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February 22, 1995

Neal Evans, Reports Analyst
Reports Analysis Division
Federal Election Commission
999 E. Street NW
Washington, D.C. 20463

Identification Number: C00005926

Dear Neal:

With regards to our conversation, I am resubmitting our January 6, 1995 letter and memorandum outlining the Illinois Republican State Party's detailed description of the voter registration drive in response to your inquiry requesting that we provide a more detailed description for the 30-day Post General Election Report (10/20/94 - 11/28/94).

The voter registration drive conducted by the Illinois Republican State Central Committee was a generic project undertaken by the committee pertaining to the Republican Party as a whole and not any specific federal candidate.

I hope you will find the detailed explanation acceptable. Again, thank you for bringing this to our attention.

Sincerely,

Tony Leone, Asst. Treasurer
Illinois Republican Party

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January 6, 1995

Neal Evans, Reports Analyst
Reports Analysis Division
Federal Election Commission
999 E. Street NW
Washington, D.C. 20463

Identification Number: C00005926

Reference: October Quarterly Report (07/1/94-09/30/94)
12 Day Pre-General Report (10/1/94-10/19/94)

Dear Mr. Evans:

In response to your letters from December 21 and 22, 1994 asking for a more detailed description of the Illinois State Republican Party's voter registration and get-out-the-vote efforts, attached is a memorandum from Chris Dudley, the Executive Director of the Illinois Republican Party, outlining the six components of the Voter Registration and Get-Out-The-Vote efforts conducted by the Illinois Republican Party.

We have indicated in the memorandum when the federal allocation formula was used for the generic Republican Party voter registration and get-out-the-vote efforts or when the efforts were used soley for the election of our Illinois State Constitutional officers:

Governor	Jim Edgar
Lt. Governor	Bob Kustra
Attorney General	Jim Ryan
Secretary of State	George H. Ryan
Comptroller	Loleta Didrickson
State Treasurer	Judy Baar Topinka.

I hope this gives you the detailed analysis the FEC requires for our reporting. Thank you for bringing this to our attention.

Sincerely,

Tony Leone, Asst. Treasurer
Illinois Republican Party

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HAROLD B. SMITH

NATIONAL COMMITTEEWOMAN
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Dundee

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MEMORANDUM

To: Tony Leone, Assistant Treasurer

Fr: Christine Dudley, Executive Director

Re: Illinois Republican Party 1994 Generic Voter Programs

When the 1994 campaign first began, we identified five specific party building programs that the Illinois Republican Party wanted to develop in order to maximize opportunities in the election. Working with Citizens for Edgar/Kustra and Citizens for George Ryan, we coordinated these statewide voter programs to allow each individual campaign to concentrate on strategy. This coordinated effort also was more efficient and cost effective because it avoided duplication. .by the county organizations .

By setting goals and implementing a well-planned program, we were able to meet our commitments -- in fact, we exceeded them. The following is a brief review of those programs:

1). **Absentee Ballot Mailing** -- We designed and distributed an absentee ballot request form to approximately one million Republican voters in October. The request form was personalized to each voter and was pre-addressed to that voter's county clerk. The piece simplified the process for absentee voters who merely returned the form and subsequently received an absentee ballot application through the mail. The piece included the names and photographs of the statewide ticket and was specially sorted to include the names of the recipient's local candidates for Congress and the Statehouse. (The design, printing and postage for this program was paid out of the federal account.)

2). **Publications** -- We produced and distributed approximately 1.5 million "United for Victory" brochures featuring the entire statewide constitutional Republican ticket, no federal offices were featured . The brochures were sent directly to county chairmen and Cook County township and Chicago ward committeemen for use in precinct walks. Additionally the state party produced approximately 600,000 similar "United for Victory" statewide constitutional candidate cards which were distributed at county fairs and festivals during the summer. (The design, printing and shipping costs for these projects were paid for out of the state and federal accounts).

3.) **Voter Registration** -- With the cooperation and assistance of Citizens for Edgar/Kustra and Citizens for George Ryan, the State Party implemented Decision '94, our two-month voter registration drive. The jointly-funded program was conducted statewide with special emphasis on Cook and the Collar Counties. Two staffers were detailed to the Decision '94 project. Part time contract employees administred the actual registration of voters. As a result of these efforts, approximately 25,000 new voters were registered between August 15 and October 15. New registrants were added to our database and were sent a copy of the statewide brochure. (The contract employees were paid out of the federal account)

4). **Phone Program** -- With the cooperation and of assistance of Citizens for Edgar/Kustra, we conducted a get-out-the-vote phone program during the last days of the campaign. Close to 180,000 paid calls were made statewide with a generic message encourgaging Republican households encourage to vote for Jim Edgar and Republican ticket. (the program was paid for out of the federal account)

5). **Slate Mailing** -- At the end of October, approximately 650,000 Republican households received a slate card touting the entire statewide ticket as well as local candidates for Congress, the Illinois General Assembly, and local judicial seats. (The design, printing and postage for this program was paid out of the federal account).

These programs were part of a specific strategy designed to make the State Party a productive political operation. Our contribution to Republican campaigns across the state clearly helped make a difference in this election. The success of these and other programs is a tribute to the State Central Committee and the hard work of all our supporters.

* * *

Federal Election Commission

ENVELOPE REPLACEMENT PAGE FOR INCOMING DOCUMENTS

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SRG.
PREPARER

2-27-95
DATE PREPARED

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