

ADVOCACY TOOLKIT

TAX THE RICH!

Advocacy Toolkit for Tax Justice and Equitable Taxation in Kenya

Can Kenya get wealth taxation right?



NAVIGATION

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HOW TO USE THIS BOOKLET

You do not have to read this toolkit from beginning to end. Section 1.2 shows you where to start depending on what you need. Image frames throughout are sized for campaign assets and can be replaced with your own artwork.

REFERENCE

Definition of Key Tax and Fiscal Terms

Shared language matters. Use these definitions consistently so that advocates, partners and audiences work from the same understanding.



REFERENCE

Definition of Key Tax and Fiscal Terms

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Tax Justice

The principle that taxation should be fair and equitable, with people and businesses contributing according to their economic capacity, while public revenues are managed transparently and responsibly.

Equitable Taxation

A tax approach that considers people's ability to pay and seeks to distribute the tax burden fairly across society.

Regressive Taxation

A tax that can place a relatively greater burden on people with lower incomes because they spend a larger share of their income on taxable goods and services.

Direct Tax

A tax imposed directly on an individual's or organization's income, profits or assets, e.g. income tax.

Indirect Tax

A tax collected through the purchase of goods and services, for example Value Added Taxation and excise duty.

Wealth

The value of assets owned by an individual or household, minus liabilities or debts. Wealth can include land and property, businesses, financial assets, investments, shares and other valuable assets.

Wealth Taxation

Taxation of particular forms of accumulated wealth and high-value assets.

High-Net-Worth Individual

An individual with substantial financial or investable assets. Definitions and thresholds vary depending on the source and purpose.

Domestic Resource Mobilization

The process through which a country raises and manages resources from within its own economy to finance public priorities and development.

Tax Expenditure

Revenue that government forgoes through tax exemptions, deductions, incentives, preferential rates or other special tax treatments.

Tax Avoidance

Arranging financial affairs within the interpretation of existing laws to reduce tax obligations. Some forms may be legal while others can be subject to challenge depending on circumstances and applicable law.

Tax Evasion

The illegal deliberate non-payment or underpayment of taxes.

Illicit Financial Flows

Cross-border movements of money that are illegal in their source, transfer or use, including some forms of corruption, commercial tax-related abuses and criminal activity.

Public Spending

Government expenditure on public services, programmes, infrastructure, social protection and other public priorities.

Fiscal Justice

A broader concept concerned with fairness in how governments raise, allocate and use public resources.

1.0

About This Toolkit

What this toolkit is for, who it is for, and how to use it.



SECTION 1.0

About This Toolkit

1.1 Background

Kenya's economy has grown significantly over the past two decades. However, economic growth has not benefited everyone equally. Wealth and opportunity remain highly concentrated, while many Kenyans continue to experience poverty, unemployment, rising living costs and limited access to quality public services.

At the same time, Kenya's tax system relies heavily on consumption taxes such as Value Added Tax and excise duties, which can place a greater burden on lower- and middle-income households. This raises an important question:

Is everyone contributing to Kenya's development according to their ability to pay?

The **Tax the Rich! Can Kenya Get Wealth Taxation Right?** campaign seeks to contribute to this conversation by promoting greater public understanding of inequality, tax justice, equitable taxation and accountable public spending.

This toolkit translates evidence into practical advocacy guidance. It is designed to help civil society organizations, youth groups, researchers, media practitioners, community advocates and other stakeholders engage in informed conversations about tax justice and wealth taxation.

What this toolkit will help you do

- Understand the problem of inequality and fiscal unfairness.
- Analyze the political and institutional environment around wealth taxation.
- Identify and use credible evidence in advocacy.
- Understand who we mean by "the rich" in the context of wealth taxation.
- Develop clear, evidence-based advocacy messages.
- Identify opportunities to influence policy and public debate.
- Mobilize citizens and partners.
- Track advocacy commitments, actions and results.

IMPORTANT

This toolkit does not assume that wealth taxation is the only solution to inequality. It presents wealth taxation as **one component of a broader fiscal justice agenda** that includes progressive taxation, stronger tax administration, transparency, accountability and responsible public spending.



1.2 How to Use This Toolkit

You do not have to read the toolkit from beginning to end. Use it according to your advocacy needs.

NAVIGATION GUIDE

If you want to...	Start here
Understand the problem	1. Identify the Issue
Understand who has influence	2. Analyse the Political Economy
Find evidence	3. Build Your Evidence Base
Develop advocacy messages	4. Develop Messages & Policy Solutions
Plan your advocacy	5. Take Action
Track your progress	6. Monitor & learn



2.0

Introduction to Advocacy

Advocacy is the process of influencing decisions, policies, practices and systems to bring about positive change.



SECTION 2.0

Introduction to Advocacy

2.1 What is Advocacy?

Advocacy is the process of influencing decisions, policies, practices and systems to bring about positive change. It involves using evidence, public engagement, relationships and strategic action to influence people with the power to make or shape decisions.

Effective advocacy goes well beyond awareness creation. Think of advocacy as a journey, not a single activity.

THEORY OF CHANGE

Informed public dialogue on tax justice requires accessible evidence, trusted communication, and increased public understanding.



In the context of tax justice, advocacy helps citizens and organizations *raise awareness* of unfair tax burdens, *generate informed public debate* about how taxes are raised and spent, *influence* the passage of fairer taxation laws, *strengthen transparency and accountability* in public finance, *mobilise* people to participate in fiscal policy processes, and *promote reforms* that contribute to more equitable and inclusive development.

FOR EXAMPLE

A citizen learns that Kenya's tax system relies heavily on consumption taxes, then understands how this affects different households, which leads them to join a public discussion, engage with their representative, participate in a budget or policy process, and finally contribute to the demand for a fairer fiscal system.

2.2 What Does This Mean for the Campaign?

Tax justice advocacy focuses on creating a tax system that is **fair, equitable, transparent and accountable**. It asks a simple but important set of questions: *who pays, how much, what is taxed, who benefits, and how are public resources used?*

For this campaign, tax justice sits within a broader fiscal justice agenda. Wealth taxation is not presented as the only answer to inequality, but as one part of a wider approach that includes progressive taxation, domestic resource mobilization, and accountable public spending.

Everyone contributes according to their ability, while benefiting from fair taxation.

Advocacy efforts should go beyond the "taxing the rich" narrative to helping audiences understand why wealth is concentrated, how different taxes affect people differently, what reforms would make the system fairer, what conditions wealth taxation needs to actually work, and why fair taxation must be matched by transparent, accountable spending.

2.3 Why Advocacy Matters Now

Kenya has grown economically, yet many people still face rising living costs, unemployment, and unequal access to opportunities and quality public services. Taxation shapes what is available for healthcare, education, jobs, infrastructure, social protection and development programmes.

QUESTIONS KENYANS ARE ASKING

QUESTION

Why do everyday goods attract so much tax?

QUESTION

Should everyone contribute the same amount?

QUESTION

How is public money spent?

QUESTION

How can taxation become fairer?

3.0

The Advocacy Cycle

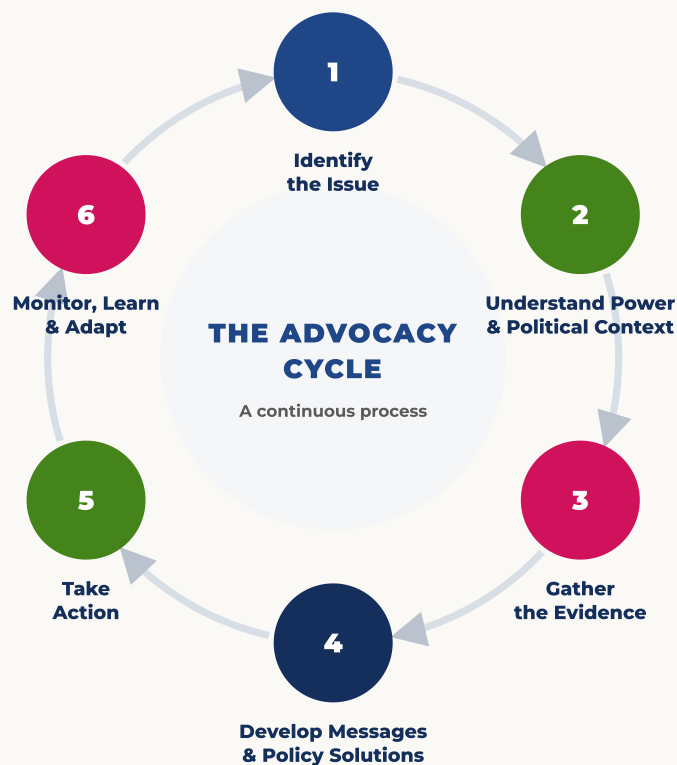
Six practical, continuous steps that feed into each other.



SECTION 3.0

The Advocacy Cycle

Effective advocacy is a continuous process. This toolkit follows six practical, continuous steps that feed into each other.



- 1 Identify the Issue**
What problem are we trying to change?
- 3 Gather the Evidence**
What does the evidence tell us about the problem, possible solutions and their feasibility?
- 5 Take Action**
Who needs to be engaged? What opportunities exist? Which channels and tactics can be used?

- 2 Understand Power and Political Context**
Who makes decisions? Who influences them? Who is affected? Who supports or opposes change?
- 4 Develop Messages & Policy Solutions**
What do we want decision-makers and the public to understand, support or act on?
- 6 Monitor, Learn & Adapt**
What changed? What worked? What did not? What should we do differently?

ADVOCACY IS NOT LINEAR

Evidence, political developments, public opinion and opportunities can change, and this campaign is not immune. Effective advocacy requires vigilance, continuous learning and adaptation at every step.



Advocacy vs. Communication

These two concepts, though closely connected, serve different purposes.

Communication	Advocacy
Shares information	Seeks to influence change
Builds awareness	Builds support for action or reform
Reaches audiences	Targets people and institutions with influence
Answers: what do people need to know?	Answers: what needs to change, and who can change it?
May measure reach and engagement	Measures influence, action and progress toward change

For this campaign we need both. **Communication** helps people understand the issue. **Advocacy** helps people use that understanding to influence change.

What makes advocacy effective?

The desk review and lessons from global tax justice campaigns point to several principles that should guide advocacy under this campaign.

- **Evidence-based:** use credible, current and understandable evidence.
- **People-centred:** connect fiscal policy to people's everyday experiences.
- **Fair and solutions-oriented:** frame the issue around fairness, equity and shared responsibility rather than punishment.
- **Accessible:** avoid unnecessary technical language and explain complex issues simply.
- **Collaborative:** build alliances across civil society, researchers, media, youth, citizens and policy stakeholders.
- **Accountable:** connect taxation with transparency and responsible management of public resources.
- **Digitally relevant:** use formats and platforms that audiences already use and understand.
- **Adaptive:** monitor conversations, political developments and audience responses, and adjust accordingly.

DID YOU KNOW?

DID YOU KNOW

Kenya's tax system relies heavily on taxes paid when people buy goods and services.

DID YOU KNOW

Public trust grows when citizens can see how tax revenue is used.

DID YOU KNOW

Many experts view wealth taxation as one tool within a broader package of fiscal reforms.

01

Identify the Issue

What problem are we trying to change?



STEP 1 • SECTION 3.1

Identify the Issue

What problem are we trying to change?

Why does tax justice matter?

Taxation is one of the most important ways governments raise resources for public services and development. But *how* taxes are raised matters just as much as *how much* is raised. A tax system can collect revenue while still placing a disproportionate burden on people with fewer resources.

The evidence reviewed for this campaign points to a key challenge in Kenya: economic growth and wealth accumulation have occurred alongside persistent poverty and inequality. The Kenya Poverty Report¹ and other evidence show that millions of Kenyans remain vulnerable to poverty, unemployment, rising costs and economic shocks, while wealth is increasingly concentrated. According to the Institute of Public Finance *Tax the Rich!* (2025) report², the wealthiest 10% of Kenyans own nearly two-thirds of the country's personal wealth, and the wealthiest 1% control more wealth than half the population combined.

Who are "the rich"?

One of the most important questions for the wealth taxation debate is: who exactly are we talking about when we say "the rich"? Avoid using "the rich" as a vague label. The campaign should instead rely on evidence and clearly defined thresholds, grounded in specifics:

- Wealth concentration
- High-net-worth individuals
- Asset ownership
- Existing tax treatment

The real question is not "do Kenyans pay taxes?" It is: does everyone contribute according to their ability to pay?

GROWTH DOES NOT AUTOMATICALLY MEAN EQUALITY

Growth can create new opportunities, but it does not automatically share them fairly. Inequality shows up in access to education, healthcare, employment and property ownership; in people's ability to withstand economic shocks; and in the opportunities available to future generations.

Understanding Kenya's tax system

There are different ways governments tax individuals, businesses and economic activity.

TYPES OF TAXATION

Tax	What is taxed?	Simple example
VAT	Goods and services	Value Added Tax included when purchasing goods or services
Excise duty	Selected goods and services	Certain fuel, alcohol, telecommunications and other products
Income tax	Income earned	Employment or business income
Corporate tax	Company profits	Tax paid on taxable business profits
Capital gains tax	Gains from disposal of certain assets	Gain made from selling an asset
Property-related taxes	Property or transactions involving property	Certain property-related charges
Wealth taxation	Accumulated wealth and assets	Taxes targeting high-value wealth or assets

Why does the mix matter?

When a government relies heavily on consumption taxes like VAT, people pay tax whenever they buy goods and services, regardless of their overall wealth. This is why tax fairness is not just about *how much revenue is collected*; it is also about *who carries the burden*.

What is wealth taxation?

Wealth taxation broadly refers to taxes applied to accumulated wealth or high-value assets such as land, property, financial assets, business ownership and investments, rather than only on income earned.

THE KEY DISTINCTION

Income is what you earn. Wealth is what you own or have accumulated. A person can hold significant wealth even if their taxable annual income does not fully reflect the value of the assets they own.

ADVOCACY TAKEAWAY

The campaign should not present wealth taxation as "punishing the rich." Instead, frame it around **fairness, ability to pay and shared responsibility**, the same idea the whole campaign is built on. See Step 4 for the full message house.



02

Understand Power and Political Context

Who makes decisions? Who influences them? Who is affected?



STEP 2 • SECTION 3.2

Understand Power and Political Context

Who makes decisions, who influences them, and who is affected?

Tax policy is not developed in isolation. Different actors have different interests, levels of influence, resources and perspectives on tax reform. Understanding who is who helps advocates target their efforts, rather than treating everyone as a single audience.

Key stakeholder groups and their potential roles

-  **Government institutions:** policy development, tax administration, revenue collection, data and asset registration, public communication and oversight.
-  **Parliament and policymakers:** legislation, budget oversight, public debate, committee processes and representation of citizens.
-  **Civil society:** evidence generation, public education, advocacy, citizen mobilization and accountability.
-  **Research institutions and academia:** generating evidence, testing policy options, modelling impacts and independent analysis.
-  **Media:** public education, investigative reporting, explaining complex policy and holding institutions accountable.
-  **Citizens and communities:** participating in public debate, asking questions, engaging in public participation and holding decision-makers accountable.
-  **Private sector and professional associations:** technical perspectives, policy dialogue and support for responsible fiscal reform.

A SIMPLE STAKEHOLDER MAPPING TOOL

Stakeholder	Interest	Influence	Position	What we need	How we engage
Policymaker	High	High	Supportive / Neutral / Opposed	Policy dialogue	Briefing
Civil society organizations	High	Medium	Supportive	Advocacy and amplification	Coalition
Media	Medium	High	Neutral	Public education	Media engagement
Research institution	High	Medium	Supportive	Evidence	Research collaboration
Digital creator	Medium	Medium / High	Neutral	Public engagement	Content collaboration

Power mapping matrix

Before you advocate, understand who influences the issue. Always ask yourself:

 DECISION MAKING Who makes decisions? Who influences decisions?	 REFORM SUPPORT Who supports reform? Who may oppose or resist it?	 AMPLIFICATION Who can provide evidence, influence opinion or amplify the issue?	 PERSUASION Who needs persuading? Who can influence the persuadable?
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PLOT STAKEHOLDERS TO DECIDE HOW TO ENGAGE

	High interest	Low interest
High influence	Manage closely. Engage directly and regularly. Involve in decisions, for example a supportive committee chair.	Keep satisfied. Keep informed at a high level and watch for shifts, for example a senior official not yet engaged.
Low influence	Keep informed. Useful allies and evidence sources. Involve in coalitions, for example a research partner.	Monitor. Low priority for direct engagement but track for changes, for example a peripheral agency.

03

Gather the Evidence

What does the evidence tell us about the problem and the possible solutions?



STEP 3 • SECTION 3.3

Gather the Evidence

Evidence gives advocacy credibility, but it is only useful if people can understand and use it.

FROM EVIDENCE TO ADVOCACY QUESTION

What the evidence tells us	Advocacy question
Wealth is highly concentrated among the wealthiest Kenyans.	What does this concentration mean for equality of opportunity?
Poverty and vulnerability remain widespread.	How can public finance reduce inequality and vulnerability?
Kenya relies significantly on indirect taxation such as VAT and excise duties that burden lower-income households.	Are people contributing according to their ability to pay?
Tax expenditures (exemptions, incentives and preferential treatments) reduce revenue available to government.	Are tax incentives generating enough public value to justify the revenue foregone?
Taxation cannot be separated from public spending. People trust taxation more when they see resources managed transparently.	How are public resources raised, allocated and spent?
Wealth taxation requires institutional capacity: strong administration, reliable asset registers, valuation systems, good data, enforcement, transparency and public trust.	What institutions and systems are needed to make taxation fair and effective?

EVIDENCE SNAPSHOT

DID YOU KNOW

Economic growth alone does not guarantee inclusive development.

DID YOU KNOW

Tax fairness depends on both how revenue is collected and how it is spent.

DID YOU KNOW

Public trust increases when taxation is matched by transparency.

DID YOU KNOW

Strong institutions are a prerequisite for effective fiscal reforms.

Turning evidence into impact

An important advocacy question remains: how much could wealth taxation raise? Where credible estimates are available, advocates should follow the evidence-to-impact chain.

**WEALTH → TAX POTENTIAL → PUBLIC REVENUE → PUBLIC INVESTMENT →
REDUCED INEQUALITY**

FOR EXAMPLE

If a given amount of additional revenue were generated from wealth taxation, what could that mean for healthcare, education, social protection or other public priorities?

Where to find reliable evidence

Use credible sources before sharing statistics. Recommended sources include the Institute of Public Finance, Oxfam Kenya and Oxfam International, the Kenya National Bureau of Statistics, the Kenya Revenue Authority, the National Treasury, the Parliament of Kenya, the Office of the Auditor-General, the International Budget Partnership, the OECD, the Tax Justice Network, the World Bank, and academic and peer-reviewed research.

EVIDENCE CHECKLIST

- ☐ Is the source credible?
- ☐ Is the information current?
- ☐ Do I understand what the statistic measures?
- ☐ Can I explain it in simple language?
- ☐ Am I presenting the statistic in its correct context?
- ☐ Can I provide the source?

04

Develop Key Messages and Policy Solutions

What do we want decision-makers and the public to understand, support or act on?



STEP 4 • SECTION 3.4

Develop Key Messages and Policy Solutions

Evidence alone does not change policy. Advocacy requires translating evidence into clear messages and practical solutions.

**Everyone contributes according to their ability.
Everyone benefits from fair taxation.**

The three message pillars

01



Fairness

Everyone should contribute according to their ability. Taxation should distribute responsibility fairly and avoid placing disproportionate pressure on people with fewer resources.

02



Accountability

Fair taxation must be matched by transparent and responsible public spending. Citizens need confidence that resources are managed responsibly.

03



Shared Prosperity

Fair taxation can create fiscal space for public services and opportunity, building a fairer society in which public resources contribute to shared development.

Audience-specific messaging

MESSAGE HOUSE BY AUDIENCE

Audience	Message	Call to action
Digitally Engaged Citizens	Fair taxation means everyone contributes according to their ability, helping finance quality public services and national development.	Learn. Ask questions. Share credible information. Join the conversation.
Civil Society & Research	Evidence-based advocacy can strengthen public understanding, accountability and informed participation in fiscal policy.	Use the evidence. Build partnerships. Amplify informed dialogue.
Digital Content Creators	Complex tax issues can be explained through simple, accurate and relatable stories.	Make the issue understandable. Challenge misinformation. Start conversations.
Media	Accurate, balanced and evidence-based reporting can help citizens understand how taxation affects their lives.	Investigate. Explain. Question. Put the numbers in context.
Polymakers & Government	Fair taxation requires strong institutions, effective administration, transparency and evidence-informed policy.	Strengthen systems. Use evidence. Engage citizens. Build trust.

SOCIAL MEDIA CARDS – ONE PER PRIORITY AUDIENCE

Hiyo tax system? Haiko sawa.

Imagine watu 7,200 wanashikilia mali zaidi ya KES 129 milioni kila mmoja. Wakilipa vizuri, fikiria allocation into health na education ya wasee.

Top 10% - 62.8% Bottom 50% - 4%

Share of Kenya's wealth - IPF, 2025

SI SAWA

Declare. Comply. Contribute fairly.

Source: Share of Kenya's wealth - IPF, 2025

HOW KENYA'S WEALTH IS SHARED

62.8% Top 10% 33% Middle 4% Bottom 50%

Fair taxation is only half the question.

The other half is where the money goes. A wealth tax could raise KES 130 billion a year. That's money for hospitals, schools and roads. Right now it isn't being collected at all.

Declare. Comply. Contribute fairly.

Source: Share of Kenya's wealth - IPF, 2025

MYTH VS FACT

MYTH "Wealth tax means my land and my car get taxed."

FACT Income tax is on what you earn. A wealth tax would start above KES 129 million; about 7,200 people in a country of 52 million.

Help us bust the myth.

Confusion is what keeps this conversation stuck. Share this, tag a friend, keep the facts moving.

STRENGTHEN THE TAX SYSTEM. TAX THE WEALTHY.

Source: Share of Kenya's wealth - IPF, 2025

KENYA CANNOT TAX WHAT IT CANNOT SEE.

Wealth taxation depends on a centralised asset register linking the Lands Registry, Companies Registry, KRA and financial institutions. The study calls for this before a wealth tax, not after.

Support stronger systems for fair and effective taxation.

Source: Share of Kenya's wealth - IPF, 2025

MEDIA FACT SHEET

The data behind the debate.

Accurate reporting on inequality starts with credible evidence.

HOW KENYA'S WEALTH IS SHARED

Wealth held by top 10%: 62.8%
Wealth held by bottom 50%: 4%
Tax revenue from consumption taxes (VAT): 56.2%

Wealth tax revenue potential — KES 130bn / year

Use the evidence. Build the coalition. Advocate for fairer taxation.

Source: 56.2% is World Bank, FY 2022/23, cited in IPF 2025

THE REVENUE KENYA IS MISSING

KES 130 BILLION EVERY YEAR

That is what a wealth tax could raise. Money for hospitals, schools and roads that is not being collected at all.

7,200 people hold assets above KES 129 million, in a country of 52 million

This is not a new tax on you. It is wealth that goes untaxed.

Support fairer, more effective taxation

Source: Oxfam Kenya and Africa Wealth Report, cited in IPF, "Tax the Rich" (2023)

Open all social media cards ↗

Responding to common arguments

Advocates should anticipate questions from their target audiences. Rather than avoiding them, prepare in advance for how to address the concerns.

Concern	How to approach the response
"Will wealthy people move their money?"	Discuss enforcement, international cooperation, policy design and administrative capacity.
"Can Kenya administer a wealth tax?"	Acknowledge institutional challenges and discuss the need for better data, asset registers and valuation systems.
"Won't businesses be affected?"	Distinguish between wealth taxation and taxation of productive economic activity, and discuss policy design carefully.
"Why tax people again?"	Explain the distinction between taxation of income, consumption and accumulated wealth.
"What about government waste?"	Acknowledge that fair taxation must go hand in hand with transparency, accountability and responsible spending.
"Why should I care?"	Connect fiscal policy to everyday issues such as public services, cost of living and opportunities.

From messages to policy solutions

Effective advocacy should answer the question: what needs to change? Potential areas for policy dialogue include:

- **Progressive taxation.** Ensure those with greater economic capacity contribute proportionately.
- **Stronger tax administration.** Strengthen systems for identifying, assessing and collecting taxes.
- **Better wealth and asset information.** Improve asset registers, data systems and valuation capacity.
- **Review of tax expenditures.** Assess whether exemptions and incentives deliver sufficient public benefit.
- **Tackling tax avoidance and illicit financial flows.** Strengthen measures that protect the domestic tax base.
- **Transparency and accountability.** Improve public understanding of how revenue is collected, allocated and spent.

05

Take Action

Who needs to be engaged, and through which channels?



STEP 5 • SECTION 3.5

Take Action

Once you understand the issue, stakeholders and evidence, the next step is to turn evidence into advocacy action.

Defining your advocacy objective

Good advocacy answers five questions:

WHAT

What needs to change?

WHO

Who can influence the change?

WHEN

When can we influence them?

HOW

How will we reach them?

ACTION

What action do we want them to take?

**We want [WHO] to [DO WHAT]
by [WHEN] because [WHY].**

EXAMPLE

We want **policymakers** to engage in evidence-informed dialogue on progressive taxation and the institutional requirements for effective wealth taxation, as a fairer fiscal system can help reduce inequality and strengthen public confidence.

Identifying your advocacy opportunities

Opportunities may include national budget processes, tax policy consultations, parliamentary committee discussions, public participation forums, policy conferences, media opportunities, research launches, international tax and development discussions, university and youth forums, digital campaigns, public debates, X Spaces and webinars, opinion articles and podcasts. Treat your calendar as a living document.

ADVOCACY CALENDAR (SAMPLE)

Opportunity	Date	Decision-maker / audience	Advocacy objective	Action
Budget process		Parliament / public	Ensure wealth tax and DRM evidence is reflected in budget submissions	Policy brief
Policy consultation		Government	Submit evidence-based comments on relevant tax proposals	Submission
Research launch		Media / public	Generate coverage and public discussion of key findings	Media engagement
Digital campaign		Citizens	Build sustained public awareness and engagement	Social campaign

Choosing your advocacy channel

Audience	Useful channels
Citizens	Facebook, WhatsApp, Instagram, X
Youth	Instagram, TikTok and Reels, X, university forums
Policymakers	Policy briefs, meetings, parliamentary forums, X
Media	Press briefings, opinion pieces, interviews
Civil society organizations	Workshops, coalition meetings, toolkits
Researchers	Policy dialogues, research publications, webinars
Digital creators	Reels, short videos, podcasts, collaboration

Advocacy becomes stronger when organizations work together. Potential amplifiers include civil society organizations, youth networks, professional associations, universities, research institutions, journalists, digital creators, policy think tanks, development partners and community organizations.

Digital Advocacy Action Toolkit

This toolkit contains the campaign's communication products to support advocacy activities. The table below summarises the tools available, what each can be used for, and where to find them.

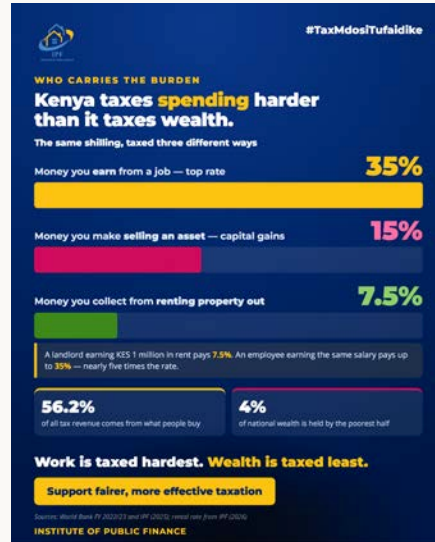
COMMUNICATION PRODUCTS AND RECOMMENDED USE

Communication tool	Recommended use	Link / reference
Advocacy Toolkit	• Understand the issue • Brief partners • Prepare advocacy messages • Support public education • Facilitate discussions	Open toolkit ↗
Infographics	• Explain statistics • Show inequality • Compare tax approaches • Explain technical concepts	Open folder ↗
Social Media Cards	• Share key facts • Address myths • Highlight quotes • Promote campaign messages • Drive people to further information	Open folder ↗
Podcast · full episode	• Explore complex issues • Feature expert voices • Share lived experiences • Generate deeper discussion	Listen ↗
Podcast · four episode cuts	• Digest the conversation one theme at a time • Give each argument its own shareable unit • Open with a recap of the previous episode • Sustain the conversation across the roll out	Open folder ↗ ↗
Videos and Reels	• Capture attention • Explain concepts quickly • Humanise the issue • Reach new audiences	Open folder ↗
Policy Brief	• Present evidence and the policy ask in a decision-ready format • Support submissions to public participation and budget processes • Provide an authoritative reference for media and partners	Read brief ↗

CAMPAIGN ASSETS

Infographics

Five infographics carrying the campaign's core evidence, sized 4:5 for mobile feeds.



Open all infographics ↗

CAMPAIGN ASSETS

Reels

Three short-form reels, one for each stage of the campaign roll out.



Why now?



Taxed on everything you spend



Hidden wealth

[Open all videos and reels](#) ↗

CAMPAIGN ASSETS

Explainer Videos and Policy Brief

Three explainer videos of three to four minutes each, plus the policy brief.

VID-01

Explainer Video 1

16:9 · 1920×1080

What is wealth tax?

VID-02

Explainer Video 2

16:9 · 1920×1080

Why does it matter?

VID-03

Explainer Video 3

16:9 · 1920×1080

What needs to happen first?



STEP 5 • SECTION 3.5

Suggested Campaign Hashtags

The campaign hashtags should be used consistently where appropriate

Primary hashtag

#TaxMdosiTufaidike

Supporting hashtags

#TaxJusticeKE

#FairTaxation

#SharedProsperity

#EveryonePaysTheirFairShare

Consider using **#TaxTheRichKE** selectively where it fits the campaign tone and platform.



06

Monitor, Learn and Adapt

What changed? What worked? What should we do differently?



STEP 6 • SECTION 3.6

Monitor, Learn and Adapt

Not every advocacy result happens immediately. Influence tends to build in stages.



What you should track consistently

Reach	Engagement	Influence	Collaboration	Action
People reached	Comments	Media coverage	Organisations using materials	Commitments made
Content views	Shares	Policymaker engagement	Partner-generated content	Policy submissions
Impressions	Reposts	Policy discussions	New partnerships	Public participation
Toolkit downloads	Questions	Invitations	Joint advocacy	Advocacy meetings
	Podcast listens	Citations of evidence		Follow-up actions
	Event participation			

Advocacy should not end when a meeting ends. Follow up, document, send reminders and engage again. Keep a simple running log of your advocacy actions and outcomes so you can see what is working over time.

SIMPLE ADVOCACY TRACKING TOOL

Date	Action	Audience	What happened?	Evidence	Next step	Responsible

Some actions will lead a stakeholder to make a specific commitment. Record these separately so they are not lost in the wider log.

COMMITMENT TRACKER

Stakeholder	Commitment (where and when)	By when?	Follow-up contact	Follow-up date	Status
					Not started / Ongoing / Completed
					Not started / Ongoing / Completed
					Not started / Ongoing / Completed

Learn and adapt

- If one message performs well, **ask why** and document the best practice.
- If people misunderstand a message, **clarify it** to ensure alignment.
- If statistics raise questions, **create explanatory content**.
- If a platform is not reaching your audience, **adapt your approach**.

4.0

Conclusion

A quick checklist, and the things most worth remembering.



SECTION 4.0

Conclusion

4.1 Quick Advocacy Checklist

Before you launch an advocacy action, ask:

- ☐ **Issue.** Have we clearly defined the problem?
- ☐ **Political economy.** Do we understand who has power and influence?
- ☐ **Evidence.** Is our evidence credible and current?
- ☐ **Policy.** Are we clear about the change we want?
- ☐ **Message.** Is the message simple and relatable?
- ☐ **Audience.** Are we speaking to the right audience?
- ☐ **Channel.** Are we using the right platform?
- ☐ **Action.** Is there a clear call to action?
- ☐ **Partners.** Who can amplify our message?
- ☐ **Follow-up.** How will we know whether our advocacy is making progress?

4.2 Key Takeaways

SIX THINGS TO REMEMBER

01**Start with the problem, not the solution**

Help people understand inequality and fiscal fairness before introducing technical policy proposals.

02**Know your audience**

Different audiences need different messages, evidence and channels.

03**Use evidence, but make it understandable**

Statistics matter, but people connect with stories, examples and everyday experiences.

04**Wealth taxation is part of a bigger conversation**

Connect it to progressive taxation, domestic resource mobilization, public services, accountability and inclusive development.

05**Anticipate difficult questions**

Address concerns about administration, capital flight, business impacts and public spending honestly.

06**Turn conversation into action**

Identify decision-makers, engage them, mobilise partners and track commitments.

Campaign Roll Out Plan

An eight-week organic campaign across four channels, with ready-to-post captions.



ANNEX 1

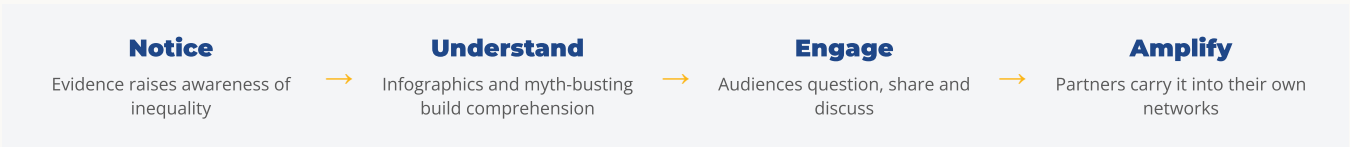
Campaign Roll Out Plan

An eight-week organic campaign across four channels, sequenced to move audiences from noticing the problem to amplifying the solution.

Three phases, eight weeks

PHASE 1 Awareness Weeks 1-2 Launch. Introduce the problem with the strongest evidence. Ask nothing of audiences yet beyond attention.	PHASE 2 Dialogue & Engagement Weeks 3-6 The bulk of the campaign. Myth-busting, storytelling, podcast, live discussion. Audiences move from watching to participating.	PHASE 3 Consolidation Weeks 7-8 Push the toolkit, recap the argument, hand the conversation to partners so it outlives the campaign.
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The audience journey these phases deliver



What we are working with

Product	Count	Format	Status
Social media cards	6	4:5, 1080×1350	Produced, revised after validation workshop
Infographics	5	4:5, 1080×1350	Produced, all figures sourced
Explainer videos	3	9:16 vertical	Scripted, not yet produced
Reels	3	9:16 vertical	Recut with podcast inserts, captioned
Podcast · full episode	1	Video, 52 min	Recorded, edited, published
Podcast · episode cuts	4	Video, 11-15 min each	Cut, with recap openers
Advocacy toolkit	1	A4	In production
Policy brief	1	A4	Published, August 2026

ANCHOR THE DATES BEFORE CIRCULATING

This plan uses relative weeks because the launch date is not fixed. Once IPF confirms it, replace Week 1 with the actual date and the rest follows. Avoid launching in a national budget week, a point raised directly in the validation workshop.

Week-by-week content calendar

Every product is placed once. The four podcast cuts follow the full episode directly, so anyone who did not watch 52 minutes at launch gets a way in within a fortnight. Six cards, five infographics, three explainer videos, three reels, the full podcast, its four episode cuts, the policy brief and the toolkit each appear exactly one time.

Wk	Phase	Content going out	Audience
1	Awareness	Launch. Full podcast episode · Card 1 <i>Haiko sawa</i> · Infographic 1 <i>Every 100 shillings</i> · Policy brief release	All five
2	Awareness	Podcast cut 1 <i>What makes a tax system fair</i> · Reel 1 · Infographic 2	Citizens · creators
3	Awareness	Podcast cut 2 <i>Who owns Kenya's wealth</i> · Card 6 <i>DRM potential</i> · Infographic 3	Media · policy
4	Engagement	Podcast cut 3 <i>Could Kenya actually do it?</i> · Reel 2 · Card 5 <i>Data behind the debate</i>	Media · citizens
5	Engagement	Podcast cut 4 <i>Myths, and what comes first</i> · Card 3 <i>Myth vs Fact</i> · Infographic 4	Creators · civil society
6	Engagement	Explainer Video 1 · X Space or live discussion · Card 4 <i>Strong institutions</i>	Government · policy
7	Reinforcement	Explainer Video 2 · Reel 3 <i>Hidden wealth</i> · Infographic 5 · Card 2 <i>Evidence</i>	Civil society · citizens
8	Reinforcement	Explainer Video 3 · Toolkit launch push · recap post · partner amplification drive	All five

WHY THE PODCAST LEADS

The three explainer videos are cut from podcast footage and end by directing viewers to the full episode. The podcast therefore has to publish first, or those calls to action point at nothing. Long-form anchor first, short-form distribution after.

Which channel carries what

Channel	Best for	Cadence and notes
Facebook	Infographics, longer captions	2–3 posts weekly. Best home for the full infographic set.
Instagram	Cards, reels, visual storytelling	3 posts + 1 reel weekly. Cards are 4:5, built for this feed.
X	Evidence, policy conversation, Spaces	Daily in active weeks. Host the week 6 Space here.
WhatsApp	Cards and short video, forwarded	Weekly ready-to-forward pack to partners. Highest-trust channel.
IPF website	Toolkit, policy brief, evidence	Always on. Every post needs somewhere to send people.

REACH DEPENDS ON PARTNERS, NOT ON US

No paid promotion. Send partners a ready-to-post pack every Monday: assets, caption, hashtag, link. Track who actually posted, not who promised.

Ready-to-post captions

Written for each finished asset. Replace **[link]** with the destination URL before posting. Keep **#TaxMdosiTufaidike** on every post; add **#TaxMdosi** where characters are tight.

Card 1 • Hiyo tax system? Haiko sawa.

WEEK 1 • CITIZENS • IG, FB, WHATSAPP

Hiyo tax system? Haiko sawa.

Wale wana pesa mob wanalipa kidogo. Sisi wa kawaida ndio tunabeba mzigo, VAT kwa unga, VAT kwa mafuta, PAYE kwa mshahara.

Top 10% wanashikilia 62.8% ya wealth ya Kenya. Bottom 50%? 4% pekee.

Na hii wealth tax? Ingeanza tu juu ya KES 129 milioni. Watu 7,200 kati ya milioni 52. Shamba yako iko safe.

Declare. Comply. Contribute fairly.

Soma zaidi 📄 [\[link\]](#)

#TaxMdosiTufaidike

Have the Sheng checked by a native speaker before this goes live. Slang dates fast and this is the one post where getting it wrong is most visible.

Card 2 • Evidence should shape Kenya's tax policy

WEEK 3 • CIVIL SOCIETY • X, FB

Fair taxation is only half the question. The other half is where the money goes.

Kenya's wealthiest 10% hold 62.8% of national wealth. The poorest 50% hold 4%.

A wealth tax could raise around KES 130 billion a year. But evidence on how revenue is collected means little without evidence on how it is spent.

Use the evidence. Build the coalition. Advocate for fairer taxation.

Access the evidence and advocacy toolkit 📄 [\[link\]](#)

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Card 3 • Myth vs Fact

WEEK 4 • CREATORS • IG, X, WHATSAPP

MYTH: "Wealth tax means my land and my car get taxed."

FACT: Income tax is on what you earn. A wealth tax would start only above KES 129 million in net wealth, the level IPF recommends so that the middle class is excluded.

That is about 7,200 people in a country of 52 million. Most Kenyans would pay nothing at all.

Strengthen the tax system. Tax the wealthy.

Share this, tag a friend, keep the facts moving.

#TaxMdosiTufaidike

The fear that ordinary property will be taxed was named in the validation workshop as the misconception most in need of clarifying. State the threshold every time. Prioritise creator partners for this one.

Card 4 • Strong institutions

WEEK 6 • GOVERNMENT • X, LINKEDIN

Kenya cannot tax what it cannot see.

Wealth taxation depends on asset registries, valuation capacity and enforcement systems that are not yet in place at scale. KRA has already created a unit to identify high-net-worth individuals. That is a start, not a finish.

The sequence the study sets out: a central asset register, then cross-border data exchange, then voluntary disclosure. Building the systems is the first policy decision, not the last.

Support stronger systems for fair and effective taxation.

Read the policy brief 📄 [link]

#TaxMdosiTufaidike

Deliberately restrained in tone. This audience responds to institutional framing, not campaign energy. Position policymakers as the people who can fix it, never as the obstacle.

Card 5 • The data behind the debate

WEEK 2 • MEDIA • X, NEWSDESKS

The data behind the debate.

- Wealth held by the top 10%: 62.8%
- Wealth held by the bottom 50%: 4%
- Revenue from consumption taxes: 56.2%
- Income tax 35% • capital gains 15% • rental income 7.5%
- Rental income tax collected: KSh 17bn, against KRA's estimate of KSh 100bn+
- Wealth tax revenue potential: around KES 130bn a year
- Recommended threshold: KES 129m net wealth, about 7,200 people

Use the evidence. Build the coalition. Advocate for fairer taxation.

Full media kit and sources 📄 [link]

#TaxMdosiTufaidike

Send directly to newsdesks as well as posting. Journalists asked specifically for revenue potential figures and primary sources.

Podcast episode

WEEK 1 • ALL AUDIENCES • LAUNCH

New episode: Can Kenya get wealth taxation right?

We sit down with Emily Ngolo and Daniel Murakaru to unpack what a wealth tax actually is, who it would affect, and what has to be in place before it could work in Kenya.

Not a soundbite. A proper conversation about inequality, fairness, and where public money goes.

Listen now 📄 [link]

#TaxMdosiTufaidike

Tag both guests and their organisations when posting. Cut three short clips for reuse in weeks 5 to 8.

Ready-to-post captions continued

Card 6 • The revenue Kenya is missing

WEEK 2 • ALL AUDIENCES • IG, X, FB, LINKEDIN

KES 130 billion. Every year.

That is what a properly structured wealth tax could raise. Money for hospitals, schools and roads that is not being collected at all.

It would apply only above KES 129 million in net wealth. About 7,200 people, in a country of 52 million.

This is not a new tax on you. It is wealth that currently goes untaxed.

Support fairer, more effective taxation.

Read the evidence 📄 [\[link\]](#)

#TaxMdosiTufaidike

The domestic resource mobilisation card. Lead with this one for policy and media audiences, since it answers why wealth taxation is an alternative rather than an addition.

EVERY CAPTION CARRIES AN ASK

Each card now closes on a policy-aligned call to action rather than a request to share. The asks are drawn from the study's recommendations: a law defining how Kenya taxes wealth, a central asset register, voluntary declaration, and progressive rates above a clear threshold.

Podcast episode captions

Four cuts of the full conversation, released weekly after the launch episode. Each one opens with a recap of the part before it.

Podcast cut 1 • What makes a tax system fair

WEEK 2 • ALL AUDIENCES • YOUTUBE, IG, FB

Part one of four.

Before you can argue about wealth taxation, you have to agree what a tax system is for.

Emily Ngolo and Daniel Murakaru go back to first principles: what the Constitution actually requires, why income and wealth are not the same thing, and why earning well does not make you wealthy.

Article 201 says the burden of taxation should be shared fairly. Start there.

14 minutes. Watch part one 🖱️ [link]

#TaxMdosiTufaidike

The foundation episode. Lead with this for audiences new to the topic, and link the full 52-minute conversation underneath for anyone who wants it all at once.

Podcast cut 2 • Who owns Kenya's wealth

WEEK 3 • MEDIA • POLICY • YOUTUBE, X, LINKEDIN

Part two of four.

7,200 people hold assets above KES 129 million. The rest of us are 52 million.

This part covers what that concentration means in practice, why the tax system leans hardest on those with least to spare, and what Parliament actually controls when a finance bill is written.

For every 100 shillings Kenya raises, about 70 goes to servicing debt.

11 minutes. Watch part two 🖱️ [link]

#TaxMdosiTufaidike

The strongest cut for media and policy audiences. Pair it with Card 6 and Infographic 3 in the same week so the DRM argument lands three ways.

Podcast episode captions continued

Podcast cut 3 • Could Kenya actually do it?

WEEK 4 • MEDIA • CITIZENS • YOUTUBE, IG, FB

Part three of four.

Say Kenya decided to tax wealth tomorrow. Could it?

This part is about the machinery: asset registries that do not speak to each other, valuation rolls decades out of date, offshore accounts nobody can see, and a threshold that would keep ordinary Kenyans out of it entirely.

Kenya cannot tax what it cannot see.

11 minutes. Watch part three 📺 [link]

#TaxMdosiTufaidike

The most technical cut, and the one that answers the “it would never work” objection. Useful for anyone who has already accepted the principle.

Podcast cut 4 • Myths, and what comes first

WEEK 5 • CREATORS • CIVIL SOCIETY • YOUTUBE, IG, TIKTOK

Part four of four.

Myth or fact: a wealth tax means every Kenyan will pay more tax.

Myth. 100% myth.

The final part runs the misconceptions one by one, then closes on what the study actually recommends: build the asset register, join cross-border data exchange, run a voluntary disclosure window, harmonise capital gains tax. Then legislate.

15 minutes. Watch part four 📺 [link]

#TaxMdosiTufaidike

The myth-busting round is the most clippable stretch in the whole conversation. Cut standalone shorts from it for creator partners.

Recap post

WEEK 8 • ALL AUDIENCES

Eight weeks. One question: does everyone in Kenya contribute according to their ability to pay?

Here is what the evidence says.

- 7,200 dollar millionaires in a country of 52 million
- The top 10% hold 62.8% of the country's wealth
- A salaried worker can pay 35% while rental income is taxed at 7.5%
- KRA estimates KSh 100bn+ in rental income tax goes uncollected each year, against KSh 17bn actually collected

This conversation does not end here. Everything we have made is free to use, share and build on.

Get the advocacy toolkit 📁 [\[link\]](#)

Asante to every organization, journalist and creator who carried this.

#TaxMdosiTufaidike

Tag every partner who posted during the campaign. Public thanks is the cheapest and most effective driver of repeat sharing in the next phase.

Explainer videos

Not yet produced. Captions will be written once the scripts are locked, since the caption has to match what the video actually says. Reel captions follow.

Explainer Video 1 • Week 2

The problem, inequality in Kenya. Open on the 62.8 / 4.2 split, close on what fair contribution would fund.

Explainer Video 2 • Week 3

What a wealth tax is and is not. The income vs assets distinction, and the 7,200 figure.

Explainer Video 3 • Week 5

What needs to happen first. The five institutional building blocks from Infographic 5.

Reel captions

Three reels cut from street interviews with five contributors, each asking the same three questions with different voices.

REEL-01 • Why now?

WEEK 4 • CITIZENS • IG, FB, TIKTOK

Why are we talking about wealth taxation right now?

We asked Kenyans. The answers were not complicated.

- People with a payslip are financing the country, and they are less than a third of it
- 7,200 millionaires. 52 million of the rest of us
- “We have a great leakage in how our taxes are being spent”

The problem is not that Kenyans refuse to pay. It is who gets asked, and what happens to the money after.

👉 [link]

#TaxMdosiTufaidike

Featuring Tatiana Gacheru, Vincent Kipchoge (IPF) and John Kotowa Otieno (KHRC). Tag each speaker and their organisation when posting.

REEL-02 • Taxed on everything you spend

WEEK 4 • CIVIL SOCIETY, CREATORS • X, IG, LINKEDIN

You spend everything you earn. They spend a fraction of theirs. Guess who the tax system leans on.

“Our tax system is mostly designed on income rather than capital. And we do know that capital actually accumulates faster than income.”

That single sentence explains why the gap keeps widening no matter how hard people work.

A small group holds most of the wealth. If that were taxed fairly, we could finance the things we are told there is never money for.

👉 [link]

#TaxMdosiTufaidike

Featuring Vincent Kipchoge (IPF), John Kotowa Otieno (KHRC) and Tatiana Gacheru. Pull the capital-versus-income line as a standalone quote card.

REEL-03 • Hidden wealth

WEEK 7 • CITIZENS, CREATORS • IG, TIKTOK, WHATSAPP

You cannot tax what you cannot see.

Land. Crypto. Assets that were never declared.

Meanwhile the mama mboga gets chased for hers.

“Even the way they usually collect taxes from these people, they come harassing them.”

What would change it? Voluntary declaration of wealth, and revenue ring-fenced for education and social protection.

Not new taxes. Fair ones.

👉 [link]

#TaxMdosiTufaidike

Measurement, review points and risks

REVIEW CHECKPOINTS

Checkpoint	What is reviewed
End of week 2	Did the launch land? Reach, shares, partner uptake. If partners are not resharing, fix that before week 3 rather than pushing more content into a void.
End of week 4	Which messages perform and which are misunderstood. Adjust captions, produce clarifying content where needed.
End of week 6	Policy engagement check. Journalist pickup, policymaker response, invitations to participate.
End of week 8	Full review against the four categories below, plus commitments honoured versus made.
Month 3	Campaign report submitted to IPF.

Reach people reached, content views, toolkit downloads. **Engagement** comments, shares, reposts, questions, podcast listens. **Influence** media coverage, policymaker engagement, citations of the evidence. **Action** commitments made, partner-generated content, follow-up meetings.

RISKS WORTH PLANNING FOR NOW

Risk	Mitigation
"They are coming for my land"	The most likely misreading. Infographic 4 and Card 3 address it directly. Put them out early rather than reactively.
Campaign reads as political	Hold the line on evidence and non-partisanship. Never name individuals. Route every claim to a published source.
A statistic is challenged publicly	Do not defend in the thread. Verify against source, correct openly if wrong.
Partners commit but do not post	Weekly pack plus named follow-up. Track posted, not promised.
Scope creep	Requests for extra channels or products are logged as findings for a future phase, not absorbed mid-campaign.
Momentum fades around week 6	Expected. The live discussion exists to re-energise. Keep one reel in reserve if it stalls earlier.

TWO OPEN ITEMS THIS PLAN CANNOT RESOLVE

The **wealth threshold figure** is still unstated, and it is the number audiences will ask for first. The **public spending data** needed to answer "where does the money go" is not yet sourced. Both were raised in the validation workshop. Neither blocks launch, but both weaken the campaign until closed.

NOTES AND SOURCES

- Kenya National Bureau of Statistics, *Kenya Poverty Report 2022* (published 2024).
- Institute of Public Finance and Oxfam, *Tax the Rich! Can Kenya Get Wealth Taxation Right?* (2025).
- Oxfam International, *Survival of the Richest* (January 2023).
- Institute of Public Finance, *The Politics of Taxing the Rich* (August 2026).

Everyone contributes according to their ability. Everyone benefits from fair taxation.

This toolkit was developed as part of the Tax the Rich! campaign, an initiative of the Institute of Public Finance in partnership with Oxfam Kenya, to promote public understanding of inequality, equitable taxation and accountable public spending in Kenya.