

From: Jeanne Ives <>
Sent: Tuesday, April 7, 2026 2:07 PM
To: Kirk Allen <Kirk@illinoisleaks.com>
Subject: Fwd: ILGOP Direct Mail Committee Survey

----- Forwarded message -----

From: **Jeanne Ives** <>
Date: Tue, Mar 21, 2023 at 10:29 AM
Subject: Re: ILGOP Direct Mail Committee Survey
To: Mark Shaw <>

see responses in red below

On Sat, Mar 11, 2023 at 5:35 PM Mark Shaw <> wrote:
Dear Fellow GOP Leaders:

Thank you to those of you who were able to attend our recent Committee Meeting on Thursday, March 9, 2023. I believe we had a very productive discussion of the issues this Committee needs to address in formulating an effective, equitable and sound policy about ILGOP assistance with direct mail campaigns for candidates for elected office. During our Committee Meeting, a number of points and/or questions were raised which need to be addressed and/or answered by this Committee. More specifically, these points and/or questions were as follows:

Should ILGOP assist with any direct mail campaigns for candidates for elected office? If your answer is no, please explain why this is your answer. If your answer is yes, please answer the following questions:

MUNICIPAL ELECTIONS:

1. If ILGOP does assist with direct mail campaigns, should ILGOP assist in municipal elections? If your answer is no, please explain why this is your answer. If your answer is yes, please answer questions numbered 2 through 12 below.

Yes. Only partisan non-primary races.

2. If ILGOP does assist with direct mail campaigns in municipal elections, in which municipal elections should ILGOP assist (**e.g.**, Township Board, City Council, Village Board, Fire Protection District Board, Library Board, Parks and/or Recreation Board, Sanitation District Board, Tax Appeals Board, Water Reclamation District Board, Board of Education, Community College Board of Education, and/or Regional Board of Education)?

If they were to assist, on partisan races at the local level.

3. If ILGOP does assist with direct mail campaigns in municipal elections, what should be ILGOP's minimum level of financial commitment (**i.e.**, what is the minimum amount of expenditure necessary to warrant ILGOP's assistance with direct mail campaigns)?

Minimum amount should be the same for any race as overhead expense would be similar. Minimum amount would be \$25,000

4. If ILGOP does assist with direct mail campaigns in municipal elections, what should be ILGOP's minimum level of fundraising requirements from a campaign and the deadlines for completion of this fundraising by a campaign in order to warrant ILGOP's assistance with direct mail campaigns (*i.e.*, what is the minimum amount of fundraising and the deadline for this fundraising for ILGOP, which a campaign should be expected to commit)? **Minimum fundraising amount should be 2x the amount that the candidate wants to spend with the party. Deadline should be one month ahead of the election.**

5. If ILGOP does assist with direct mail campaigns in municipal elections, with which candidates' direct mail campaigns should ILGOP assist (*e.g.*, all candidates who have demonstrated Republican credentials, only incumbent candidates who have demonstrated Republican credentials, or only candidates who have demonstrated Republican credentials who are supported by the National Party, a Federal Party Legislative Caucus, the State Party, a State Party Legislative Caucus, a Local Party County Organization, Local Party Township Organization and/or a Local Party Municipal Organization)? **Set criteria for support the same in all cases. Proven Republican record of voting in the last three primaries or a current Republican officeholder.**

6. If ILGOP does assist with direct mail campaigns in municipal elections, what criteria should ILGOP use to define "candidates who have demonstrated Republican credentials"?

See 5 above

7. If ILGOP does assist with direct mail campaigns in municipal elections, what deadlines should ILGOP use to insure efficient production and distribution of direct mail products?

see 4 above

8. If ILGOP does assist with direct mail campaigns in municipal elections, what messaging criteria should ILGOP use for direct mail products (*e.g.*, none, only positive messaging, only messaging which does not mention opponent's name, only messaging which does not mention opponent, only messaging which does not mention comparisons with opponent and/or only messaging which does not contradict ILGOP Platform Planks)?

Messaging should not contradict ILGOP platform and should not mention a Republican opponent.

9. If ILGOP does assist with direct mail campaigns in municipal elections, what role should this Committee and ILGOP Staff play in approving direct mail campaigns?

ILGOP should involve them sufficiently to ensure the mailing is legal and adheres to all our deadlines and messaging requirements. All money must be in our account before any mail is sent.

10. If ILGOP does assist with direct mail campaigns in municipal elections, what role should this Committee and ILGOP Staff play in approving direct mail products prior to production and distribution?

See 9 above

11. If ILGOP does assist with direct mail campaigns in municipal elections, what criteria should ILGOP use in selecting vendors?

ILGOP should work with the candidates vendor of choice

12. If ILGOP does assist with direct mail campaigns in municipal elections, what procedures should ILGOP use for appeals of decisions denying assistance with direct mail campaigns (*e.g.*, appeals to: **a)** this Committee; **b)** the ILGOP Executive Committee; **c)** ILGOP SCC; and/or **d)** ILGOP Chairman)?

Appeals should go to the ILGOP SCC

PARTISAN PRIMARY ELECTIONS:

1. If ILGOP does assist with direct mail campaigns, should ILGOP assist in partisan primary elections? If your answer is no, please explain why this is your answer. If your answer is yes, please answer questions numbered 2 through 12 below. **No**

2. If ILGOP does assist with direct mail campaigns in partisan primary elections, in which partisan primary elections should ILGOP assist (**e.g.**, Presidential, Federal Legislative, Gubernatorial, State Constitutional, State Legislative, Countywide, County Board/Commissioner, Judicial and/or Specialty Boards/Commissions)?
3. If ILGOP does assist with direct mail campaigns in partisan primary elections, what should be ILGOP's minimum level of financial commitment (**i.e.**, what is the minimum amount of expenditure necessary to warrant ILGOP's assistance with direct mail campaigns)?
4. If ILGOP does assist with direct mail campaigns in partisan primary elections, what should be ILGOP's minimum level of fundraising requirements from a campaign and the deadlines for completion of this fundraising by a campaign in order to warrant ILGOP's assistance with direct mail campaigns (**i.e.**, what is the minimum amount of fundraising and the deadline for this fundraising for ILGOP, which a campaign should be expected to commit)?
5. If ILGOP does assist with direct mail campaigns in partisan primary elections, with which candidates' direct mail campaigns should ILGOP assist (**e.g.**, all candidates who have demonstrated Republican credentials, only incumbent candidates who have demonstrated Republican credentials, or only candidates who have demonstrated Republican credentials, supported by the National Party, a Federal Party Legislative Caucus, the State Party, a State Party Legislative Caucus, a Local Party County Organization, a Local Party Township Organization and/or a Local Party Municipal Organization)?
6. If ILGOP does assist with direct mail campaigns in partisan primary elections, what criteria should ILGOP use to define "candidates who have demonstrated Republican credentials"?
7. If ILGOP does assist with direct mail campaigns in partisan primary elections, what deadlines should ILGOP use to insure efficient production and distribution of direct mail products?
8. If ILGOP does assist with direct mail campaigns in partisan primary elections, what messaging criteria should ILGOP use for direct mail products (**e.g.**, none, only positive messaging, only messaging which does not mention opponent's name, only messaging which does not mention opponent, only messaging which does not mention comparisons with opponent and/or only messaging which does not contradict ILGOP Platform Planks)?
9. If ILGOP does assist with direct mail campaigns in partisan primary elections, what role should this Committee and ILGOP Staff play in approving direct mail campaigns?
10. If ILGOP does assist with direct mail campaigns in partisan primary elections, what role should this Committee and ILGOP Staff play in approving direct mail products prior to production and distribution?
11. If ILGOP does assist with direct mail campaigns in partisan primary elections, what criteria should ILGOP use in selecting vendors?
12. If ILGOP does assist with direct mail campaigns in partisan primary elections, what procedures should ILGOP use for appeals of decisions denying assistance with direct mail campaigns (**e.g.**, appeals to: **a**) this Committee; **b**) the ILGOP Executive Committee; **c**) ILGOP SCC; and/or **d**) ILGOP Chairman)?

PARTISAN GENERAL ELECTIONS:

1. If ILGOP does assist with direct mail campaigns, should ILGOP assist in partisan general elections? If your answer is no, please explain why this is your answer. If your answer is yes, please answer questions numbered 2 through 12 below. **Yes**

2. If ILGOP does assist with direct mail campaigns in partisan general elections, in which partisan primary elections should ILGOP assist (**e.g.**, Presidential, Federal Legislative, Gubernatorial, State Constitutional, State Legislative, Countywide, County Board/Commissioner, Judicial and/or Specialty Boards/Commissions)? **All**

3. If ILGOP does assist with direct mail campaigns in partisan general elections, what should be ILGOP's minimum level of financial commitment (**i.e.**, what is the minimum amount of expenditure necessary to warrant ILGOP's assistance with direct mail campaigns)?

Minimum amount should be the same for any race as overhead expense would be similar. Minimum amount would be \$25,000

4. If ILGOP does assist with direct mail campaigns in partisan general elections, what should be ILGOP's minimum level of fundraising requirements from a campaign and the deadlines for completion of this fundraising by a campaign in order to warrant ILGOP's assistance with direct mail campaigns (**i.e.**, what is the minimum amount of fundraising and the deadline for this fundraising for ILGOP, which a campaign should be expected to commit)?

Minimum fundraising amount should be 2x the amount that the candidate wants to spend with the party. Deadline should be one month ahead of the election.

5. If ILGOP does assist with direct mail campaigns in partisan general elections, with which candidates' direct mail campaigns should ILGOP assist (**e.g.**, all candidates who have demonstrated Republican credentials, only incumbent candidates who have demonstrated Republican credentials, or only candidates "candidates who have demonstrated Republican credentials", supported by the National Party, a Federal Party Legislative Caucus, the State Party, a State Party Legislative Caucus, a Local Party County Organization, a Local Party Township Organization and/or a Local Party Municipal Organization)? **Set criteria for support the same in all cases. Proven Republican record of voting in the last three primaries or a current Republican officeholder.**

6. If ILGOP does assist with direct mail campaigns in partisan general elections, what criteria should ILGOP use to define "candidates who have demonstrated Republican credentials"? **See 5 above**

7. If ILGOP does assist with direct mail campaigns in partisan general elections, what deadlines should ILGOP use to insure efficient production and distribution of direct mail products? **see 4 above**

8. If ILGOP does assist with direct mail campaigns in partisan general elections, what messaging criteria should ILGOP use for direct mail products (**e.g.**, none, only positive messaging, only messaging which does not mention opponent's name, only messaging which does not mention opponent, only messaging which does not mention comparisons with opponent and/or only messaging which does not contradict ILGOP Platform Planks)?

all messages are fair game with exception of contradicting our platform or defamatory statements

9. If ILGOP does assist with direct mail campaigns in partisan general elections, what role should this Committee and ILGOP Staff play in approving direct mail campaigns?

ILGOP should involve them sufficiently to ensure the mailing is legal and adheres to all our deadlines and messaging requirements. All money must be in our account before any mail is sent.

10. If ILGOP does assist with direct mail campaigns in partisan general elections, what role should this Committee and ILGOP Staff play in approving direct mail products prior to production and distribution?
see 9 above

11. If ILGOP does assist with direct mail campaigns in partisan general elections, what criteria should ILGOP use in selecting vendors?
candidate preference

12. If ILGOP does assist with direct mail campaigns in partisan general elections, what procedures should ILGOP use for appeals of decisions denying assistance with direct mail campaigns (e.g., appeals to: **a**) this Committee; **b**) the ILGOP Executive Committee; **c**) ILGOP SCC; and/or **d**) ILGOP Chairman)?

ILGOP SCC

PARTY BUILDING: SAME ANSWERS AS ABOVE

1. Should ILGOP assist with any direct mail programs for "party building" activities for the National Party, a Federal Party Legislative Caucus, a Statewide Party Organization, a State Party Legislative Caucus, a Local Party County Organization, a Local Party Township Organization and/or a Local Party Municipal Organization? If your answer is no, please explain why this is your answer. If your answer is yes, please answer questions numbered 2 through 12 below. YES

2. If ILGOP does assist with direct mail programs for "party building", what should be ILGOP's minimum level of financial commitment (i.e., what is the minimum amount of expenditure necessary to warrant ILGOP's assistance with direct mail programs)?

3. If ILGOP does assist with direct mail programs for "party building", what should be ILGOP's minimum level of fundraising requirements from the National Party, a Federal Party Legislative Caucus, a Statewide Party Organization, a State Party Legislative Caucus, a Local Party County Organization, a Local Party Township Organization and/or a Local Party Municipal Organization and the deadlines for completion of this fundraising by these entities in order to warrant ILGOP's assistance with direct mail programs (i.e., what is the minimum amount of fundraising and the deadline for this fundraising for ILGOP, which these entities should be expected to commit)?

4. If ILGOP does assist with direct mail programs for "party building", with which of these entities' direct mail programs should ILGOP assist (e.g., all entities who have demonstrated Republican credentials or only Party/Statutorily-sanctioned entities who have demonstrated Republican credentials)?

5. If ILGOP does assist with direct mail programs for "party building", what criteria should ILGOP use to define "entities who have demonstrated Republican credentials"?

6. If ILGOP does assist with direct mail programs for "party building", what deadlines should ILGOP use to insure efficient production and distribution of direct mail products?

7. If ILGOP does assist with direct mail programs for party building", what messaging criteria should ILGOP use for direct mail products (e.g., none, only positive messaging and/or only messaging which does not contradict ILGOP Platform Planks)?

8. If ILGOP does assist with direct mail programs for "party building", what role should this Committee and ILGOP Staff play in approving direct mail programs?
9. If ILGOP does assist with direct mail programs for "party building", what role should this Committee and ILGOP Staff play in approving direct mail products prior to production and distribution?
10. If ILGOP does assist with direct mail programs for "party building", what criteria should ILGOP use in selecting vendors?
11. If ILGOP does assist with direct mail programs for "party building", what procedures should ILGOP use for appeals of decisions denying assistance with direct mail programs (*e.g.*, appeals to: **a)** this Committee; **b)** the ILGOP Executive Committee; **c)** ILGOP SCC; and/or **d)** ILGOP Chairman)?

I respectfully request that you e-mail your answers to these questions directly to me, without copying anyone on your respective emails to me, by no later than Thursday, March 16, 2023. Given the recent public misunderstandings, misinterpretations and/or misrepresentations about ILGOP's policies on this topic and/or this Committee's work on this topic, it is important that you do not copy anyone on your e-mails to me so that your answers, if accidentally sent to third parties outside of this Committee, are not misunderstood, misinterpreted or misrepresented out of context by third parties who are not privy to the entire deliberations in context of this Committee.

Our next zoom meeting will be held on Thursday, March 30, 2023, at 7:00 p.m.

THANKS FOR ALL YOU DO FOR THE GOP!

**Mark Shaw
(847) 609-3482**

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Jeanne

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Jeanne Ives