

TAKE ACTION: BE VISIBLE & EDUCATE THE CANDIDATES



PICTURE NEW LEADERSHIP ON GLOBAL POVERTY & DEBT

INTRODUCTION TO THE CAMPAIGN

A NEW PRESIDENTIAL ADMINISTRATION IS ON THE HORIZON. We have a critical opportunity to re-shape our nation's leadership in the world and make a call for US leadership that prioritizes global poverty and justice.

We need a U.S. president who will be a bold leader in the fight against global poverty. The next US president must commit to the following:

- 1. Appoint a Secretary of Treasury who will fight global poverty by working to provide full debt cancellation to all impoverished countries, without harmful economic conditions.** The Secretary should also work with international partners to address the issue of odious and unjust debts and to support a new framework for responsible financing in the future.
- 2. Create a new cabinet-level Department for Global Development, which would modernize and efficiently coordinate U.S. foreign assistance and prioritize long-term, poverty-focused development.** Once established, this new department should assume responsibility for international debt issues, and oversight over the World Bank and IMF's work on development in impoverished nations.

TAKE ACTION TODAY

Join the campaign & take a picture with a sign that reads: "Picture an End to Global Poverty: Cancel Debts! More & Better Aid!" Sign our petition & send it in to the Jubilee office so we can deliver them to the candidates' offices. Read on for more info.

PICTURE NEW LEADERSHIP ON GLOBAL POVERTY



WHAT YOU NEED TO KNOW BEFORE YOU TAKE ACTION

ABOUT THE U.S. TREASURY

WHAT EXACTLY IS A TREASURY SECRETARY?

The United States Treasury Secretary is the head of the Treasury Department, the department within the US government concerned with finance and monetary matters. The Treasury Secretary is appointed by the President of the United States and serves as part of his/her administration.

WHAT DOES THE U.S. TREASURY SECRETARY DO?

The Treasury Secretary is responsible for developing the US domestic and international financial, economic, and tax policies, participating in the formulation of broad fiscal policies that have general significance for the economy, and managing the public debt of the US. The Treasury Secretary serves as the Chief Financial Officer of the US government, which includes serving as the US Governor of the International Monetary Fund (IMF), the World Bank, the Inter-American Development Bank, the Asian Development Bank, and the European Bank for Reconstruction and Development.[1]

WHO IS THE CURRENT U.S. TREASURY SECRETARY?

Henry Paulson was appointed Secretary of the Treasury on June 19, 2006. He previously served as chairman and chief executive officer of Goldman Sachs (1999 – 2006) and as staff assistant to President Nixon's White House Domestic Council (1972-1973). He worked at the Pentagon from 1970 - 1972.[2],[3]

WHAT IS THE CURRENT U.S. TREASURY SECRETARY'S OPINION ON INTERNATIONAL FINANCIAL INSTITUTIONS?

Secretary Paulson testified before the House Committee on Financial Services on the State of the International Financial System on June 20, 2007. In his testimony, he identified the following as key U.S. policy priorities for international financial institutions such as the IMF and World Bank:

- Promoting private sector-led growth, reducing poverty, fighting corruption, and assisting post-conflict countries in rebuilding their war-torn economies.
- Ensuring the institutions measure, report and demonstrate results concretely and consistently; and allocate more resources to countries that are reforming and performing well
- Improving work in fragile states such as Afghanistan and Liberia
- Increasing transparency of the Bank's country operations
- Increasing attention to debt sustainability in poor, debt vulnerable countries
- Continuing efforts to fight against corruption.

CAMPAIGN ACTIONS

Show the next U.S. president your “picture” of leadership on global poverty. Our goal is to have thousands of debt and poverty advocates from around the country send a clear message to the presidential candidates: “Picture an End to Global Poverty: Cancel debts! More and better aid!” We want to give our future leaders a clear picture of what real leadership on debt and extreme poverty looks like! To help candidates get the picture we have an exciting challenge for you.

✪CLICK YOUR PIC OF NEW LEADERSHIP✪

It’s simple. Take a picture that sends the message of the campaign, and your group’s picture could be featured in a Jubilee USA newspaper advertisement calling on the presidential candidates to picture an end to poverty and debt. Just follow these steps:

1. **GATHER A GROUP** of classmates, co-workers, faith community members, friends, or any other group you want to be in the picture.
2. **CREATE A SIGN THAT CLEARLY DISPLAYS THE CAMPAIGN MESSAGE:** *“Picture an End to Global Poverty: Cancel debts! More and better aid!”*
3. **PICK A CREATIVE THEME OR SETTING FOR THE PICTURE.** Use the campaign color: yellow or use a setting or theme that conveys a key idea in the campaign, such as debt, poverty, leadership, justice, the presidency, etc. The more creative and captivating the better!
4. **TAKE THE PICTURE.**
5. **SIGN THE PETITION** and encourage others in your community sign along with you. You can download a paper copy of the petition or sign it online by going to www.jubileeusa.org.
5. **SEND A COPY OF YOUR PICTURE & PETITION** with your name, address, phone, email and an explanation of the picture via email to Mercedes@jubileeusa.org or snail mail to: Jubilee USA Network, 212 E Capitol St NE, Washington, DC 20003. Jubilee USA will personally deliver the photos and petitions to Senator Obama and Senator McCain’s campaign offices.

PLEASE SUBMIT PHOTOS BY TUESDAY, OCTOBER 21, 2008

SHOW THE CANDIDATES WHAT LEADERSHIP ON GLOBAL POVERTY AND DEBT LOOKS LIKE!

ALREADY TAKEN THE GROUP PICTURE CHALLENGE? Read on for ideas to help you educate the candidates and mobilize others in your community. No matter what, don't forget to take pictures to demonstrate that thousands of people around the country are working for an end to debt and poverty. The group that takes the best picture will be honored in a feature article on the Jubilee website and in Jubilee's fall newsletter.

We're happy to help you implement any of the ideas below! Please contact the Jubilee National Field Organizer Mercedes Mack at mercedes@jubileeusa.org or 202.783.3566 x100 with your questions, ideas or just to let us know what you're up to!

INTRODUCE YOUR FAITH COMMUNITY TO JUBILEE

Jubilee's message of justice and hope resonates with the teachings of many faith traditions. Introduce Jubilee into one of your religious services by using resources from the Jubilee website Jubilee Sabbath/Sunday Resource Packet, or by simply signing petitions and/or taking pictures at your church with the campaign message. You can find special worship resources at <http://www.jubileeusa.org/get-active/jubilee-congregations.html>.

PASS OUT PICTURE NEW LEADERSHIP FLIERS AND COLLECT PETITION SIGNATURES IN YOUR COMMUNITY

The power of this campaign comes from mobilizing new advocates to take action. Engage your community. Pass out fliers and collect signatures at community meetings, street fairs, religious services... wherever you can!

BE VISIBLE AT PRESIDENTIAL CAMPAIGN EVENTS

Bird-dogging. Ask candidates/speakers at campaign events if they will appoint a treasury secretary who will lead the struggle against global poverty and create a cabinet level department for global development.

Petition signatures. Collect signatures from participants at presidential campaign events.

Fliers: Pass out "picture new leadership" fliers at local events.

Visit campaign offices. Visit campaign offices to deliver photos and petitions, talk to staff and take photos.

NEWS AND MEDIA COVERAGE

Media coverage is essential to reach the candidates with our message. Check out

www.jubileeusa.org/get-active/grassroots-resources.html for resources to help you write op-eds, letters-to-the-editor or press releases. We encourage you reach out to the media within your own communities—print, radio, television, and online.

PHOTO STATION

Determine a schedule and a place in your community, or after a religious service, when people can come and have their photo taken either individually or in a group.