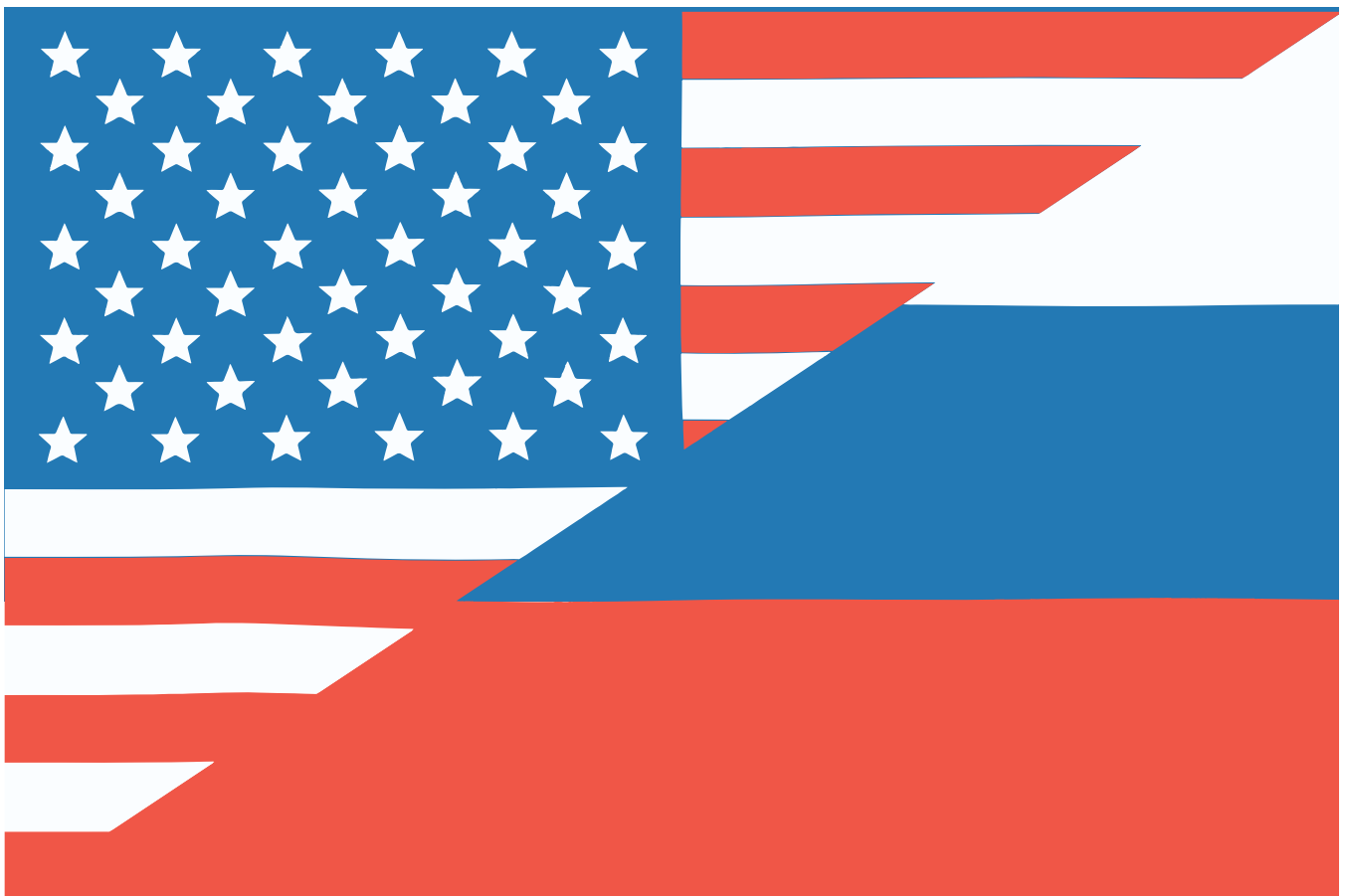


# INVESTIGATE RUSSIAN TIES TOOLKIT



# HOW TO USE THIS TOOLKIT

**Stronger NC** is committed to making activism easy. However, we require your collective efforts in order to carry out our glorious grassroots and advocacy campaigns.

**W**e have put together a toolkit to equip you in dealing with an old threat that has become new again, one that should have you on red alert, one that should rattle the Republican apparatchik, one that should make you put down the vodka and loudly exclaim Nyet! – we are of course referring to Trump’s Russian ties (not to be confused with the neckties that your racist uncle wears, those are made in China).

President Reagan once referred to the Soviet Union as an evil empire and categorized the struggle against them as one between good and evil. He famously implored the leader of the Soviet Union to tear down the Berlin Wall. Today, President Trump regularly praises Russian President Vladimir Putin and frequently obfuscates his relationship with Russia. He famously implored Putin to hack Hillary’s email.

The irony is thick, but this shouldn’t take away from the very serious allegations. Trump and his allies’ ties to Russia are the single most important national issue right now. This goes beyond Trump’s noxious flattery of Putin and tawdry bathroom humor involving prostitutes and urination – this involves misbehavior at the highest level, and it hints of treason. Of the issues and scandals that we know of, Trump’s Russian ties are the most damning, and the one most likely to bring down his presidency.

That’s exactly why the great people of Stronger NC have made this toolkit – to cut through the propaganda, and give you facts, talking points, and messages that you can use to raise awareness with politicians, the press, and your friends. We have included sample talking points, social media, a call script, letters to the editor, a letter to your representative, and a sample letter to Senator Richard Burr.

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We are confident that with great labor we will fulfill this plan. Move forward, as victory is near!

Iskrenne Vash (Yours Sincerely),  
The Stronger NC Communications Team

P.S. “Moë sudno na vozdušnoj poduške pol-no ugrej” is Russian for “My hovercraft is full of eels.”

# BACKGROUND

## A FORBIDDEN BROMANCE

Trump has regularly lavished praise on Putin. For specifics, see these articles from CNN and the Washington Post. The compliments began well before the 2016 election – in October of 2007 Trump told Larry King “[Putin’s] doing a great job in rebuilding the image of Russia and also rebuilding Russia period.”

All of this comes at a time of increased Russian aggression internationally and a concentrated move domestically to take Russia back to a one party system, with Putin and his United Russia party as the leaders. Trump’s praise of Putin makes sense – on a personal level he admires Putin’s autocratic leadership style which mirrors his own style in business and now politics.

Republicans have pushed back on Trump’s remarks over the years, but so far it’s just been words. Speaking of words, unfortunately Trump’s praise of Putin is just the tip of the iceberg.

## THE RUSSIAN TIES THAT BIND

Trump and multiple associates have ties to Russia. It makes it more fun if you sing their names like the Billy Joel song “We Didn’t Start the Fire.” If things continue like they have been pretty soon we will have enough names for a complete song.

Donald Trump, Jared Kushner, Jeff Sessions, Donald Jr.  
Tevfik Arif, Roger Stone, Rex Tillerson  
Carter Page, Felix Sater, Paul Manafort, Alex Shnaider  
Don’t forget Michael Flynn - hope you enjoy learning Russian  
We didn’t start the fire...

Surely all of these people can’t be engaged in nefarious dealings you say? You could be correct, but unfortunately all we have is their word, which moves us to our last category...

## OBSTRUCTION

It would be ideal if we could know about all of Trump’s business dealings with Russia, but unfortunately he still refuses to release his tax returns. Before the election he said it was because he was being audited. Since then he’s come up with numerous excuses for why he continues to stonewall the public.

Let’s not forget about more overt attempts to obstruct justice. Trump’s Chief of Staff Reince Priebus contacted the FBI and asked them to refute media reports about the ties. In addition the White House asked prominent senior Republican leaders such as North Carolina’s own Richard Burr to knock down these stories in the press. Burr just happens to be chairman of the Senate intelligence committee. In addition, both House Speaker Paul Ryan and Senate Majority Leader Mitch McConnell have refused to investigate.

# TALKING POINTS

TRUMP AND HIS ALLIES' TIES TO RUSSIA IS THE SINGLE MOST IMPORTANT NATIONAL ISSUE RIGHT NOW.

We must not let this issue leave the spotlight. We must keep pressure on our politicians to treat this issue with the seriousness that it deserves.

## OUR SPECIFIC DEMANDS

Trump and his associates disclose all of their ties to Russia.

Trump release his tax returns to allow an open examination of any business ties to Russia.

Our politicians name an independent nonpartisan special prosecutor to immediately investigate.

Use the messaging in this document to keep Russia in the news. Post to your social media accounts and contact your members of congress to make sure that they support the above demands.

Most importantly, as residents of North Carolina we have the unique opportunity to demand action from Senator Burr. Even though this is a national issue, Republicans will still try to paint calls from outside the state in a negative light. Burr cannot hide behind this with us – we are his constituents, he works for us.

## DEMAND THAT

Senator Burr support a nonpartisan independent investigation. Your voice is counted. When speaking with anyone who works for Burr, let them know you are a constituent, and specifically give them your zip code.

## WHAT ARE THE RUSSIAN TIES?

### INFORM YOURSELF

Visit these websites to learn more. News breaks fast, so you may want to bookmark these sites for the latest info:

[www.nytimes.com/topic/destination/russia](http://www.nytimes.com/topic/destination/russia)

[www.washingtonpost.com](http://www.washingtonpost.com)

[www.politico.com/news/russia](http://www.politico.com/news/russia)

[www.vox.com/russia](http://www.vox.com/russia)

[www.facebook.com/newsandguts](http://www.facebook.com/newsandguts)

### THE LEGENDS

Reporters, writers, analysts and security experts are usually a few paces ahead of everyone else.

[@MalcolmNance](https://twitter.com/MalcolmNance) [@Khanoisseur](https://twitter.com/Khanoisseur)

[@TheRickWilson](https://twitter.com/TheRickWilson) [@LeahMelrath](https://twitter.com/LeahMelrath)

[@SarahKenzior](https://twitter.com/SarahKenzior)

### INVESTIGATIVE REPORTING

Follow these journalists for news as it breaks.

[@GlenThrush](https://twitter.com/GlenThrush) [@MaggieNYT](https://twitter.com/MaggieNYT) [@BrianStelter](https://twitter.com/BrianStelter)

[@JRubinblogger](https://twitter.com/JRubinblogger) [@EzraKlein](https://twitter.com/EzraKlein) [@GrahamDavidA](https://twitter.com/GrahamDavidA)

# SOCIAL ACTIVISM

**Share, tweet and share some more:** Social media Activism is often used as a form of media activism. Because of the interactive features and widespread adoption users can quickly disseminate information and rally supporters to get a message across.



@SenatorBurr cut the #RussianTies. Support a nonpartisan independent investigation.

@SenatorBurr #RussianTies don't look good on the US. Support a nonpartisan independent investigation.

@SenatorBurr no one looks good in #RussianTies. Support a nonpartisan independent investigation.

@SenatorBurr you are nothing more than Trump's errand boy. Do the right thing and support a #RussianTies investigation.

They've got nothing to hide! Really! #RussianTies

"Izmennik" is Russian for traitor. Investigate the #RussianTies now!

PSA for @realDonaldTrump and Trump supporters: Here's a link to a playing of your national anthem. <https://youtu.be/AOAtz8xWM0w> #RussianTies

We must know the extent of Trump's #RussianTies. Demand that @realDonaldTrump release his tax returns.

Postcards are back in style. Let's send a couple thousand of these to Richard Burr. #RussianTies <http://strongernc.org/wp-content/uploads/RussianTies-postcard-burr.pdf>

We all have that family member that doesn't shut up about Trump. Send them one of these. #RussianTies. <http://strongernc.org/wp-content/uploads/Russian-Ties-postcard-blank.pdf>

We have a right to know if this guy is pulling the strings. Investigate the #RussianTies now! <http://www.businessinsider.com/list-of-people-putin-is-suspected-of-assassinating-2016-3>



I demand that Senator Burr tell us the truth about his #RussianTies. Support a nonpartisan independent investigation!

Senator Burr #RussianTies don't look good on you or the United States. Support a nonpartisan independent investigation.

Senator Burr no one looks good in #RussianTies. Support a nonpartisan independent investigation.

Senator Burr stop being Trump's errand boy. Support a nonpartisan independent investigation into Trump's #RussianTies.

I remember the good old days, back when colluding with Russia was considered treasonous. #RussianTies

One of these things is not like the other. One of these things just doesn't belong.

Remember when Republicans stood up to Trump?  
THEN - President Reagan: Mr. Gorbachev tear down this wall!  
NOW - President Trump: If Putin says great things about me, I'm going to say great things about him.  
It's time to investigate the #RussianTies!

Postcards are back in style. Let's send a couple thousand of these to Richard Burr. #RussianTies <http://strongernc.org/wp-content/uploads/RussianTies-postcard-burr.pdf>

Remember the holidays? Remember that family member that wouldn't shut up about Trump? Send them one of these. #RussianTies. <http://strongernc.org/wp-content/uploads/Russian-Ties-postcard-blank.pdf>

This photo is fake. Trump's ties to Russia are real. I know which one I find most disturbing. [http://www.dailysquat.com/wp-content/uploads/2016/08/Coz\\_b\\_9XEAAATTRl.jpg](http://www.dailysquat.com/wp-content/uploads/2016/08/Coz_b_9XEAAATTRl.jpg)

This is not what democracy looks like! Investigate Trump's #RussianTies now! <https://www.nytimes.com/2016/07/28/us/politics/donald-trump-russia-clinton-emails.html>

**NEED IMAGES TO POST?**

<https://goo.gl/rnjEum>

# MAKING THE CALLS

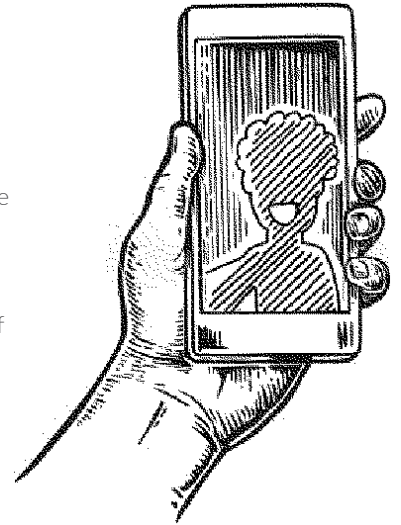
## GENERAL SCRIPT

**TIP TO REMEMBER:** Get your representative on the record for supporting a nonpartisan independent investigation into Trump's Russian ties. Even if they are a Democrat, call to make sure. Be polite and let them know up front that you are a constituent.

Hello, my name is \_\_\_\_\_ and I am a constituent of yours at zip code \_\_\_\_\_.

I'm calling about the Trump administration's ties to Russia. Colluding with a foreign power and tampering with an election jeopardizes our democracy as well as our national security.

Are you in favor of nonpartisan independent investigation into Trump's Russian ties?



## RICHARD BURR'S OFFICE SCRIPT

Keep the pressure on Burr to support a nonpartisan independent investigation. Be firm, but polite.

Hello, my name is \_\_\_\_\_ and I am a constituent of yours at zip code \_\_\_\_\_.

I'm calling about the Trump administration's ties to Russia.

At the White House's request Senator Burr spoke out against these allegations. This puts him at odds with his responsibility as chairman of the Senate intelligence committee to conduct an unbiased investigation.

I respectfully ask that Senator Burr do the right thing and support a nonpartisan independent investigation into the administration's ties.

# HOW-TO LETTERS

## WHAT IS A LETTER TO THE EDITOR?

A letter to the editor is a letter written to the Editor of a newspaper. The letter is an opportunity for you to express your opinion about a recent article published in the paper or an issue in the news. Letters to the editor are usually found in the first section of the newspaper or on the editorial page.

## LETTERS TO THE EDITOR ALLOW ACTIVISTS TO...

- 01 | Reach a broader audience than you normally would have;
- 02 | Hold your local journalists accountable;
- 03 | Present alternative views on political issues.

## GUIDELINES FOR GETTING YOUR LETTER PUBLISHED

Most newspapers publish guidelines with their specific requirements for getting a letter published, but here are some general rules that will help you get your letter to the editor published.

- 01 | Include your name and address and a telephone number where you can be reached.
- 02 | Be respectful and courteous, even when disagreeing with the Editorial Board about a specific issue.
- 03 | Be specific. If you are in support of Obamacare, for example, mention the specific reasons why. Provide examples.
- 04 | Cite your sources. If you include any quoted material, be sure to correctly cite your source or attribute the quote.
- 05 | Spellcheck your letter and use proper grammar. Refer to *The Elements of Style* for an overview of effective writing.
- 06 | Make your point as clear and concise. Letters are much more likely to be published if they are 300 words or less.

# SAMPLE LETTERS

## SAMPLE | LETTER TO THE EDITOR

Dear Editor,

I am writing to express my support for a nonpartisan independent investigation into the Trump administration's ties to Russia. Trump's Russian ties threaten our national security as well as our democracy.

During the election Trump not only verbally cozied up to authoritarian Vladimir Putin, but also encouraged Russia to hack Hillary's emails. If that wasn't bad enough nearly a dozen of Trump's associates have been tied to Russia. Since Trump continues to resist demands to release his tax returns, we have no way of knowing the involvement of him and his companies. In addition, the Trump administration has used eye-raising methods to suppress the story, including having our very own Senator Burr deny these accusations.

Given Senator Burr's chairmanship of the Senate intelligence committee, the conflict of interest is obvious and so is the solution. Senator Burr must support a nonpartisan independent investigation into the Trump administration's Russian Ties.

'Where there's smoke, there's usually fire' the old saying goes. Only a nonpartisan independent investigation will be able to see through the smoke of this troubling issue.

Sincerely,  
[YOUR NAME]

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## SAMPLE | LETTER TO REPRESENTATIVE

[INSERT FULL NAME]  
[INSERT ADDRESS]

[INSERT DATE]

Dear [INSERT REPRESENTATIVE'S TITLE]:

As your constituent I am urging you to address the serious issue of the Trump administration's ties to Russia and support a nonpartisan independent investigation into this issue.

Russian tampering in our Presidential Election calls into question the sanctity of the democratic institution of free elections. The continued revelations about Trump and his friends' ties to Russia raises issues of national security. Unfortunately due to Senator Richard Burr's connection to the Trump administration, we can no longer trust the Senate intelligence committee to conduct a fair investigation. The only solution that will guarantee impartial results is to have nonpartisan independent investigation. I urge you to support such an investigation in the [HOUSE/SENATE].

I will follow up with your staff by phone this week to hear more about how you plan to address this issue. I look forward to hearing how you will address Trump's Russian.

Sincerely,  
[YOUR NAME]  
[COUNTY]  
North Carolina



## SAMPLE | LETTER TO SENATOR BURR

The below can be appropriated for either a standard election, or if you want to send a message with a little pizzaz, one of Stronger NC's postcards. These postcards have already been addressed to Senator Burr and include all of his addresses for your convenience.

Senator Richard Burr

[CHOOSE ADDRESS FROM THIS WEBSITE THAT HAS BOTH HIS LOCAL AND DC OFFICE LOCATIONS]

[INSERT DATE]

Dear Senator:

As a constituent of yours it troubles me greatly to hear about you defending the Trump administration's Russian ties at the behest of the White House. While you are welcome to your opinion, as chairman of the Senate intelligence committee that is investigating these claims we expect that you will be impartial. Unfortunately your actions have called your impartiality into question.

As a citizen of the great state of North Carolina I am urging you to do the right thing and to not embarrass us even further. You have a responsibility not only to your constituents, but also to the nation. Please support a nonpartisan independent investigation.

Sincerely,  
[YOUR NAME]  
[COUNTY]  
North Carolina