECONOMIC OPPORTUNITIES



SOUTH KOREA

Doubling Exports to South Korea: South Korea was an aid recipient 60 years ago. Now it's an aid donor, a key American ally, and an important market for our companies. South Korea today has the world's 13th largest gross domestic product and is the seventh largest trading partner for the United States. U.S. exports to South Korea have doubled since 1990 to nearly \$39 billion in 2010.



GHANA

New Business Opportunities in Sub-Saharan Africa: The Export-Import Bank of the U.S. provided a \$41 million loan guarantee to support the export of 121 customized firefighting vehicles and related equipment from the U.S. to Ghana, which will purchase the equipment from four subsidiaries of the Oshkosh Corporation, headquartered in Wisconsin. These exports help Oshkosh maintain employment of its highly skilled workers in the U.S. and expand its market share in Africa.



VIETNAM

700% Increased Return on Investment: Under the Vietnam Support for Trade Acceleration Project, the United States helped Vietnam to improve its domestic business regulatory environment and open its economy to foreign competition. Low cost assistance in revising Vietnam's commercial, legal, regulatory, and institutional framework helped to promote and permit investment. As a result, the United States became one of the leading exporters to Vietnam, with American exports increasing by over 700 percent.

DEMONSTRATING AMERICAN VALUES



AIDS Treatments Save Lives Every Day: As part of the President's AIDS Initiative (PEPFAR), over three million people received life-saving treatment in 2010, and over 100,000 babies were born HIV-free when their mothers were given medication to prevent transmission of the disease.



Humanitarian Relief after the Tsunami: For decades, the United States has been on the front lines in providing humanitarian relief during times of crisis and natural disasters. Over a year after the U.S. effort to provide relief, save lives, and reduce suffering in Indonesia, public opinion polls showed a tripling of the percentage of Indonesians with a favorable image of the United States.



Reducing Child Mortality from Malaria: Since the launch of the President's Malaria Initiative in 2005, substantial reductions of 23 to 36 percent in mortality in children under the age of five in countries in Africa and Asia have occurred. The current strategy aims to halve the burden of malaria in 70 percent of at-risk populations in sub-Saharan Africa, or approximately 450 million people.

COST EFFECTIVE INVESTMENT THAT WORKS

In a time of budget austerity, it is critical every dollar spent on foreign assistance is done so effectively, efficiently, and in ways that deliver results and advance our national interests. Over the past decade, significant strides have been made by Republican and Democratic administrations to reform how we deliver assistance. Practices are shifting towards results driven outcomes, with monitoring and evaluations systems growing. For Smart Power 2.0 to succeed, these reforms must be continued and expanded.

KEY PRINCIPLES UNDERWAY

- **Robust Monitoring and Evaluation:** Recent efforts at the Millennium Challenge Corporation (MCC) and USAID have strengthened monitoring and evaluation to improve accountability for our foreign assistance. The MCC's performance is measured against specific metrics, and if a country falls short, then the program is ended. USAID plans to release 250 high quality evaluations of its programs by 2013, with the aim of fostering a culture of learning and informing strategic budget decisions.
- **Increased Transparency:** The Foreign Assistance Dashboard at www.foreignassistance.gov was launched by the State Department and USAID in 2011 to allow anyone with an internet connection to monitor U.S. foreign assistance disbursements and projects. It currently includes all information for assistance programs administered by the State Department, USAID, and the MCC. Plans are underway to expand this information to include full project data and performance evaluations, and to broaden its scope to include all foreign assistance agencies.
- **Results-Driven Assistance:** The Presidential Policy Directive on Development prioritizes outcomes driven by economic growth, democratic governance, and sustainable systems to meet basic needs. For example, an innovative program addressing food security has shifted our assistance from emergency relief to helping countries develop sustainable agricultural systems that can eventually provide for themselves.



ON THE NEXT PAGES

Use the following letters, referenced on Page 6 of this toolkit, when meeting with congressional candidates or their staff.



FORMER SECRETARIES OF STATE LETTER TO CONGRESS

November 14, 2011

Dear Member of Congress:

As former Secretaries of State from both Democratic and Republican administrations, we urge you to support a strong and effective International Affairs Budget. We believe these programs are critical to America's global leadership and represent strategic investments in our nation's security and prosperity.

We have seen first-hand how the International Affairs Budget is a strategic investment to advance America's interests throughout the world. Development and diplomacy programs are a cost-effective tool to tackle the root causes of conflict and extremism, build new markets for U.S. goods and services, respond to humanitarian crises, and demonstrate America's proud tradition of goodwill and global leadership.

We recognize the gravity of America's fiscal situation and that all programs must contribute their fair share to reducing our nation's debt. Yet, the International Affairs Budget -- only 1.4% of the federal budget -- already received deep and disproportionate cuts this year. These programs are facing additional reductions in FY12 disproportionate to other security accounts-- cuts that could be the steepest since the end of the Cold War.

Given the challenges and the opportunities facing our nation today, it is more vital than ever that we utilize a full range of tools to address these issues and advance our national interests. Now is not the time for America to retreat from the world, which is why we need a strong and effective International Affairs Budget. This is one area where leaders of both parties can find common ground and come together to ensure a better, safer world and a more prosperous future.

Sincerely,

A handwritten signature in black ink that reads "Madeleine Albright".

Madeleine K. Albright
U.S. Secretary of State, 1997-2001

A handwritten signature in black ink that reads "Henry A. Kissinger".

Henry A. Kissinger
U.S. Secretary of State, 1973- 1977

A handwritten signature in black ink that reads "Colin L. Powell".

Colin L. Powell
U.S. Secretary of State, 2001 - 2005

A handwritten signature in black ink that reads "Condoleezza Rice".

Condoleezza Rice
U.S. Secretary of State, 2005 - 2009

A handwritten signature in black ink that reads "George P. Shultz".

George P. Shultz
U.S. Secretary of State, 1982 - 1989



**BUSINESS LEADERS TO CONGRESS:
SUPPORT A STRONG & EFFECTIVE INTERNATIONAL AFFAIRS BUDGET**

June 29, 2011

Dear Member of Congress:

In order to spur economic growth and create jobs here in the U.S., our nation must remain competitive in an increasingly interconnected global economy and continue to build new markets for American goods and services. That is why we are writing to urge your support for a strong and effective International Affairs Budget.

U.S. businesses understand that international development and diplomacy programs play a vital role in creating American jobs and spurring U.S. economic growth. Although just over 1% of the federal budget, International Affairs programs are critical to creating new and stable markets for American goods and services, expanding U.S. exports, and protecting intellectual property rights. American businesses and entrepreneurs – large and small – benefit significantly from programs in the International Affairs Budget that provide technical assistance, identify business opportunities, and help developing countries become more reliable trading partners.

In many ways, the International Affairs Budget is America's "toolbox" for trade. Today, more than ever, U.S. economic growth is linked with global trade and the global economy. Trade has tripled as a share of the U.S. economy in the last four decades, with more than 1 out of 5 American jobs tied to international trade. America's fastest growing markets – representing roughly half of U.S. exports – are located in *developing* countries. Export promotion programs funded by the International Affairs Budget are essential to expanding U.S. trade in these emerging markets.

The International Affairs Budget funds valuable tools for advancing U.S. economic and strategic interests around the world and is vital for achieving a more prosperous future for American workers and businesses. While we recognize the very real budget constraints that exist, we urge you to support a strong and effective International Affairs Budget.

Sincerely,

A handwritten signature in black ink, appearing to read "Bill Lane".

Bill Lane
Caterpillar

A handwritten signature in black ink, appearing to read "John Murphy".

John Murphy
U.S. Chamber of Commerce

Signed by over 50 Corporate Leaders (see attached list)

Aerospace Industries Association (AIA)

Remy Nathan, Vice President for
International Affairs

Amway Corporation

Richard Holwill, Vice President, Public Policy

**Association of Equipment Manufacturers
(AEM)**

Dennis Slater, President

BAE Systems, Inc.

General Gene Renuart, (USAF, Ret.)
Senior Military Advisor, Vice President,
National Security

Biotechnology Industry Organization

Sean Darragh, Executive Vice President

Boeing

Jefferson S. Hofgard, Vice President,
International Operations & Policy

Bunge North America

Thomas J. Erickson, Vice President,
Government & Industry Affairs

Cargill

Van Yeutter, Vice President, Corporate Affairs

Caterpillar

Bill Lane, Washington Director of
Government Affairs

CDM International

J. Ellis Turner, Senior Vice President

Cisco Systems, Inc.

Michael Timmeny, Vice President, Corporate
Government Affairs

Citi

Laura Lane, Managing Director &
Head of International Government Affairs

Coca-Cola

John H. Downs, Jr., Vice President, Global
Government, Diplomatic & Stakeholder
Relations

**Computer & Communications Industry
Association (CCIA)**

Edward J. Black, President & CEO

Creative Associates International

Charito Kruvant, President & CEO

DAI

James J. Boomgard, President & CEO

DHL

Wolfgang Pordzik, Executive Vice President
Corporate Public Policy

Eastman Kodak Company

Gerard K. Meuchner, Director,
Communications & Public Affairs, & Vice
President

Eli Lilly and Company

Harrison C. Cook, Vice President for
International Government Affairs

Ford Motor Company

Steve Biegun, Vice President,
International Governmental Affairs

General Electric

Nancy Dorn, Vice President,
Corporate Government Relations

GlaxoSmithKline

Elizabeth Tyson, Vice President, Government
Affairs, Emerging Markets & Asia Pacific

Google

Bob Boorstin, Director,
Corporate & Policy Communications

International Paper

Mary Mann, Senior Manager,
Government Relations

John Deere

Vanessa Stiffler-Claus, Director,
International Affairs

Johnson & Johnson

Craig Kramer, Vice President,
International Government Affairs

Kraft

Perry Yeatman, Senior Vice President,
Corporate Affairs & President,
Kraft Foods Foundation

L-3 Communications

General Richard A. Cody (USA, Ret.),
Corporate Senior Vice President

Land O'Lakes

Chris Policinski, President & CEO

Lockheed Martin Corporation

Gregory R. Dahlberg, Senior Vice President,
Washington Operations

Microsoft

Fred Humphries, Vice President,
U.S. Government Affairs

Monsanto Company

Michael Dykes, Vice President of
Government Affairs

Motorola Solutions

Karen P. Tandy, Senior Vice President of
Public Affairs

National Foreign Trade Council

William A. Reinsch, President

National Retail Federation

Erik Autor, Vice President,
International Trade Counsel

Northrop Grumman Corporation

John Brooks, President, Northrop Grumman
Corporation International

PepsiCo

Elizabeth H. Avery, Vice President,
Global Public Policy & Federal Government
Affairs

Pfizer

Joseph M. Damond, Vice President,
International Trade Policy

Procter & Gamble

Carolyn Brehm, Vice President,
Global Government Relations

Raytheon

PT Mikolashek, Vice President,
Raytheon International, Inc.

RTI

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International Development

Seaboard Corporation

Ralph L. Moss, Senior Vice President,
Government Affairs

TechnoServe

Bruce McNamer, President & CEO

TetraTech

Jan Auman, President, Tetra Tech
International Development Services

United Technology Corporation

Jeremy Preiss, Vice President,
Chief International Trade Counsel

U.S. Chamber of Commerce

John Murphy, Vice President,
International Affairs

US-China Business Council

Erin Ennis, Vice President

**United States Council for International
Business**

Rob Mulligan, Senior Vice President,
Washington

U.S.-Russia Business Council

Edward S. Verona, President & CEO

Walmart

Sarah Thorn, Senior Director,
Federal Government Relations

Xerox

Michele Cahn, Vice President, External Affairs



MILITARY LEADERS' LETTER TO CONGRESS

March 27, 2012

Dear Member of Congress:

As retired flag and general officers from all branches of the Armed Services, we urge you to support a strong FY13 International Affairs Budget and to oppose disproportionate cuts to this vital account. We firmly believe the development and diplomacy programs in the International Affairs Budget are critical to America's national security.

The world has changed dramatically since the Cold War when we began our military service, and so have the threats we face. In today's ever-complex world, we must use all the tools of national security to achieve our objectives, including a strong State Department and other civilian-led agencies.

Development and diplomacy keep us safer by addressing threats in the most dangerous corners of the world and by preventing conflicts before they occur. Our civilian-led programs are particularly critical at a time when we are asking them to take on greater responsibilities with the military drawdown in Iraq that began this past December and the impending transition to a civilian-led mission in Afghanistan.

Ensuring our civilian programs have the resources needed to maintain the hard fought gains of our military is of the utmost importance. To do otherwise endangers the lives of our men and women in uniform. And at only 1.4% of the federal budget, these programs represent one of the most cost effective measures we have to confront the many threats we face today.

Military leaders and national security experts – from Republican and Democratic Administrations alike –have consistently called for robust funding of the State Department, USAID, and other civilian-led agencies. Secretary of Defense Panetta and Former Secretary of Defense Gates have spoken of how vital our civilian tools are to national security and lamented that these programs were not more adequately funded and resourced. Secretary Panetta recently said, "Strong national security is dependent on having a strong diplomatic arm, a strong development arm, a strong intelligence arm, a strong capability to try to have strong economies in the world." And a recent survey shows that ninety percent of active duty and retired military officers believe that a strong military alone is not enough to protect America and that we must use the tools of development and diplomacy to achieve our national security objectives.

The reality of our nation's fiscal crisis demands that every area of the federal budget must contribute its fair share to tackling our unsustainable debt. However, we can – and must -- achieve these debt reductions without sacrificing American leadership in the world. Therefore, we urge you to oppose deep and disproportionate cuts to America's development and diplomacy programs and to support a strong FY13 International Affairs Budget. Our nation's security depends upon it.

Signed,

A handwritten signature in black ink, appearing to read "James M. Loy".

Admiral James M. Loy, USCG (Ret.)
Co-Chair, National Security Advisory Council

A handwritten signature in black ink, appearing to read "M. W. Hagee".

General Michael W. Hagee, USMC (Ret.)
Co-Chair, National Security Advisory Council

See attached signatory list of over 80 military leaders

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NATIONAL SECURITY ADVISORY COUNCIL

Congressional Letter Signatories

March 27, 2012

Admiral Charles S. Abbot, USN (Ret.)

Deputy Commander in Chief,
U.S. European Command (98-'00)

Vice Admiral Albert J. Bacioeco, Jr., USN (Ret.)

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Department of Navy (83-'87)

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Commanding General Futures, Army Training and Doctrine
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Afghanistan (07-'08)

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Third U.S. Army Forces Central Command (00-'02)

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Fleet Forces Command (00-'03)

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Superintendent, U.S. Air Force Academy (97-'00)

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Commanding General II MEF (02-'04)

Lt. General Jeffrey W. Oster, USMC (Ret.)

Deputy Administrator and Chief Operating Officer, Coalition
Provisional Authority, Iraq (2004); Deputy Commandant for
Programs and Resources, Headquarters Marine Corps (ended in
'98)

Lt. General Charles P. Otstott, USA (Ret.)

Deputy Chairman, NATO Military Committee (90-'92)

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Commander,
Joint Task Force for Global Network Operations (04-'05)

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Deputy Chairman, NATO Military Committee (92-'95)

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Commander, North American Aerospace Defense Command
and U.S. Northern Command (03-'10)

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Commander in Chief, United Nations Command/
Commander in Chief, Republic of Korea/U.S. Combined
Forces Command (90-'93)

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President, Naval War College (03-'04)

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Chief of Staff, U.S. Army (03-'07)

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Commander, 12th Air Force/Air Forces Southern (06-'09)

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Commander in Chief, U.S. Naval Forces Europe/
Commander in Chief, Allied Forces Southern Europe (94-'96)

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U.S. Military Representative, NATO Military Committee
(91-'93)

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Deputy Chief of Staff for Transformation,
Allied Command Transformation (06-'10)

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U.S. Military Representative to NATO Military Committee (06-'09)

Admiral Henry G. Ulrich, USN (Ret.)

Commander, U.S. Naval Forces Europe/Commander,
Joint Forces Command Naples (05-'08)

General Charles F. Wald, USAF (Ret.)

Deputy Commander, U.S. European Command (02-'06)

General Charles E. Wilhelm, USMC (Ret.)

Commander, U.S. Southern Command (97-'00)

General Michael J. Williams, USMC (Ret.)

Assistant Commandant, U.S. Marine Corps (00-'02)

General Johnnie E. Wilson, USA (Ret.)

Commanding General, U.S. Army Materiel Command (96-'99)

General Anthony C. Zinni, USMC (Ret.)

Commander in Chief, U.S. Central Command (97-'00)

