



Spring semester 2018 campaign #2

Development Finance

March 30-May 13, 2018

THE ISSUE

Most of the time, ONE advocates for traditional poverty-focused assistance: programs funded with grants that do not need to be repaid. This type of assistance helps countries address humanitarian disasters as well as basic needs, like nutrition, medical care, and good governance. These programs are critical and there is no substitute for them. In 2018, we will continue to fight to protect this less than 1% of our federal budget that saves millions of lives.

However, foreign aid alone is not enough to end extreme poverty. The investment of America's private sector in the economic growth of developing countries could be a transformative force for good, but is currently massively under-utilized. Private sector investments are needed in developing countries to build infrastructure, increase energy access, start businesses, create jobs and ultimately to reduce the need for American foreign aid.

Poor countries struggle to attract outside the investors needed to create jobs and generate economic growth. To take advantage of this challenge and opportunity, the United States must find ways to encourage the private sector to invest in developing countries and help them build on effective foreign assistance programs and grow their way out of poverty.

THE CAMPAIGN

At the end of February, Sen. Bob Corker (R-TN), Sen. Chris Coons (D-DE), Rep. Ted Yoho (R-FL_03), and Rep. Adam Smith (D-WA_09) introduced the **Better Utilization of Investments Leading to Development Act (BUILD Act) of 2018** in both chambers of Congress (S. 2463/H.R. 5105). The BUILD Act is designed to supplement the work of traditional U.S. aid programs by bringing tens of billions of dollars in new private-sector investment into the fight against extreme poverty – helping American entrepreneurs build infrastructure projects, create first-time access to electricity, start businesses, and expand their reach in growing markets.

The bill achieves this by merging multiple government programs into one **Development Finance Corporation (DFC)**. American businesses interested in pursuing opportunities in high-risk areas will be able to get assistance from this new entity that they could not receive from a private bank. By mitigating the risk, entrepreneurs can take advantage of new opportunities and create jobs in developing markets – and nothing can help a person climb out of poverty better than a good paying job! You can find a full one-page summary of the bill [here](#).

We are aiming to pressure lawmakers into passing this bill before adjourning at the end of the year.

We're asking you to urge your school's Senators and Representative to co-sponsor this bill. If your Member of Congress has already co-sponsored, we need you to thank him/her for doing so! **Our**

collective goal is for ONE Campus chapters to get 1,000 handwritten messages to Congress by the end of the semester.

THE ADVOCACY ACTIONS

- 1) **Handwritten messages to Congress.** Use the sample letter at the bottom of the toolkit to generate handwritten letters to your school's Senators and Representative. If you are tabling or need a way for people to write a quick message to your Member, you can order BUILD Act advocacy cards by emailing your ONE Campus Manager. Be sure to report your letters by submitting [a data spreadsheet](#) with the name and email of each person who wrote a message on the [Report Actions page](#) of the ONE Campus website within **48 hours**.
- 2) **In-District Deliveries** – Once you send a report to ONE Headquarters, deliver your letters and cards to your local Senator/Representative's office.
- 3) **Factivist Fridays** – On Fridays, your ONE Campus Manager will send out a text message to Campus Leaders, their Executive Boards, and action-takers in targeted districts asking them to call their Member and ask them to take action. This action will vary depending on the individual Member of Congress and the status of the bill. Send your ONE Campus Manager phone numbers of anyone you want to make sure receives a text!

SAMPLE LETTER

Tips:

- Have people write three letters--one to your school's Rep and two to each of your school's Senators. Have them write to their hometown Rep and Senators, too, for a grand total of six letters if they have time.
- If your Representative or Senators have already co-sponsored the BUILD Act, turn this sample letter into a letter thanking him or her for doing so. This will help ensure they vote for the bill when it eventually comes up for a vote, and will make them more likely to encourage other Members of Congress to co-sponsor, too.
- Be sure to report your letters by submitting [a data spreadsheet](#) with the name and email of each person who wrote a message on the [Report Actions page](#) of the ONE Campus website within **48 hours**.

Dear Senator/Representative _____,

As someone who cares about poverty alleviation in the developing world as well as the success of American business, I am urging you to cosponsor/support the Better Utilization of Investments Leading to Development (BUILD) Act (S. 2463/H.R. 5105). This bill will create the Development Finance Corporation to mobilize private-sector investments to encourage private sector investments that support sustainable economic growth and long term paths out of poverty in lower- to middle-income countries.

[INSERT PERSONAL REASON FOR SUPPORTING THE BUILD ACT]

The BUILD Act is a smart, efficient way to complement foreign aid that will benefit American companies and workers while doing a world of good in developing nations. Nothing can help a person climb out of extreme poverty better than a good job. Please help Americans and those in developing nations alike by cosponsoring/supporting the BUILD Act. I look forward to your response.

Sincerely,

[NAME]

[SCHOOL]

[ADDRESS]

[CITY, STATE, ZIP]

[EMAIL]

[PHONE NUMBER]

TALKING POINTS

THE MESSAGE

The BUILD Act would bring tens of billions of dollars in new private-sector investment into the fight against extreme poverty by helping innovative American entrepreneurs build infrastructure projects, create first-time access to electricity, start businesses, and expand their reach in growing markets.

- 1. The BUILD Act is an innovative way of bringing tens of billions of new private-sector dollars into the fight against extreme poverty.**
 - The bill reimagines American engagement with developing countries by helping entrepreneurs invest tens of billions of untapped dollars into developing countries
 - It would merge several federal programs into a new “Development Finance Corporation” that would make loans, invest, and forge partnerships with innovative entrepreneurs who want to do business in developing countries
 - Once on its feet, the new Development Finance Corporation would be self-sustaining. American taxpayers would not pay into it, and it would very likely return money to the Treasury
 - This bill is a creative, efficient, and effective way of generating new resources for the fight against extreme poverty

- 2. Working in partnership, foreign assistance and private investment are an incredibly powerful force for good in developing countries.**
 - Nothing can help a person climb out of extreme poverty better than a good job
 - While the U.S. government’s development assistance helps countries address basic needs, like nutrition, medical care, and governance, private investment can help create jobs, offer first-time access to electricity, and grow markets
 - Foreign aid and private investment in developing countries complement each other, working together to help create the conditions for communities to climb out of poverty

3. The BUILD Act would make it easier for American businesses to operate in developing countries.

- At its core, this bill would mitigate the risk to American companies that choose to do business in developing countries
- The bill creates new tools to help the government support and partner with promising entrepreneurs

4. The BUILD Act would accelerate the modernization of America's engagement in developing countries.

- For years, Republicans and Democrats in Congress have worked together to change the way the U.S. engages developing countries from charity to partnership
- Foreign assistance programs have been reformed and modernized to make sure that every dollar invested in overseas development is spent efficiently and effectively
- This innovative bill is the next step in that effort, leveraging America's private sector to create economic partnerships and ultimately reduce the need for taxpayer-funded foreign assistance