



# Blueprint 2007-08

Presented by

**The Indiana Republican Party**

**Chairman Murray Clark**

[www.indgop.org](http://www.indgop.org)



**“Governor Daniels’ leadership has Indiana back on track with significant job growth and a balanced budget based on fiscal responsibility. His education, transportation, energy, and health care initiatives will benefit Hoosiers for generations to come. It is our mission to provide the infrastructure and resources to communicate this progress and mobilize our supporters in the upcoming elections. I hope we can count on you!”**

**Murray Clark  
Indiana Republican Party Chairman**



## From the Chairman

Republican Friends,

Thank you for your continued commitment to the Indiana Republican Party. Your time, talent, and treasure allowed us to play a meaningful role in 2006, supporting candidates across the state while also advancing the agenda of Governor Mitch Daniels. It was a challenging election year for us, but it was not without important victories.

At the top of the ticket, Senator Richard Lugar won a record sixth term to the United States Senate. Despite a difficult environment, we were victorious in all three statewide offices, re-electing Secretary of State Todd Rokita, electing State Auditor Tim Berry and State Treasurer Richard Mourdock. Indiana Republicans now have an 11-0 record since 2002 for state office elections!

While Republicans in the Midwest were dealing with double-digit losses in state legislative races, we posted the best results in the region as the only state not to lose a Republican State Senate seat. Congratulations to Senator David Long of Fort Wayne on his election as President Pro Tem – his leadership is critical to our success.

By capturing a narrow 51-49 majority, Speaker Pat Bauer didn't come close to his predictions on State House seats. Perhaps our biggest victory came in defeating Democrat Ed Mahern, the master of the gerrymandered maps. Representative Brian Bosma and his team demonstrated their strength in keeping Democrat gains to a minimum and they are already putting a plan in place to win back the House in 2008.

Your State Republican Party's first priority this year is to lay the groundwork and strengthen the Party infrastructure to re-elect Governor Mitch Daniels. To do that we are significantly increasing our communication efforts across the state so that Hoosier voters know about the positive results of Governor Daniels' leadership. We must also invest tremendous resources into Party-building efforts such as list development, voter registration, voter identification, and various voter contacts programs at all levels.

We will be working closely with Mayors, candidates for Mayor, and County Parties to increase the strength of our organization and to implement new technologies that will prove invaluable in target races for Governor, Congress, and the State House in 2008.

We must leverage financial resources now not only to support our targeted mayoral candidates, but also to provide Governor Daniels with the Party infrastructure he needs for re-election. The countdown has already begun. I hope we can count on your support.

Sincerely,

J. Murray Clark



## Our Priorities for 2007-2008

Our first priority is to lay the groundwork and strengthen the Party infrastructure to re-elect Governor Mitch Daniels and elect more Republican Representatives in 2008.

In 2007 electing Republican Mayors will demonstrate positive Republican leadership at the local level, expand our network of ambassadors who can effectively and credibly communicate our message and improve the strength of our Party organization.



### Priority Projects to Elect Republican Mayors and Strengthen the Party for 2008

- Communicate the tremendous results of Governor Daniels' leadership
  - *Implementing a variety of extensive message efforts throughout the state*
- Support Republican Mayoral candidates across Indiana
  - *Providing strategic, financial, communications, and voter contact resources*
- Launch the Party's new online resource tool
  - *Expanding Party member communication and mobilization efforts*
- Revamp [www.indgop.org](http://www.indgop.org) to make it a Republican "must-visit" website
  - *Adding multimedia features and developing an information warehouse*
- Strengthen the Model County Program for County Party organizations
  - *Enhancing the program with more communication and incentives*
- Increase Republican voter registration with an eye on 2008
  - *Targeting efforts on high-growth areas with strong GOP potential*
- Expand targeted voter identification for priority races in 2007 and 2008
  - *Investing in paid and volunteer projects to identify potential supporters*
- Improve absentee and early vote participation programs
  - *Testing paid and volunteer initiatives in high propensity areas*
- Research and test new get-out-the-vote technologies
  - *Improving 2006 programs and field-testing additional ones*
- Audit and enhance the Party's voter, contributor, and volunteer CRM databases
  - *Cleaning our list to communicate more efficiently with our base*



## Daniels-Skillman 2005-06 Accomplishments

### Governor Mitch Daniels' Leadership is Working for Indiana!

#### Restoring Indiana's Fiscal Integrity

- Indiana has the first honestly-balanced budget in eight years.
- Governor Daniels' leadership helped erase state's \$600 million structural deficit and kept spending to its lowest level in several decades.
- We cut more than \$150 million of fat from state government's budget.
- Governor Daniels' tax amnesty program generated over \$250 million in revenue, more than four times the predicted amount.
- We erased a \$3 billion transportation deficit and Indiana is now the only state in the country with a fully-funded 10-year transportation plan...this plan will complete over 200 road and bridge projects and create roughly 130,000 jobs.
- Monies deposited from the Major Moves investment yielded over \$100 million in interest for Hoosier taxpayers in just six months.
- Indiana's credit rating has been raised to AA+.

#### Renewing Indiana's Commitment to Education and Our Children

- Governor Daniels' leadership resulted in paying back over \$300 million to Indiana's K-12 schools that had been plundered by previous administrations' deficit spending.
- We increased school spending with an emphasis on sending dollars to the classroom and hiring roughly 250 more public school teachers.
- High school graduation requirements were increased to ensure more students gain the education and skills necessary to be successful in a 21st century economy.
- We adopted one of the strictest child predator laws in the nation including lifetime parole and GPS tracking.

#### Strengthening Indiana's Economy and Becoming a Leader in Energy Development

- Governor Daniels' economic development efforts have produced results with over 30,000 new jobs created by companies locating or expanding across the state.
- We have secured over \$6.5 billion in job creating investment in Indiana.
- The Daniels administration put Indiana on the map for renewable fuels, going from 1 to 21 bio-fuel plants and from 0 to 50 E85 pumps in just two years.
- Indiana will be the home of a \$1.6 billion coal gasification plant, the first of its kind in the nation. We also will be home to one of the world's largest bio-diesel plants.





## We Value Your Investment

### What Your Contribution Supports

We take your investment in the Indiana Republican Party seriously. The following gives you a better understanding of our budget and how your funds are used.

**35% Voter Contact:** Direct candidate recruitment and support, voter registration, voter identification, absentee and get-out-the-vote programs, polling, candidate and issue research, communications, and training for candidates, Party officers, and volunteers.

**32% 2008 Infrastructure Development:** Improving our infrastructure from the state level to the precinct level, research and development of innovative programs and technology to test and implement in 2007 for maximum utilization in the 2008 gubernatorial election.

**12% Party Operations:** Fixed assets and general operating expenses of the Party.

**11% Technology:** Enhancements to our website, voter database, media tracking, email program, customer relationship management database and our new online resource tool.

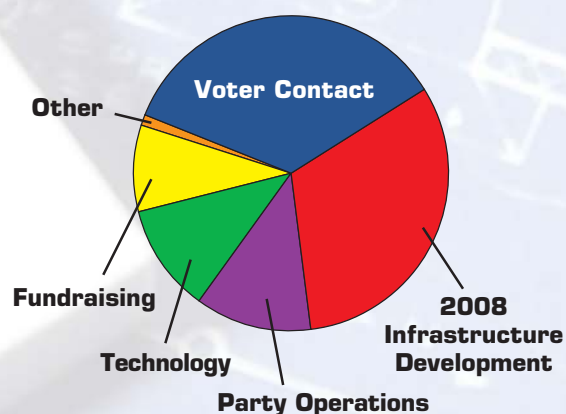
**9% Fundraising:** Spring and Fall State Dinners, IRSC Golf Outing, Chairman's Club event, major donor roundtables and dinners, direct mail, and marketing materials.

**1% Other:** Miscellaneous expenses.

Individual contributions are unlimited at the state level. Corporate contributions are limited to \$5,000 per calendar year. Contributions from foreign nationals are prohibited.

Federal law requires political committees to use their best efforts to obtain and report the name, mailing address, employer and occupation for each individual whose contributions aggregate in excess of \$200 per calendar year.

Distribution of Funds



Call 317-964-5000 to contribute or for more information.



## The Four Fundamental Functions of Our State Party

- 1. Fundraising:** Raising the funds necessary to strengthen the State Party's infrastructure and execute the State Party's voter contact and candidate support programs.
- 2. Party-building/Grassroots:** Strengthening our County Party organizations and supporting our candidates through increased services, training, and staffing of important voter contact and 96-hour programs that include voter registration, voter identification, and voter turnout.
- 3. Technology:** Leveraging technology to improve voter list quality and utility, thus providing County Parties and candidates a powerful tool to win elections. Additionally, the Party must constantly embrace new technologies that will enhance our ability to communicate with contributors, volunteers, and potential voters.
- 4. Message Coordination:** Communicating and coordinating the Republican message effectively with Republican elected officials, Party members, state and local media, and potential voters across Indiana.

Paid for by the Indiana Republican State Central Committee, [www.indgop.org](http://www.indgop.org).

Not authorized by any candidate or candidate committee.

Contributions to IRSCC are not deductible as charitable donations for federal income tax purposes.

## The Indiana Republican Party Mission

At the Indiana Republican Party, it is our mission to make Indiana the best place to live for all its citizens by providing high quality education, high quality jobs, and a quality of life that is best in the Midwest. We believe the Indiana Republican Party is the vehicle to deliver the leadership and public policy principles needed to put Indiana on top. We, as a Party, must create an environment that will elect the most Republican candidates who share the same vision for Indiana.

[www.indgop.org](http://www.indgop.org)

# Build on the Blueprint

## You Can Do It All Online

Visit [www.indgop.org](http://www.indgop.org)!

**Help us communicate the tremendous results that Governor Mitch Daniels' leadership has produced for Indiana.**

Access text, audio, and video files with up-to-date information on the Governor's accomplishments and legislative agenda!

**Subscribe to the GOP Newsletter** for news, special announcements, legislative updates, and Republican Party event information!

Write **Letters to the Editor** and submit them to newspapers across Indiana ... it's easy when you use our list at [www.indgop.org](http://www.indgop.org)!

**Call Talk Radio** and help us spread the Republican message ... we provide tips and offer you access to our statewide phone list!

**Show your Republican Pride** by wearing State Party's finest apparel ... shop online on our website.

Make a Secure Online **Credit Card Contribution!**

Sign up to be a Republican Party **Volunteer!**

**Register to Vote at [www.indgop.org](http://www.indgop.org)!**



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