

SMART VOTE 2010
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 SmartVote 2010, an important effort to strengthen support in Congress for the International Affairs Budget and cultivate new champions, with a special focus on open seats.

The urgency of this outreach is clear. Since 2003, more than 40% of our champions in the House and Senate have left office – and an astonishing 80% of our Republican champions in the Senate are no longer serving.


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.smartvote2010.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.smartvote2010.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 all know the world is getting to be a much smaller place, and it's important for us to engage with the rest of the world not only to protect our own security but to expand our place in the global economy. Remarkably, we only spend about 1% of the federal budget on all these programs — from programs such as development assistance and emergency food aid, to peacekeeping and trade and export promotion. Do you agree that we need to continue and maintain International Affairs Budget funding for our development and diplomatic efforts around the world?
2. We're seeing now in Iraq and Afghanistan that it's not only important for us to have a strong military to bring peace, but to also have efforts to build schools and hospitals to support the local population and help them rebuild their communities. Secretary of Defense Gates has been very clear about how the U.S. will not be able to "capture or kill our way to victory" in our fight against terrorists. Do you agree that strong diplomatic and humanitarian efforts, alongside our military efforts, are necessary to accomplish the job?
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 with Secretary Clinton that we must utilize strong diplomatic and humanitarian efforts, alongside our military efforts, to meet the challenges we face around the world?
4. **For Republican Candidates:** President George W. Bush left a legacy of strong support for the International Affairs Budget, including signature initiatives such as his Plan for Emergency AIDS Relief (PEPFAR) and the Millennium Challenge Corporation (MCC). He designated the International Affairs Budget as part of America's national security funding, along with Defense, Veterans and Homeland Security. Do you agree with President Bush that we must utilize strong diplomatic and humanitarian efforts, alongside our military efforts, to meet the challenges we face around the world?

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 at a time when we need to work on our image around the world. When people in other countries see America helping them, they are less likely to wish us harm, which keeps us safer here at home.

For instance, now that our troops are leaving Iraq and our civilian forces are staying to continue rebuilding the country, we need to provide those still there with the resources they need to finish the job.

For the past decade, there has been strong and growing bipartisan support for greater investments in the International Affairs Budget. Nearly 300 Democratic and Republican Members of Congress have gone on the record in the last year in support of increasing the International Affairs Budget and funding for development and diplomacy. They've been joined by:

- All eight former Secretaries of State
- Over 50 leading U.S. businesses – from Caterpillar to Wal-Mart
- Defense Secretary Robert Gates, Chairman of the Joint Chiefs of Staff Admiral Michael Mullen, and dozens of retired military leaders.

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.smartvote2010.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. Nearly 300 Democratic and Republican Members of Congress – 59 Senators and 217 Representatives – have gone on the record in the last year in support of increasing the International Affairs Budget and funding for development and diplomacy. They've been joined by:

- All eight former Secretaries of State signed a letter to Congress in April in support of increasing the International Affairs Budget. (show Secretaries of State letter, Page 23)
- Over 50 leading U.S. businesses – from Caterpillar to Wal-Mart – wrote Congress in June in support of increasing the International Affairs Budget. (show Business Leaders Letter to Congress, Page 24)
- Defense Secretary Robert Gates, Chairman of the Joint Chiefs of Staff Admiral Michael Mullen, and dozens of retired military leaders (show Military Leaders Letter to Congress, Page 27)

For Republican Candidates


President George W. Bush left a legacy of strong support for the International Affairs Budget, including signature initiatives such as his Plan for Emergency AIDS Relief (PEPFAR) and the Millennium Challenge Corporation (MCC). He designated the International Affairs Budget as part of America's national security funding, along with Defense, Veterans and Homeland Security.

For Democratic Candidates

President Obama's FY11 International Affairs Budget request elevates the importance of the "smart power" tools of diplomacy and development, increases America's civilian capacity, and provides greater investments in long-term development programs critical to achieving U.S. foreign policy goals.

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.

 **ONLINE** Download a fact sheet for your state at www.smartvote2010.org

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).

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

“Smart power is a bi-partisan effort and I support smart power tools of diplomacy and development because they are critical to tackling the root causes of terrorism. By supporting overseas allies, these tools help create jobs here at home by building new markets for our exports, and they ensure America’s proud tradition of humanitarian aid.”

“I support the critical diplomatic and development efforts the International Affairs Budget helps fund to strengthen America’s security and economic interests around the world and to 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. Nearly half of U.S. exports now go to developing nations, so an investment in the International Affairs Budget not only protects (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.



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

Only 1.4% of the federal budget went to the International Affairs Budget in FY10, 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.smartvote2010.org



ON THE NEXT PAGES

Use this **4-Page 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.

What in the **World** do these
important voices **agree** on?

51 former generals and admirals

8 former Secretaries of State

50 leading American businesses

217 Representatives

59 Senators

1 Chairman of the Joint Chiefs of Staff

1 Secretary of Defense

1 Secretary of State

PUTTING SMART POWER TO WORK

Smart Power is using all our foreign affairs tools to keep our economy growing and nation secure, while demonstrating our humanitarian leadership in the world.

The extraordinary global challenges and opportunities of the 21st century call for strong U.S. leadership and a new vision of America's engagement with the world. The security threats we face today are not only conflicts between nations, but disease, famine, instability and hopelessness that can create conditions where extremism and conflict take root. America's security and prosperity are inextricably linked with the security and prosperity of all nations. That's why we need a smart power national security—one that elevates diplomacy and development alongside a strong defense—to help build a better, safer world.

The International Affairs Budget funds America's smart power tools of diplomacy and development, supporting our embassies and diplomatic presence abroad, humanitarian programs that help improve lives, and programs that help U.S. businesses export and market their goods abroad. These programs work together to help promote national security and U.S. economic prosperity and to demonstrate our humanitarian values to the world.



DID YOU KNOW? International Affairs spending represents only a little over 1% of the total federal budget?

Smart Power at a Glance

Keeping America Safer:

- Stabilizes weakened states
- Assembles international anti-terrorism coalitions
- Combats weapons proliferation
- Fights global crime and drug trafficking
- Promotes international understanding

Building Economic Prosperity:

- Creates jobs
- Promotes market access and global trade
- Supports small and medium enterprise development
- Advocates for American business overseas
- Promotes economic development

Demonstrating our Humanitarian Values:

- Alleviates poverty
- Expands access to health care and basic education
- Combats the spread of infectious diseases
- Supports victims of disaster and conflict
- Strengthens democratic institutions and civil society
- Engenders good will



Keeping America Safe by promoting stability and peace abroad



Building economic prosperity and creating opportunity around the world

Leaders across the political spectrum agree strengthening our civilian capacity pays dividends by building a better, safer world.

"It has become clear that America's civilian institutions of diplomacy and development have been chronically undermanned and underfunded for far too long—relative to what we traditionally spend on the military, and more important, relative to the responsibilities and challenges our nation has around the world."

—Secretary of Defense Robert Gates

"The United States must combine its strong military with robust, effective civilian tools of international development and diplomacy to secure its national interests in an era when many of the challenges of the 21st century recognize no borders."

—Letter to Congress signed by 51 retired generals and flag officers from all branches of the military

"The programs supported by the International Affairs Budget are as essential to our national security as defense programs. Development and diplomacy protect our nation by addressing the root causes of terrorism and conflict. But it's not just about security. By building new markets overseas for American products, the International Affairs Budget creates jobs and boosts the economy here at home."

—Former Secretary of Homeland Security Tom Ridge

"Increasing the investment in our civilian international capabilities will keep America safer by addressing the root causes of terrorism and extremism, supporting key allies, and demonstrating America's proud tradition of global leadership. We must guarantee that our nation is fully equipped to address the array of challenges and opportunities that exist around the world today."

—Letter to Congress signed by every living former Secretary of State

"I understand the value of an investment—and the importance of getting a good return on your dollar. And that's what we get when we fund our diplomatic efforts and international programs. Yes, it means needed humanitarian relief. Yes, it means more security for the American people in these troubled times. But from years of our company's experience, it also means jobs right here at home."

—James W. Owens, Chairman & CEO, Caterpillar



Demonstrating our humanitarian values by addressing global health and poverty



Creating jobs and markets for U.S. goods—exports create 1 of 5 American jobs



The U.S. Global Leadership Coalition (USGLC) is a broad-based influential network of 400 businesses and NGOs; national security and foreign policy experts; and business, faith-based, academic and community leaders in all 50 states who support a smart power approach of elevating development and diplomacy alongside defense in order to build a better, safer world. Our national leadership includes:

ADVISORY COUNCIL



Gen. Colin L. Powell
Honorary Chair

Madeleine K. Albright
James A. Baker, III
Samuel R. Berger
James J. Blanchard
Harold Brown
Zbigniew Brzezinski
Frank Carlucci
Warren Christopher
William Cohen
Tom Daschle
Lawrence Eagleburger
Mickey Edwards
Thomas S. Foley
Bill Frenzel
Bill Frist

Ben Gilman
Chuck Hagel
Lee H. Hamilton
Gary Hart
Dennis M. Hertel
Carla Hills
Robert Kasten, Jr.
Tom Kean
Henry A. Kissinger
Jim Kolbe
Bob Livingston
Connie Mack, III
Sam Nunn
Paul O'Neill
William J. Perry

John Edward Porter
Condoleezza Rice
Tom Ridge
Chuck Robb
James Schlesinger
George P. Shultz
David E. Skaggs
Steve Solarz
Lawrence Summers
J.C. Watts
Vin Weber
Alan Wheat
Timothy E. Wirth
James Wolfensohn

NATIONAL SECURITY ADVISORY COUNCIL

Comprising 70 three- and four-star generals and admirals

General Michael W. Hagee
USMC (Ret.), Co-Chair

Admiral James M. Loy
USCG (Ret.), Co-Chair

COALITION MEMBERSHIP

The USGLC's membership includes over 400 businesses and non-profits, including AIPAC, Boeing, CARE, Caterpillar, Catholic Relief Services, General Electric, Microsoft, Lockheed Martin, Pfizer, Save the Children, U.S. Chamber of Commerce, Wal-Mart, World Vision and many more. A full list can be viewed at www.usglc.org.

PUTTING SMART POWER TO WORK



Madeleine K. Albright
Co-Chair



Tom Ridge
Co-Chair

The USGLC works in our nation's capital and across the country to educate and inspire support from the public and policymakers on the importance of civilian-led tools of development and diplomacy. By advocating for increases in the International Affairs Budget, the USGLC is working to make the smart power tools of development and diplomacy a keystone of America's engagement with the world.

The USGLC is a resource for you. Please visit our website to learn more about smart power and the International Affairs Budget.
www.usglc.org



ON THE NEXT PAGES

These one-page documents give you and your congressional candidates quick access to the most important facts about the International Affairs Budget.

Smart Power Fact Sheet

Building Economic Prosperity

Now more than ever, America's economy is linked with the global marketplace and dependent on worldwide trade and economic growth. Over the past 40 years, trade has tripled as a share of our economy and today more than 1 out of 5 American jobs is tied to international trade. America's fastest growing markets—representing roughly half of U.S. exports—are in developing countries. The International Affairs Budget is critical to promoting U.S. exports, protecting intellectual property rights, and advocating for American businesses abroad. U.S. businesses and entrepreneurs 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.



International Affairs Budget at Work

The smart power tools funded by the International Affairs Budget promote global opportunities for American businesses by:

Creating American Jobs and Increasing Exports

Exports are the growth engine for the U.S. economy and account for more than 1 out of every 5 American jobs. In order to ensure competition between American and foreign exporters, the Export-Import Bank provides financing for export programs where private sector financing is not available and enables U.S. companies—large and small—to turn export opportunities into real sales.

Helping Small and Medium Sized Businesses Compete

America's fastest growing markets—representing roughly half of U.S. exports—are developing countries. The Overseas Private Investment Corporation (OPIC) provides political risk insurance and financing for private U.S. initiatives and investment, especially small business and microfinance, in 156 developing nations around the world.

Promoting Trade

The U.S. Trade and Development Agency (USTDA) identifies and prepares development projects with a high likelihood of U.S. manufactured goods being used during implementation. Approximately \$35 in U.S. exports results from every \$1 invested by USTDA.

Advancing U.S. Commercial Interests

Ensuring that private sector business concerns are represented in our diplomatic outreach is a key objective of the Office of Commercial and Business Affairs within the State Department, which works to promote U.S. business interests overseas.

Numbers That Matter

\$510 billion Amount U.S. exported to developing countries in 2009.

97% Almost every U.S. business that benefits from exports is a small or medium sized enterprise.

7% Increase in employment for every 10% increase in exports.

6 Other countries spend 6 times more than the U.S. to help small business exports.

\$1 Each dollar the U.S. spends to promote exports brings \$40 overall back to our economy.



Smart Power Fact Sheet

Keeping America Safe

Threats to U.S. safety and security are no longer limited to conflicts between nations. Fueled by extremism and instability, today's challenges include terrorism, global pandemics, famine, and the complex challenges of fragile states. Responding to these types of threats requires strong development and diplomacy capabilities in addition to our military strength. The International Affairs Budget provides extensive counter-terrorism and counter-insurgency assistance to countries of high-priority for national security, such as Afghanistan, Iraq, Pakistan, Somalia, and Yemen. These civilian-led 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. Investments in development and diplomacy reduce the burdens on our men and women in uniform and diminish the likelihood of costly military involvement.



International Affairs Budget at Work

The smart power tools funded by the International Affairs Budget strengthen America's national security by:

Supporting Our Allies

Providing security assistance to train and equip militaries for countries such as Egypt, Israel, Jordan, and Mexico strengthens our alliances with these partners. Close cooperation with foreign militaries promotes American military standards and practices, democratic values and respect for human rights.

Combating Weapons Proliferation

Non-proliferation programs promote close cooperation with countries such as Pakistan and Russia, working to secure their nuclear arsenals and prevent the spread of nuclear weapons and weapons of mass destruction to terrorists and rogue states.

Fighting Global Crime and Narcotics Trafficking

Working to fight organized crime abroad reduces the entry of illegal drugs into the U.S. Funding policing and judicial programs that combat transnational crime and narcotics activity in countries such as Afghanistan, Colombia, Iraq, and Mexico leads to less crime and violence at home.

Training Peacekeepers

The U.S. has trained more than 100,000 peacekeepers from other nations over the past five years, greatly reducing the threat of war and violence. U.S. supported peacekeepers currently operate in the Democratic Republic of the Congo, Liberia, Somalia, Sudan, and elsewhere.

"It has become clear that America's civilian institutions of diplomacy and development have been chronically undermanned and underfunded for far too long—relative to what we traditionally spend on the military, and more important, relative to the responsibilities and challenges our nation has around the world."

– Secretary Of Defense Robert Gates



Smart Power Fact Sheet

Demonstrating Our Humanitarian Values

Efforts to reduce poverty around the world have made extraordinary progress as a result of decades of bipartisan investments in global challenges like HIV/AIDS, infant mortality, and hunger, but much work remains to be done. In addition, our interconnected world brings the potential damaging effects of diseases like tuberculosis or political instability from food shortages closer to home. The International Affairs Budget showcases America's innovation, goodwill and compassion for those in need while investing in strategic programs that help people help themselves. Our work to save lives, improve living conditions, and expand education has helped build a safer, healthier, and more prosperous world and enabled countless individuals and communities to pull themselves out of poverty.



International Affairs Budget at Work

The smart power tools funded by the International Affairs Budget demonstrate our humanitarian values by:

Saving Lives

Global health initiatives have reduced worldwide deaths in children under 5 by 50% and improved the lives of millions so that they can lead productive lives. Vaccination and maternal health programs have also helped to combat the spread of infectious diseases such as HIV, malaria, and tuberculosis and nearly eradicate diseases like polio.

Alleviating Poverty and Hunger

Fostering economic opportunity and addressing chronic hunger helps the two billion people living on less than \$2 a day create a better life for themselves, their families, and their communities.

Protecting our Global Environment

Programs that support sustainable use of natural resources, including irrigation projects, water resources management, and ecotourism training, lessen food insecurity and reduce pressures on limited resources that can lead to conflict.

Providing Relief to Victims of Disaster

Responding to natural catastrophes saves lives, helps reduce the outbreak of disease or conflict, and builds a foundation for successful recovery and reconstruction. After the Haiti earthquake, U.S. efforts to provide clean water actually reduced the incidence of diseases such as typhoid and cholera below pre-quake levels.

Numbers That Matter

99% Global reduction in polio cases due to increased vaccination over the last 20 years.

20% Increase in a developing country's wages for every year girls go to school beyond fourth grade.

55 million People helped through U.S. assistance after foreign disasters last year.

50% Reduction in percentage of child deaths worldwide since 1960.

88% Percentage of USAID-funded microfinance recipients worldwide who become self-sustaining business owners.





ON THE NEXT PAGES

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



SECRETARIES OF STATE LETTER TO CONGRESS

April 27, 2010

Dear Member of Congress:

As former Secretaries of State who have served in either Democratic or Republican administrations, we urge you to support the FY 2011 International Affairs Budget request. There is broad bipartisan agreement in Congress -- as well as among current and past administrations -- that programs funded by the International Affairs Budget provide critical investments in global development, diplomacy and democracy. We know from our collective experience that these strategic tools are essential to achieving our goals of protecting national security, building economic prosperity, and providing humanitarian assistance.

In order to accomplish those goals, the U.S. requires a full range of civilian and military options. Yet, despite modest increases over the last decade, the International Affairs Budget remains under-funded. It represents less than 1.5 percent of all federal spending. As a result, our civilian-led development and diplomatic efforts are often hindered, thus placing unnecessary burdens on our men and women in uniform.

Increasing the investment in our civilian international capabilities will keep America safer by, among other things, addressing the root causes of terrorism and extremism, supporting key allies, and demonstrating America's proud tradition of global leadership. This is why we join Defense Secretary Robert M. Gates and national security and foreign policy experts from across the political spectrum to support an increase in the International Affairs Budget. We must guarantee that our nation is fully equipped to address the array of challenges and opportunities that exist around the world today.

We urge you to support the funding level proposed by President Barack Obama for the International Affairs Budget and to oppose any effort to cut that request. This is one area where Democrats and Republicans can agree and should come together to help ensure a more secure and prosperous future for our nation.

Sincerely,

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

James A. Baker
U.S. Secretary of State, 1989 - 1992

Warren Christopher
U.S. Secretary of State, 1993-1997

Lawrence S. Eagleburger
U.S. Secretary of State, 1992-1993

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

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

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

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



**BUSINESS LEADERS TO CONGRESS:
SUPPORT INTERNATIONAL AFFAIRS BUDGET**

June 8, 2010

Dear Member of Congress:

We are writing to urge your support for the International Affairs Budget and its important investments that help spur U.S. economic growth. The importance of the International Affairs Budget's development and diplomacy programs to U.S. national security and our moral leadership is well recognized. However, the vital role these programs play in creating American jobs and trade is not fully appreciated.

Now more than ever, America's economy is linked with global trade and economic growth. Over the past 40 years, trade has tripled as a share of our national economy. Today, 1 out of 5 American jobs are tied to international trade. America's fastest growing markets -- representing roughly half of U.S. exports -- are developing countries. Export promotion programs funded by the International Affairs Budget are essential to expanding U.S. trade in these emerging markets and are indispensable to reaching President Obama's goal of doubling exports within five years.

U.S. businesses and entrepreneurs benefit significantly from programs in the International Affairs Budget that provide technical assistance, identify business opportunities, and build stronger legal and economic policy regimes that help developing countries become more reliable trading partners. The International Affairs Budget is critical to promoting U.S. exports, protecting intellectual property rights, and advocating for American businesses abroad.

The International Affairs Budget is a fundamental tool for advancing U.S. economic and strategic interests around the world. That is why we urge you to support the President's FY 2011 request for the International Affairs Budget. Representing less than 1.5% of the total federal budget, it is a smart economic investment in a stronger and more prosperous future for American workers and businesses.

Sincerely,

Signed by over 50 Corporate Leaders:

Aerospace Industries Association (AIA)

Remy Nathan, Assistant Vice President, International Affairs

Amway Corporation

Richard N. Holwill, Vice President, Public Policy

Amgen

Paul I. A. Moen, Director, International Corporate Affairs

ARD

Jan Auman, President

Biotechnology Industry Organization

Sean Darragh, Executive Vice President

Boeing

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

Business Council for International Understanding

Peter Tichansky, President

Business Roundtable

Brigitte Gwyn, Senior Director, Congressional Relations

Campbell Soup Company

Kelly D. Johnston, Vice President, Government Affairs

Cargill

Van Yeutter, Director International Business Development

Caterpillar

Bill Lane, Washington Director of Government Affairs

Chevron

Lisa Barry, President and General Manager of Chevron Government Affairs

Cisco Systems, Inc.

Michael Timmeny, Vice President, Government Affairs

Citigroup

Laura Lane, Managing Director and Head of International Government Affairs

Coalition for Employment through Exports

John Hardy, President

Computer and Communications Industry Association

Edward J. Black, President & CEO

Corporate Council on Africa

Stephen Hayes, President & CEO

Creative Associates International

Charito Kruvant, President & CEO

DAI

James J. Boomgard, President & CEO

DHL

Wolfgang Pordzik, EVP Corporate Public Policy

DuPont

Barry Granger, Vice President for Government Marketing & Government Affairs

Eli Lilly and Company

Harrison C. Cook, Vice President for IGA

FMC Corporation

Jerry Prout, Vice President Government Affairs

General Electric Corporation

Nancy Dorn, Vice President, Corporate Government Relations

GlaxoSmithKline

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

Google

Bob Boorstin, Director of Corporate and Policy Communications

John Deere

Vanessa Stiffler-Claus, Director, International Affairs

Johnson & Johnson

Craig Kramer, Vice President, International Government Affairs

Kraft Foods

Ken Roberts, Director, International Business Relations

Land O'Lakes

Chris Policinski, President & CEO

Lockheed Martin Corporation

Gregory R. Dahlberg, Senior Vice President, Washington Operations

Mars

Deb Atwood, Director, Corporate Affairs and Public Policy

Microsoft

Fred Humphries, Managing Director for U.S. Government Affairs

Motorola

Karen P. Tandy, Senior Vice President, Public Affairs & Communications

National Foreign Trade Council

William A. Reinsch, President

National Retail Federation

Erik Autor, Vice President, International Trade Counsel

Northrop Grumman Corporation

David F. Stafford, Vice President, Federal Agencies

Pioneer Hi-Bred International

Jeffrey D. Rowe, Vice President, Biotech Affairs & Regulatory

Pfizer

Joseph M. Damond, Vice President, International Trade Policy

Procter & Gamble

Carolyn Brehm, Vice President, Global Government Relations

PhRMA

Brian C. Toohy, Senior Vice President, Pharmaceutical Research and Manufacturers of America

Raytheon

Pete Martinez, Vice President, International Business Development

RTI

Lon E. Maggart, Executive Vice President, International Development

Seaboard Corporation

Steve J. Bresky, President & CEO

Thales USA, Inc.

Francis X. 'Chip' Sheller
Vice President, Government Relations & Communications

United Technologies Corporation

Jeremy Preiss, Vice President, Chief International Counsel

UPS

Selina Jackson, Vice President, International Public Affairs

U.S. Chamber of Commerce

John Murphy, Vice President, International Affairs

U.S.-Russia Business Council

Edward S. Verona, President and CEO

Wal-Mart

Sarah Thorn, Senior Director, Federal Government Relations

Xerox

Michele Cahn, Vice President, External Affairs



MILITARY LEADERS LETTER TO CONGRESS

March 10, 2010

Dear Member of Congress:

As retired officers of the U.S. military across all branches of the armed services, we are writing to express our support for the President's FY 2011 International Affairs Budget request, a fundamental pillar of U.S. national security and foreign policy. The critical programs in the International Affairs Budget invest in the non-military tools of development and diplomacy, foster economic and political stability on a global scale, strengthen our allies, and fight the spread of poverty, disease, terrorism and weapons of mass destruction.

Continuing the bipartisan precedent set by the Bush Administration, the Obama Administration views the International Affairs Budget as part of the national security funding alongside Defense, Homeland Security, Intelligence, and Veterans programs. However, the International Affairs Budget remains under-funded, representing 1.4 percent of the entire federal budget and less than 7% of our total national security funding.

Our view is shared by Defense Secretary Robert Gates, who has stated that "America's civilian institutions of diplomacy and development have been chronically undermanned and underfunded for far too long – relative to what we traditionally spend on the military, and more important, relative to the responsibilities and challenges our nation has around the world." Secretary Gates and other military leaders believe, as we do, that our national security is dependent not only on a strong military force but also on increased investments in the full range of diplomatic, development and humanitarian tools funded through the International Affairs Budget.

The United States must combine its strong military with robust, effective civilian tools of international development and diplomacy to secure its national interests in an era when many of the challenges of the 21st century recognize no borders. While our military power can provide the logistics and organizational support to help those in need in times of humanitarian crisis, as demonstrated by our current efforts in Haiti, it can only help create the conditions necessary to allow the other tools of statecraft – our diplomatic, development and humanitarian programs – to effectively address these issues.

Balancing our military power with the range of International Affairs programs funded by the International Affairs Budget is critical to stabilizing fragile states, combating terrorism, and deterring threats before they reach America's shores. Therefore, we urge you to support no less than the Administration's request of \$58.5 billion for the International Affairs Budget.

Sincerely,

A handwritten signature in black ink that reads "M. W. Hagee".

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

A handwritten signature in black ink that reads "James M. Loy".

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

See attached signatory list of 50 military leaders



NATIONAL SECURITY ADVISORY COUNCIL

CONGRESSIONAL LETTER SIGNATORIES

MARCH 10, 2010

Charles S. Abbot, USN (Ret.)
Deputy Commander in Chief,
U.S. European Command (‘98-‘00)

General John P. Abizaid, USA (Ret.)
Commander, U.S. Central Command (‘03-‘07)

Admiral Frank L. Bowman, USN (Ret.)
Director, Naval Nuclear Propulsion (‘96-‘04)

General Charles G. Boyd, USAF (Ret.)
Deputy Commander in Chief,
U.S. European Command (‘92-‘95)

Admiral Archie R. Clemins, USN (Ret.)
Commander in Chief, U.S. Pacific Fleet (‘96-‘99)

General Richard A. “Dick” Cody, USA (Ret.)
Vice Chief of Staff, United States Army (‘04-‘08)

**Lieutenant General John B. Conaway,
USAF (Ret.)**
Chief, National Guard Bureau (‘90-‘93)

**Lieutenant General John Costello,
USA (Ret.)**
Commanding General, U.S. Army Space and Missile
Defense Command/U.S. Army Space Command
(‘98-‘01)

Admiral James O. Ellis, Jr., USN (Ret.)
Commander, U.S. Strategic Command (‘02-‘04)

Admiral Thomas B. Fargo, USN (Ret.)
Commander, U.S. Pacific Command
(‘02-‘05)

Admiral S. Robert Foley, USN (Ret.)
Commander-in-Chief, U.S. Pacific Fleet (‘82-‘85)

**Lieutenant General Robert G. Gard, Jr.,
USA (Ret.)**
President, National Defense University (‘77-‘81)

**Admiral Edmund P. Giambastiani, Jr.,
USN (Ret.)**
Vice Chairman of the Joint Chiefs of Staff (‘05-‘07)

Vice Admiral Lee F. Gunn, USN (Ret.)
Inspector General, U.S. Navy (‘97-‘00)

General Michael W. Hagee, USMC (Ret.)
Commandant, U.S. Marine Corps (‘03-‘06)

General Richard E. Hawley, USAF (Ret.)
Commander, Air Combat Command (‘96-‘99)

General Richard D. Hearney, USMC (Ret.)
Assistant Commandant, U.S. Marine Corps (‘94-‘96)

General James T. Hill, USA (Ret.)
Commander, U.S. Southern Command (‘02-‘04)

Lieutenant General Patrick M. Hughes, USA (Ret.)
Director, Defense Intelligence Agency (‘96-‘99)

Admiral James R. Hogg, USN (Ret.)
U.S. Military Representative,
NATO Military Committee (‘88-‘91)

General James L. Jamerson, USAF (Ret.)
Deputy Commander in Chief,
U.S. European Command (‘95-‘98)

Admiral Gregory G. Johnson, USN (Ret.)
Commander, U.S. Naval Forces Europe/Commander in
Chief, Allied Forces Southern Europe (‘01-‘04)

Admiral Jerome L. Johnson, USN (Ret.)
Vice Chief of Naval Operations (‘90-‘92)

General John P. Jumper, USAF (Ret.)
Chief of Staff, U.S. Air Force (‘01-‘05)

General Paul J. Kern, USA (Ret.)
Commanding General,
U.S. Army Materiel Command (‘01-‘04)

General William F. Kernan, USA (Ret.)
Supreme Allied Commander,
Atlantic/Commander in Chief,
U.S. Joint Forces Command (‘00-‘02)

Admiral Charles R. Larson, USN (Ret.)
Commander, U.S. Pacific Command (‘91-‘94)

Vice Admiral Stephen F. Loftus, USN (Ret.)
Deputy Chief of Naval Operations for Logistics (‘90-‘94)

General John Michael Loh, USAF (Ret.)
Commander, Air Combat Command (‘92-‘95)

Admiral T. Joseph “Joe” Lopez, USN (Ret.)
Commander in Chief, U.S. Naval Forces
Europe/Commander in Chief,
Allied Forces Southern Europe (‘96-‘98)

Admiral James M. Loy, USCG (Ret.)
Commandant, U.S. Coast Guard (‘98-‘02)

General Dan McNeill, USA (Ret.)
Commander, International Security Assistance Force in
Afghanistan (‘07-‘08)

**Lieutenant General Paul T. Mikolashek,
USA (Ret.)**
The Inspector General, U.S. Army/Commanding
General of the Third U.S. Army Forces Central
Command (‘00-‘02); Commanding General, Southern
European Task Force (‘98-‘00)

Admiral Robert J. Natter, USN (Ret.)
Commander in Chief, U.S. Atlantic Fleet/Commander, Fleet
Forces Command (‘00-‘03)

Lieutenant General Gregory S. Newbold, USMC (Ret.)
Director of Operations, J-3 Joint Staff (‘00-‘02)

**Lieutenant 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)

**Lieutenant General Charles P. Oxtott,
USA (Ret.)**
Deputy Chairman, NATO Military Committee (‘90-‘92)

Admiral William A. Owens, USN (Ret.)
Vice Chairman, Joint Chiefs of Staff (‘94-‘96)

Admiral Joseph W. Prueher, USN (Ret.)
Commander in Chief, U.S. Pacific Command (‘96-‘99)

**Lieutenant General Harry D. Raduege, Jr.,
USAF (Ret.)**
Director, Defense Information Systems Agency (‘00-‘05);
Manager, National Communications System (‘00-‘03);
Commander, Joint Task Force for Global Network
Operations (‘04-‘05)

Vice Admiral Norman W. Ray, USN (Ret.)
Deputy Chairman, NATO Military Committee (‘92-‘95)

General Robert W. RisCassi, USA (Ret.)
Commander in Chief, United Nations Command/
Commander in Chief, Republic of Korea/U.S.
Combined Forces Command (‘90-‘93)

General Peter J. Schoomaker, USA (Ret.)
Chief of Staff, U.S. Army (‘03-‘07)

General Henry H. Shelton, USA (Ret.)
Chairman, Joint Chiefs of Staff (‘97-‘01)

Admiral Leighton W. Smith, Jr., USN (Ret.)
Commander in Chief, U.S. Naval Forces Europe/
Commander in Chief, Allied Forces Southern Europe
(‘94-‘96)

Admiral William D. Smith, USN (Ret.)
U.S. Military Representative,
NATO Military Committee (‘91-‘93)

General Carl W. Stiner, USA (Ret.)
Commander in Chief,
U.S. Special Operations Command (‘90-‘93)

Admiral Carlisle A. H. Trost, USN (Ret.)
Chief of Naval Operations (‘86-‘90)

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)