

TO: Interested Party and Labor Leaders**FROM: Michael J. Madigan; Chairman, Democratic Party of Illinois**

We have known for some time that 2014 would be a challenging year for Democrats. As presidential midterm elections go, we anticipated lower turnout among our base voters.

Given this expectation, we have spent the better part of the last year developing strategies to increase turnout among Democratic voters to help Democratic candidates up and down the ballot, focusing on getting likely Democratic voters registered and to the polls during early voting and on Election Day. This memo summarizes many of our efforts.

Ballot Measures

As a result of a number of questions on the fall ballot, Democratic voters have been encouraged to participate in the off-year election in greater numbers. Messages centered around these ballot measures were put into a sporadic voter outreach program the party led in coordination with a number of labor leaders. The group was headed by Mike Carrigan of the Illinois AFL-CIO, Jorge Ramirez of the Chicago Federation of Labor, Roberta Lynch of AFSCME and a number of other labor leaders.

Green Party

After the Green Party filed a slate of candidates, including a candidate against Governor Quinn, we quickly mobilized in an effort to remove the slate from the ballot. Countless hours over several weeks were spent checking signatures to successfully challenge the Green Party petitions. After a number of hearings, Green Party candidates were removed from the ballot. As past elections have shown, third-parties can sometimes pull traditional votes away from Democratic candidates, so removing the Green Party slate was a positive development for our statewide candidates, particularly the campaign of Governor Quinn.

Voter Registration

We undertook an aggressive voter registration effort around the state. The state party spent well over \$100,000 registering likely Democratic voters in many areas of Illinois.

Vote-by-Mail

Spearheaded by Senator Dick Durbin, we worked with the statewide, congressional, Senate Democratic and House Democratic campaigns to implement a Vote-by-Mail program designed to make voting as easy as possible for sporadic Democratic voters by sending them an application to vote by mail. Data is still being compiled, but many likely Democratic voters used the vote-by-mail application sent to them through this effort.

Sporadic Voter Program

Turning out Democratic voters who have a history of voting in presidential elections, but who did not vote in the 2010 election cycle, could prove to be a major key to victory for Democrats in 2014, particularly in close races.

Coalition Partners

A strong group of coalition partners was vital to putting together a strong sporadic voter program. The group raised millions of dollars to put toward the program and developed a plan to get sporadic voters to the polls.

Polling

We began the sporadic voter program with polling to determine what issues would motivate sporadic voters to get to the polls during an off-year election cycle and which sporadic voters we could most easily motivate to come to the polls. Using this information, we then developed a multi-faceted program.

Mail

Given the makeup of the sporadic universe, it was determined that the best way to specifically target these voters was to send mail directly to each voter. Our mail program focused on 4 distinct groups of voters:

- Chicago minority universe: 5 pieces to 177,228 households, targeting 195,958 individuals within these households. Overall, we mailed 886,140 pieces to this universe.
- Universe outside Personal PAC birth control universe: 5 pieces, including one social pressure piece, to 103,015 households, targeting 127,938 individuals within these households. Overall, we mailed 515,075 pieces to this universe.
- Downstate universe: 7 pieces to 56,418 households, targeting a total of 63,872 individuals within these households. Overall, we mailed 394,926 pieces to this universe.
- Statewide universe: 3 pieces, including one social pressure letter, to a universe of 324,204 households, targeting a total of 377,461 voters within these households. Overall, we mailed 972,612 pieces to this universe.

In total, we sent 2,768,753 pieces of mail for the campaign.

Digital

The sporadic universe we identified is much younger than the typical off-cycle voter. To best reach these individuals, we decided it was necessary to layer digital advertising on top of the other advertising being done through this program. To reach our audience, we used a number of online mediums including Facebook, Twitter, YouTube and Pandora as well as video and display ads that were matched from the voterfile to the computers and mobile devices of targeted sporadic Democratic voters. The advertising has resulted in more than 79 million impressions to date, meaning our targeted audience saw or heard our ads 79 million times, including 5 million views of our television commercials online. By Election Day there will be more than 120 million impressions to our targeted universe.

Radio

In studying the sporadic universe, we recognized that radio would be another effective tool in reaching the sporadic universe and encouraging sporadic voters to vote. We developed radio spots on the minimum wage and the voting rights amendment. Through our buy, we aired 427 spots on African-American radio stations and 257 spots on general audience stations.

Phone program

Another key method to connect with each of the sporadic voters in our universe was through an intensive phone program that would deliver a specific message directly to the voter and engage each sporadic voter with a push to vote. The phone program consisted of nearly a million calls to the universe, which were comprised of two robo calls with a GOTV message, a live early vote reminder call and a social pressure/GOTV call to action, and a reminder GOTV call right before Election Day.

Thank you for your continued diligent efforts in ensuring Democratic victories across the state this fall as we promote our agenda of protecting working families.