

**MICROBUSINESS CAUCUS
ONLINE ORGANIZING CAMPAIGN**

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TOPLINE MESSAGES:

- 1.** As the Etsy community grows and more Americans join the micro-business workforce, **we need to work together to create an economy that supports all workers and their families regardless of how they work.**
- 2.** Government programs and policies for small businesses do not address the challenges faced by Etsy's sellers and have **created sharp disparities in access to economic opportunities and social safety nets.**
- 3.** **Tell your members of Congress join a Microbusiness Caucus** that protects the microbusiness interests through policy change and legislation.

TALKING POINTS:

- Because Etsy's microbusiness owners work outside of the traditional employment relationship, **they are greatly impacted by policies** that affect their:
 - o ability to provide benefits like healthcare and disability insurance for themselves and their families
 - o connection to new customers and community around the world due to net neutrality laws
 - o ability to ship their handmade goods across borders under international trade laws
- **Due to limited government statistics and lack of in-depth studies** on the microbusiness economy, Congress does not have a firm understanding of the challenges faced by Etsy sellers.
- **More than 1 in 10 Americans who are self-employed or independent workers are sellers on Etsy.** Participants in the gig economy and their families should have access to a social safety net that protects them in times of need.
 - o In 2010, the Affordable Care Act became law and made healthcare insurance accessible to millions of people. Now in 2017, **the plan to repeal and replace the ACA can impact Etsy's micro-business owners' access to health care** for themselves and their families.
- While some members of Congress like Senators Elizabeth Warren and Sherrod Brown are already advocating for self-employed and independent workers, it is imperative that every member of Congress champion this ever-growing constituency and enact policies that advances their economic opportunity and security.
 - o **In 2010, 40% of the workforce consisted of independent workers.** As this number continues to grow, it is important for gig workers—including 1.7 million Etsy sellers—to have equal representation and equal voice in politics on policies that affect how they provide for themselves and their families.

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- **A successful economy is one that guarantees a social safety net for everyone who works, regardless of how they work.**
- By working closely with Congress, Etsy can provide an improved economic model to provide fair and equitable opportunities to all. We believe that this safety net can be achieved through:
 - o a user-friendly portal to manage all benefits regardless of income source
 - o an universal tax withholding option for both W-4 and W-9 to fund the benefits
 - o a single MyFlex account with pre-tax income for monthly expenses to manage income fluctuation
 - o an updated Earned Income Tax Credit to protect individuals from long-term job loss and prevent them from falling into poverty
- **All workers should have equitable access** to healthcare, retirement, disability insurance, and pre-tax savings, among other social safety net programs **for themselves and their families regardless of their income source.**

EMAIL

FROM:

Rachel Riesenberg, Etsy
(Etsy seller, Fox and Fawn Handmade, California)

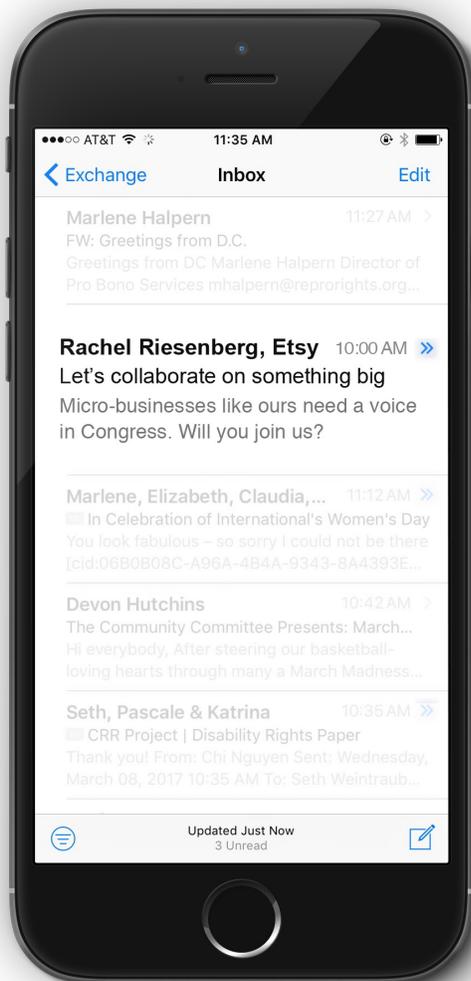
SEGMENTATION SUGGESTIONS:

Etsy sellers based in California

Etsy sellers based in Washington D.C.

Etsy sellers who have never taken an action

Etsy sellers who opened their businesses within the last 6 months



SUBJECT LINE & PREVIEW TEXT

Let's collaborate on something big

Micro-businesses like ours need a voice
in Congress. Will you join us?

Let's collaborate on something big

Hi Laura,

It's Rachel from Etsy's Fox and Fawn Handmade.

Etsy sellers like us face unique challenges. Though we get to do what we love, our income can drastically fluctuate from month-to-month. Access to employment benefits like healthcare, retirement savings, and disability insurance for ourselves and our families might be out of reach due to high costs. Without an open Internet and trade-friendly policies, we have no way of reaching all 28.6 million costumers from around the world.

That's why we are asking members of Congress to join a Microbusiness Caucus to enact policies that advance our business opportunity and security. Will you ask your elected officials to do the same?

Today, I'm meeting with members of Congress in Washington alongside 12 other creative entrepreneurs from around the country to discuss issues that affect our micro-businesses.

The Microbusiness Caucus would guarantee that Etsy sellers and other independent workers have equal representation and equal voice on policies that affect how we provide for ourselves and our families.

It's time for members of Congress to champion innovative economic initiatives so more Americans can succeed while doing what they love.

Send a message to your elected officials and ask them to join a Microbusiness Caucus so they can advocate for you and your business.

Though we are small, we are mighty.

Thank you for being a huge part of our community,

Rachel Riesenber
Owner of Fox and Fawn Handmade

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Etsy Success
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Following

You built your business from the ground. It's time for members of Congress to advocate for your success: etsy.me/smallbutmighty.



Etsy
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Following

Psst... Your favorite Etsy makers need your help. Will you ask Congress to support their businesses? Learn more: etsy.me/smallbutmighty

