



**IDCCA  
MARCH  
2016  
Newsletter**

**Issue #3**

NEWS FROM AROUND THE ASSOCIATION

IN THIS ISSUE



## President's Message

By: Doug House, President IDCCA  
Chairman, Rock Island County Democratic Party

For the IDCCA, 2016 will be a year of continuous change and reinvention. For years, our organization has been viewed primarily as a downstate organization. We are breaking that mold and expanding our presence throughout the State of Illinois. This is not just change for change sake. We are looking to provide value and resources to each of the County Chairmen, to our Democratic partners, and to Organized Labor.

That is why we have developed a three year plan with the ultimate goal of making sure Governor Rauner does not get a second term. This plan will rely heavily on trained and motivated Precinct Committeeman. These individuals are the true grassroots efforts of the Democratic Party. They are the individuals who have knocked on hundreds of doors, made thousands of phone calls, walked in countless parades and done what is needed to make sure that Democrats are elected. The IDCCA is extremely thankful for the commitment of

these individuals and we want to provide necessary training to make sure these individuals are ready come November.

Another major part of our three year plan is cohesive field plan in targeted counties throughout the state. We will recruit, train and then place these professional field organizers in counties where there are targeted House or Senate races. These individuals will be splitting time between the legislative race and any county wide races. Our goal is for these individuals to be liaisons between the counties and the IDCCA.

We are already seeing millions pouring into targeted races from Governor Rauner and his billionaire friends. These individuals care very little for our state and are only interested in advancing their own self interests. They do not care about the social services that are being cut on a daily basis.

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### [Precinct Committeeman Recruiting](#)

We are recruiting Democratic Precinct Committeeman statewide to assist with the grassroots effort to build the Democratic Party in Illinois. If you are interested in being a part of this grassroots effort, please email [dan@ildcca.org](mailto:dan@ildcca.org) with your name, address, phone, email, county and precinct. Your County Democratic Party Chairman will contact you immediately!

The Illinois Democratic County Chairman's Association is a state wide, grassroots Democratic political organization. It is made up of the elected Democratic County Chairman in all 102 counties in Illinois. The mission of the IDCCA is to help elect Democrats in each county while continuing to grow the Democratic Party in the State of Illinois. Rock Island County Chairman Doug House is the President of the Illinois Democratic County Chairman's Association.

Paid for by the Illinois Democratic County Chairman's Association. A copy of our report is (or will be) available for purchase from the Illinois State Board of Elections, Springfield IL

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They don't care about MAP Grant funding to allow poor and middle class families to send their children to college. They believe that Illinois is a business that needs to be stripped down and sold off for parts. We must not allow this to happen. That is why we are going to take the fight to Governor Rauner.

In order to do this, we first need your support. I am happy to announce that on March 21st the IDCCA will be hosting our first ever Chicago Reception. The Reception is being co-Hosted by three of our strongest supporters in Speaker of the House Michael Madigan, Senate President John Cullerton and U.S. Senator Dick Durbin. The continued support of these leaders, the support of the members of our Host Committee, and Organized Labor's steadfast support represent a large investment in the future of our Democratic Party and the IDCCA. I hope that you will join us in standing against Governor Rauner.

Doug House  
President

## Executive Director's Message

By Dan Kovats, Executive Director IDCCA

Chairmen,

It's one of my most favorite times of year. I'm not talking about the NCAA College Basketball tournament, St. Patrick's Day or baseball Spring Training (all of which I do enjoy). What I mean is we are days away from the Illinois Democratic Primary! Campaigns are already, or should be, into Get Out The Vote mode. We should be thankful to each of the candidates and their campaign staff for their dedication. On March 16th we come back together as a Democratic Party. We will unite behind the 2016 Democratic ticket and start working towards winning in November.

I am also very excited about the first ever IDCCA Chicago Reception on March 21st. I would like to thank our co-Hosts Speaker of the House Michael Madigan, Senate President John Cullerton and U.S. Senator Durbin, along with the members of our Host Committee, who believe in the mission of the IDCCA. We have pretty ambitious goals for the IDCCA and the Chicago Reception is the first

step in achieving these goals. The support of our co-Hosts and Host Committee means so much to our organization and to each of the County Parties. I hope that you will join us on March 21st.

This month's newsletter is definitely the largest one we've done. We have five different articles this month from a range of issues. We also have a spot light on one of our partner organizations, the Illinois Democratic Women. Please take a moment to check out each of the articles. Feel free to share these articles as well. They are meant to assist each County Party and each Precinct Committeeman. I am hopeful in the months ahead that we will be able to add more content and more training to our newsletters.

We have also begun the process of planning out the training sessions we will be conducting this year. The dates and times for the training will be announced in later newsletters and the trainings will be throughout the state. President House wants our trainings to be organized by Congressional Districts to assist with collaboration between neighboring County Parties. We are also planning on live streaming the trainings for Precinct Committeeman who cannot attend in person.

A new addition to the trainings will be the IDCCA Speakers Bureau. Many of the individuals who have written guest articles for our newsletter have agreed to be a part of the IDCCA Speakers Bureau and will be attending our trainings. This would be a great opportunity to hear from some of the best within the Democratic Party and get valuable information.

With the 2016 Illinois Democratic Primary also comes the election of Precinct Committeeman and, at the County Convention, the election County Party officers and Delegates to the Illinois Democratic State Convention. Within the next week County Chairmen will receive an email from me with the best practices for each of the County Chairman on how to run their County Convention. If you have any questions or concerns about your County Convention I would encourage each of you to contact legal counsel. In May the IDCCA will also be holding our next General Membership meeting. At this meeting we will be electing officers for the next two years. This is an important meeting

for each of the County Chairmen and I hope you will join us.

If you have any questions or concerns, please contact me at dankovats@gmail.com or 217-753-3380. I'll see you on March 21st!

Respectfully Submitted,

Dan Kovats  
Executive Director



## MAP Grant Funding

By Jaylin McClinton

Throughout my collegiate experience at the University of Illinois at Urbana-Champaign, the Monetary Assistance Program (MAP) has been a key factor in my academic success. For the past few months, the Illinois General Assembly and Governor Rauner have been at an unprecedented stalemate on the budget for fiscal year (FY) 2016 resulting in a devastating blow to major entities (i.e. social services, colleges/universities, etc.) that keep the Illinois economy moving forward. As a student leader, I have spent countless hours testifying (both on-and-off campus), meeting with legislative leaders, and even addressing Governor Rauner and his "pro-education" agenda directly.

The state of funding for the Monetary Assistance Program (MAP) is in trouble and the Democratic Party should use this as a moment of reflection to ensure that it is not an on-going problem for the next generation.

As a student leader and a resident of the Roseland community in Chicago, I was outraged when my colleagues at Chicago State University announced that it would be closing due to financial challenges. I know students there and that institution for many people is the difference between pursuing a higher education or falling into the wrong crowd. In Illinois, we have to have an honest conversation about opportunity and the development of a true cradle to college pipeline. In 2016, there should not be a conversation about funding higher education, but rather a systemic program with the necessary funds to make this a no-brainer. I believe that the Democratic Party and the Illinois Democratic County Chairmen Association can be a true leader on this.

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In order to address this in a holistic manner, I would suggest collecting stories from every nook and cranny possible in the state of Illinois to hear the narratives of the middle and low-income students and families this is disproportionately impacting and send them directly to Mr. Rauner's desk. Second, the Democratic Party should be mobilizing students in all 102 counties whether they are Monetary Award Program (MAP) recipients or not to register to vote and participate in all elections at the local, state, and federal level. When an individual continues to shout about their investment in higher education, but their actions showcase something entirely different that should concern students of all backgrounds and we must all band together to say enough is enough at the ballot box. Lastly, party members especially at the county and state level should create more spaces for student leaders like student body presidents/student trustees to have regular conversations about the status of higher education in Illinois.

If the Democratic Party and the Illinois Democratic County Chairmen Association embrace this, the voices of the most vulnerable will be heard and the status of higher education in Illinois will begin to climb on an upward trend.

Jaylin McClinton is a student leader at the University of Illinois at Urbana-Champaign and a delegate for Hillary Rodham Clinton in the 2nd Congressional District.



## Political Fundraising Insights

By Nancy Kohn

I started raising money for Dick Durbin in the summer of 1995, just as he was beginning to organize his successful campaign for the U.S. Senate. Back then Michael Jordan was playing for the Chicago Bulls, the internet was a dream, and we relied on old fashioned telephone books to try to find telephone numbers. Since that time, modern technology has made political fundraising easier and more competitive. But the basic principles remain the same – and here is a brief outline of what a successful fundraising operation for a political campaign should look like.

### You Need a Plan

In order to run a successful campaign, you need to know how much money it is going to cost to get your message across to the voters and how to get them to turn out and vote.

Often a campaign will write three versions of their budget – the Cadillac, the mid-size and the compact version. That way they have a contingency plan if they don't raise all the funds they think they need.

Once the goals are set, the fundraising team looks at the numbers and begins to identify the feasibility of reaching those goals. They crunch the numbers considering the candidates personal network, the track record of fundraising for this position, and assess special opportunities unique to that calendar year, that candidate and other variables. In an ideal situation, the finance director will take that plan and consult with others who have more or different experiences to verify that it is realistic. Another set of eyes always helps.

### Political Campaigns Must Revolve around Fundraising

The candidate has to commit to making fundraising a priority. The candidate and the campaign manager then communicate to the rest of the team how important fundraising is – the scheduler needs to allocate appropriate time for fundraising events and for call-time; the volunteer coordinator will need to find people to help with follow-up phone calls to prospects; the research director will need to prepare talking points on issues of importance to key constituencies and everyone on the team should be tasked with asking for donations.

### Are you ready to take donations?

Federal, State and local municipalities all have different guidelines and rules for collecting political contributions and filing the appropriate reports. In Illinois, the State Board of Elections has a comprehensive website: <https://www.elections.il.gov/> and the Federal Election Commission is: <http://www.fec.gov/>.

It is important that the campaign follows the guidelines for accepting donations and reporting the donations to either the Federal Election Commission or the State Board of Elections, depending on the office being pursued. Mistakes on these reports may result in fines and negative news stories. It is helpful for the campaign to have access to an experienced professional who is familiar with campaign laws.

Finally, make sure that your website is fully functioning to accept contributions online. You cannot run an effective fundraising operation without accepting credit cards.

### Making the Ask is the Key to Successful Fundraising

In another time or place, in a galaxy far away – a candidate could announce their plans to run for office and watch the money roll in. That is simply not the reality.

### Building a fundraising universe

The first place to start is with the candidate and their "rolodex". The campaign staff needs to identify who the candidate knows, who their spouse knows, who is in their social circle and who is in their professional network. These are the first categories of donors to pursue. Try to encourage them to serve on a committee to help recruit other friends and colleagues to join the effort.

**Call Time** - Ultimately, the best tool for fundraising is the candidates themselves. They have the passion and drive to run for office, and they need to engage others to help achieve this goal. The most time efficient method is for the candidate to "dial for dollars". Ideally, a candidate and staffer will sit a private room, with a list of names to call, specific asks for each person based on their relationship, their giving history and upcoming opportunities on the campaign calendar.

### The candidate needs to focus on one or more of the following:

**Make a personal connection that can lead to a continued relationship.** This type of relationship usually makes the candidate most comfortable, allows for a chat instead of a monologue and helps gain the donor's trust.

**Identify an ideological connection that vests the prospect in seeing you win.** Highlight a shared value, a shared profession or vocation, and demonstrate how you will be a champion for that shared value.

### Demonstrate that your race is winnable.

Share information about your course to victory, your endorsements, your fundraising success and other campaign mileposts that will show backing you is like "backing a winning horse."

**Make the conversation donor-centric.** By emphasizing what their financial contribution will fund, the donor will feel relevant and make their support tangible.

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Want to stay up to date on Democratic fundraisers, events and meetings throughout the state? Check out [www.ildcca.org/events](http://www.ildcca.org/events)

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### Follow-Up

The role of the staff person is to take accurate notes on the conversation, and make sure that appropriate follow-up ensues. If they made a pledge, be sure to follow-up and share the tools they need to make a donation – i.e. the website donation page. If they have a specific question about the campaign, the staff should make sure that they get a timely response.

Once someone invests in the campaign, they are a very valuable asset. They have a stake in your success, so be sure to keep them informed about the campaign by sharing press releases, inviting them to campaign updates etc.

### Create a Sense of Urgency

Procrastination is a malady that affects us all. Successful fundraising operations create a sense of urgency so that the prospect does not just want to donate but knows that they need to donate NOW. Effective tools are to create deadlines – either real or artificial – including end of the month, the need for a tv buy or to open a field office. That sense of urgency motivates donors to move quickly. And, you can continue to motivate donors by sharing with them information about the progress of the fundraising campaign.

### Keep your Donors Happy and Engaged

Be sure to say please and thank you to donors. Despite anecdotes about rotten fish, the most effective fundraising let the donors know that their contributions are needed and appreciated. The world can be a small place, and when you treat someone poorly, that person is going to pop up again in your political world. Win or lose, be sure to say thanks for being on the team after the election.

## IDCCA Endorsements

On November 7, 2015 the General Membership of the Illinois Democratic County Chairman's Association met in Springfield to discuss endorsements for the upcoming 2016 Primary Election. "It's important that Democrats know who our organization is supporting and why we are going to work hard to get these individuals elected" said IDCCA President Doug House. House added "All of the candidates were qualified but former Secretary of State Clinton, Congresswoman Duckworth, and City Clerk of Chicago Mendoza

stood above the others as the right candidates to lead the Democratic ticket in 2016."

Hillary Clinton is a native of Park Ridge, IL and has been a well-respected public servant her entire career. She served as Secretary of State under Illinois' favorite son, President Barack Obama. Clinton was elected twice to the United States Senate to represent the State of New York. IDCCA President House said "Secretary Clinton has been a tireless advocate for the middle class and has fought for the ideals of the Democratic Party. Clinton has a strong message that will unite the Democratic Party and will be able to bridge the gaps of the deep political divide in our country. The IDCCA is looking forward to helping Secretary Clinton carry Illinois and to help her become the first woman President of the United States."

Congresswoman Tammy Duckworth (Illinois 8th) has been a fighter for Illinois long before she was elected to Congress in 2012. Duckworth served admirably as a helicopter pilot in the U.S. Army. In November 2004 her helicopter was hit by a rocket propelled grenade. She lost both of her legs during the attack. After Duckworth recovered from her injuries she became a tireless advocate for Illinois veterans. She served as the Illinois Director of Veterans Affairs and the Assistant Secretary at the U.S. Department of Veterans Affairs. She has also been an active voice for middle class issues facing our country. Drawing from her own middle class upbringing she has fought for to make the lives of all Illinois residents better. IDCCA President House said "Congresswoman Duckworth is an American hero and will be a great advocate for the State of Illinois. Her experience growing up in a middle class family and her military experience show that she is the fighter that we need in the U.S. Senate."

City Clerk of Chicago Susana Mendoza has built her career on being a watch dog for the residents of Illinois. She is the first woman City Clerk of Chicago when she was elected in 2011. Since then her office has been modernized to save tax payers money and streamlined to reduce inefficiency. Mendoza's office led the way on revamping the Chicago City Vehicle Sticker program to make it easier for residents. Prior to serving as City Clerk of Chicago, Mendoza served six terms in the Illinois House of Representatives where she was a champion for social services, education and law enforcement. IDCCA President House said "Clerk Mendoza has a proven track record that will bring much needed changes to the Office of Illinois State Comptroller. In her time as City Clerk of Chicago she has implemented monumental changes that have directly benefited the residents of Chicago. She also has a strong record with Organized Labor with a

92% voting record for the working men and women of Illinois. She is the right person to fight back against Governor Rauner and his misguided Turn Around agenda."



### Women and the Economy By Pam Monetti

Democratic strategist James Carville famously said, "It's the economy stupid." No one knows more than women the importance of a strong economy. For most women, the economy has always been front and center of any issue that affect us and our families. Equal pay and minimum wage are two fundamental elements of any discussion regarding the economy.

With the primary fast approaching and we begin to knock on doors, committeemen and women will be asked about these issues. I would like to give you some pointers on how to respond.

According to the Department of Labor, women are paid 79% less than men doing the same job. Opponents will argue there is no need for more laws to be passed. We respectfully disagree.

**Issue #1:** Women leave the labor market to start a family while men are able to increase job longevity leading to a higher salary. This position is the most offensive to women. Usually women do not leave the labor market. They take their six weeks maternity leave (if they are fortunate to work for a company that provides it) and return to work immediately afterwards. If our country is going to support family values, then both parties need to support women as they continue to be the main child care provider.

**Issue #2:** There are already two laws on the books so why do we need to pass the Fair Paycheck Act (FPA)? The major point is that the FPA will protect employees from retaliation if they act on unfair pay practices after learning of disproportionate pay among fellow workers. Right now, companies discourage employees from discussing their salary.

**Issue #3:** If women want better paying jobs, then why don't they go to where the good paying jobs are? Again, this is offensive to women. How many of us can pick up and move to another location?

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We are the caregivers of our society. Sometimes even taking care of our parents in addition to our children.

I do not want to take away from any men who are supporting their significant others by contributing to the caregiving of their family. However, we all can agree that the majority of women are responsible for caring for their family and until that changes, it will limit the choices women face in their employment.

#### Minimum Wage

In 2014, a minimum wage advisory question was on the Illinois ballot passing with an overwhelming 64% to 26%. Whenever minimum wage is on the ballot, it tends to lead to an increase of Democrat voters. According to the National Women's Law Center, half or more of minimum wage workers in every state were women—and in 22 states, women accounted for more than six in ten minimum wage workers. In 2014, more than half of Illinois women worked at minimum wage jobs.

**Myth:** Raising the minimum wage only benefits teenagers. False. Teenagers are not the typical minimum wage worker. Almost 90% of minimum wage workers are over the age of 20 and 56% of those are women.

**Myth:** Raising the minimum wage is bad for business. False. Academic studies have found that minimum wage leads to less worker turnover saving businesses from having to retrain new employees. Small businesses realize that when voters have more money in their pockets, they are more likely to spend that money on food, housing and gas. The demand for these goods stimulates the economy ultimately creating more opportunities for businesses.

**Myth:** The minimum wage is higher than it was under President Reagan. False. Factoring in inflation, the minimum wage would need to be over \$11 to have the same buying power as during the 1980's.

Women live longer than men. When they are paid less income either through a minimum wage or through unequal pay, they lose more money that would have went into their retirement and for social security benefits. In the long run, it is a matter of fairness. Women are an integral part of our country and should have all of the benefits that our male counterparts have enjoyed for decades. As Democrats, that is what we all strive for.



### About the Illinois Democratic Women

By Laura Fletcher

The Illinois Democratic Women (IDW) is a statewide organization working for more equitable representation and participation of Democrat women in all levels of the Democrat Party and government. IDW is comprised of women and men working together to elect Democrats, strengthen the Democratic Party and advocate for women and progressive issues. IDW, originally called Illinois Democratic Women's Caucus (IDWC), was formed in 1971 by five Illinois women who attended the Women's Leadership Conference. The conference, which was sponsored by the DNC and held in Washington D.C., encouraged attendees to form Democratic women groups on a state-by-state level to work for full and equal participation of women in party functions. The IDWC held their first statewide convention in November of 1971. In the 1983, the caucus was reorganized and renamed to the Illinois Democratic Women.

Over the years, IDW has offered trainings, informational meetings, and candidate forums throughout the state. We've held 43 annual conventions and have been fortunate to have some amazing speakers and workshop presenters throughout the years including Congresswoman Robin Kelly, Attorney General Lisa Madigan, Executive Director of She Should Run Clare Bresnahan, political analyst Donna Brazile, Washington correspondent Eleanor Clift, and many more.

The IDW Board has been busy making plans – from regional events and regular membership conference calls, to the 44th annual convention and participation at the Democratic National Convention – 2016 is going to be an exciting and busy year! So if you want to be part of an organization that promotes women's participation, are advocates for working families and women's issues such as equal rights, equal pay for equal work, and equal representation, and want to work together to elect Democrats and strengthen the Democratic Party, than consider joining IDW now. Membership includes:

- Networking Events
- Education and Training Events
- Monthly Newsletters
- Award and Scholarship Eligibility
- And much, much more!

For information on joining visit [https://secure.actblue.com/contribute/page/idw\\_member](https://secure.actblue.com/contribute/page/idw_member).



### Illinois Women's Institute for Leadership: Changing the Face of Power in Illinois

By Gillian Rosenberg Armour

At the Democratic National Convention in 2000, led by Loretta Durbin, a number of Illinois' leading Democratic women decided to launch a program to train women to run for office. The way to get more women in Congress, they reasoned, is to get more women into local, county and statewide office. Thus was born the Illinois Women's Institute for Leadership (IWIL), an endeavor that is changing the landscape in Illinois – for Democrats, for women and the people of Illinois. IWIL selects around a dozen women a year to participate in a candidate training program. IWIL is a year-long program that consists of six multi-day sessions. The curriculum includes advanced Fundraising skills (with practice and coaching), leadership development, public speaking, media training, voter contact training and targeting, direct mail strategy and polling tactics among many other skills. IWIL provides a thorough understanding of Illinois politics with extensive sessions on the history of the Labor Movement and current issues facing the State of IL. Participants meet with industry leaders and prominent elected officials. The class meets in Chicago, Springfield, Southern Illinois and Washington, DC.

Since its inception, 165 women have gone through the program, 81 IWIL Alumnae have run for office and 39 have won their elections. IWIL Alumnae include Congresswoman Cheri Bustos (17th Dist), State Representatives Litesa Wallace and Laura Fine, Highland Park Mayor Nancy Rotering, Metropolitan Water Reclamation District of Greater Chicago Commissioners Debra Shore and Kari Steele and dozens of members of County Boards, City Councils, Local School Boards and Township elected officials.

"IWIL gave me the tools and confidence to run for office," said Board President and 2003 alumna Debra Shore. "IWIL is building a network of women throughout the state who can help each other whenever one of us runs for office. It's powerful; it's necessary; and it's about time."

Applications for next year's class will be available in September 2016. For further information, visit [iwilinfo.org](http://iwilinfo.org) or contact Executive Director Gillian Rosenberg Armour at [info@iwilinfo.org](mailto:info@iwilinfo.org)



*Please join Co-Hosts*

**Michael Madigan**

*Speaker of the House*

**John Cullerton**

*Senate President*

**Dick Durbin**

*U.S. Senator*

**Jan Schakowsky**, *Congresswoman*, **Cheri Bustos**, *Congresswoman*, **Mike Quigley**, *Congressman*  
**Robin Kelly**, *Congresswoman*, **Pat Quinn**, *Former Governor*, **Jesse White**, *Secretary of State* **Michael**  
**Frerichs**, *State Treasurer*, **Lisa Madigan**, *Attorney General*

**Kurt Summers**, *Chicago City Treasurer*, **Susana Mendoza**, *City Clerk of Chicago*

**Toni Preckwinkle**, *Cook County Board President*, **Joe Berrios**, *Cook County Assessor*

**Terry Link**, *State Senator*, **Perry J. Browder**, *Illinois Trial Lawyers Association*

**Michael Carrigan**, *Illinois AFL-CIO President*, **Ron Powell**, *UFCW Local 881 President and*

**Larry Rogers, Jr.**, *Cook County Board of Review*

*Host Committee in Formation*

*for a Chicago fundraising reception in support of the*

**Illinois Democratic County Chairman's Association**

**March 21, 2016 at 5:30 PM**

**Hubbard Inn**

**110 W Hubbard, Chicago**

***President's Cabinet, Gallery and Annex Donors are our guest!***

**\$150 Individual**

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**For more information, please contact Dan Kovats at [dan@idcca.org](mailto:dan@idcca.org)**

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Senator Durbin, Congresswoman Schakowsky, Congresswoman Bustos, Congressman Quigley and Congresswoman Kelly are asking for a donation of up to of up to \$2,700 from individuals and for donations of up to \$5,000 from multi-candidate political committees. They are not asking for donations in excess of these amounts or for donations from corporations, labor organizations, foreign nationals, federal contractors, or national banks.

A copy of our reports are available for free online at FEC.gov. A copy of our report filed with the State Board of Elections is (or will be) available on the board's official website, [www.elections.il.gov](http://www.elections.il.gov), or for purchase from the Illinois State Board of Elections, Springfield, IL

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