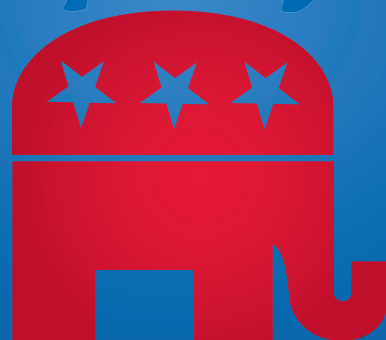


Turning Blue States to Red



Persuasion Partners Inc.

www.persuasionpartners.com

Darrin Schmitz | President

(608) 209-0403 ★ Darrin@persuasionpartners.com

Wisconsin | Tennessee | Florida | Washington, DC

About Us

Darrin Schmitz is the President of Persuasion Partners, Inc. (PPI). Launched in 2005, PPI quickly established itself as a prominent, national consulting firm when Darrin served as the chief strategist for one of just two statewide campaigns in the entire nation to flip an office from Democratic to Republican in 2006.

Darrin was a team member of the AAPC "2020 Campaign of the Year-Republican", a 2020 recipient of two Goldie Awards, and in 2019 was one of three finalists in the county for the American Association of Political Consultants' People's Choice Award which selected his work as one of the three best voter contact mail in the country. He's won dozens of Pollicie, Goldie and Reed Awards during his tenure as President of PPI.

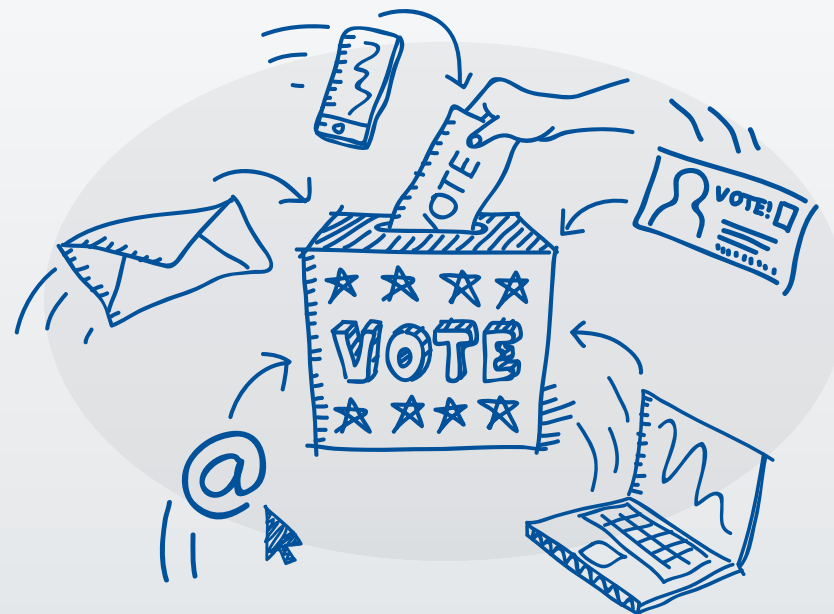
In 2016, Darrin served as a voter mail consultant to President Donald Trump's primary campaign as well as the Trump/RNC Victory effort. In 2011, he was the general consultant for Reince Priebus's campaign for Republican National Committee Chairman.

Citing "a number of big wins as a consultant", Darrin was named a Top Influencer by Campaigns & Elections. Darrin has provided voter contact consulting in more than 30 states including voter contact mail for a variety of high profile races across the country; campaigns of Governors' Rauner and Haslam, US Senators Johnson, Cotton and Corker, and US Representatives Duffy, Davis, Kinzinger, Shimkus, Fleischmann, Gallagher, and more.



Persuasion Partners Inc.

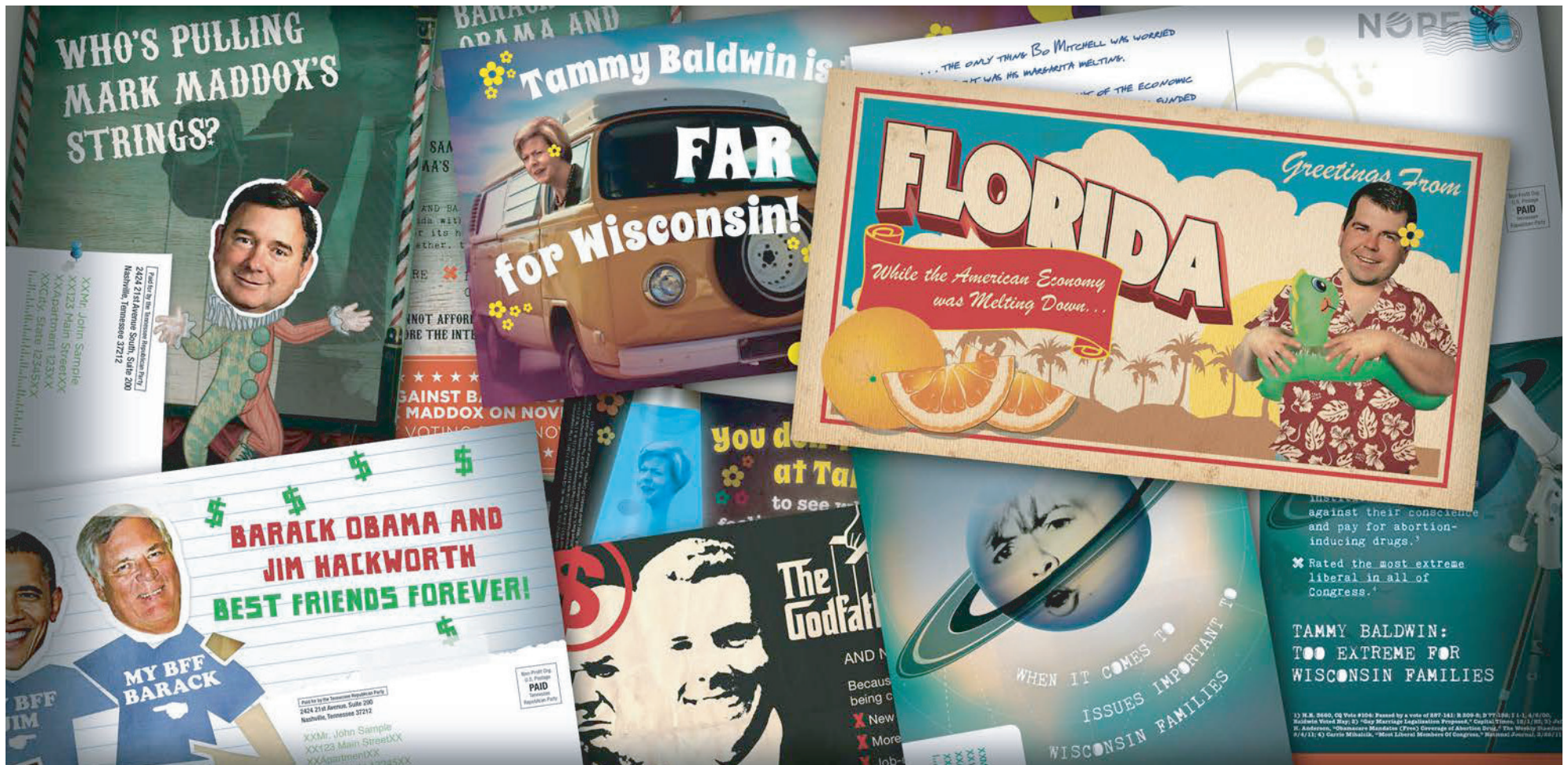
Wisconsin | Tennessee | Florida | Washington, DC



- Integrated voter contact mail
- Digital advertising
- Franked mail communications
- Phones
- Website design and development
- Email strategy
- Social network engagement
- Texting services



Darrin Schmitz - President
Persuasion Partners, Inc.
Darrin@persuasionpartners.com
(608) 209-0403



Award Winning Mail



- 2020 AAPC GOP Campaign of the Year team member
- 2019 American Association of Political Consultants' People's Choice Award Finalist
- 2019 two Goldie Awards for Voter Mail Excellence
- 2019 two Pollie Awards Voter Mail Independent Expenditure
- 2017 Reed Award for "Best Bare-Knuckled Street Fight Victory" Voter Mail Piece





Tammy Baldwin is too FAR OUT for Wisconsin!

Paid for by The Republican Party of Wisconsin,
148 E. JOHNSON STREET • MADISON, WI 53703

XXMR. JOHN SAMPLE
XX123 MAIN STREETXX
XXAPARTMENT 123XXXX
XXCITY, STATE 12345XX

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IF MAILED
IN THE
UNITED STATES

You don't have to see why Wisconsin families are feeling groovy about her agenda:

- ✱ Voted in favor of higher taxes 159 times.¹
- ✱ Supported a \$3,000 middle class tax hike on Wisconsin's families.²
- ✱ Supported a government takeover of your health care.³
- ✱ Voted for a job-killing energy tax which could cost Wisconsin more than 26,000 jobs.⁴
- ✱ Named the most liberal Congressperson in America.⁵

Tammy Baldwin: Too extreme for Wisconsin.

LOWER TAXES. LESS SPENDING. MORE JOBS.

VOTE TOMMY THOMPSON

★FOR U.S. SENATE NOVEMBER 6★

Paid for by The Republican Party of Wisconsin,
148 E. JOHNSON STREET • MADISON, WI 53703

XXMR. JOHN SAMPLE
XX123 MAIN STREETXX
XXAPARTMENT 123XXXX
XXCITY, STATE 12345XX

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UNITED STATES

WHEN IT COMES TO ISSUES IMPORTANT TO WISCONSIN FAMILIES

TAMMY BALDWIN IS IN A DIFFERENT WORLD.

TAMMY BALDWIN AND HER SUPER-LIBERAL "VALUES" ARE FROM ANOTHER PLANET.

Against banning the same practice of birth abortion.¹

Legislation to force religious organizations to go against their conscience for abortion-ing drugs.²

the most extreme liberal in all of Congress.³

MY BALDWIN: TOO EXTREME FOR WISCONSIN FAMILIES

U.S. 9660, 09 Nov 2014. Based on a vote of 287-151, R 209-4; D 77-186; 113, 4/6/06. Source: World Post 3/5 "Gay Marriage Legislation Proposed." Capital Times, 3/1/06; 5) Astory Underbrush, "Democratic Mandates (True) Coverage of Abortion Drugs." The Weekly Standard, 4/11/11; 4) Garret Milbrandt, "Most Liberal Members Of Congress," National Journal, 8/26/11

VOTE TO PROTECT LIFE, MARRIAGE, AND RELIGIOUS FREEDOM.

★VOTE TOMMY THOMPSON FOR SENATE★





... THE ONLY THING BO MITCHELL WAS WORRIED
ABOUT WAS HIS MARGARITA MELTING.

IN NOVEMBER 2008, AT THE HEIGHT OF THE ECONOMIC
MELTDOWN, BO MITCHELL WENT ON A TAX-PAYER FUNDED
TRIP TO FLORIDA THAT COST MORE THAN \$20,000
ONLY VACATION TENNESSEAN...

NOPE



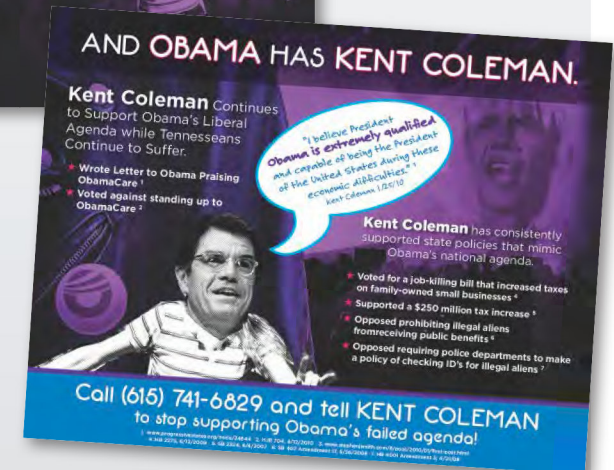
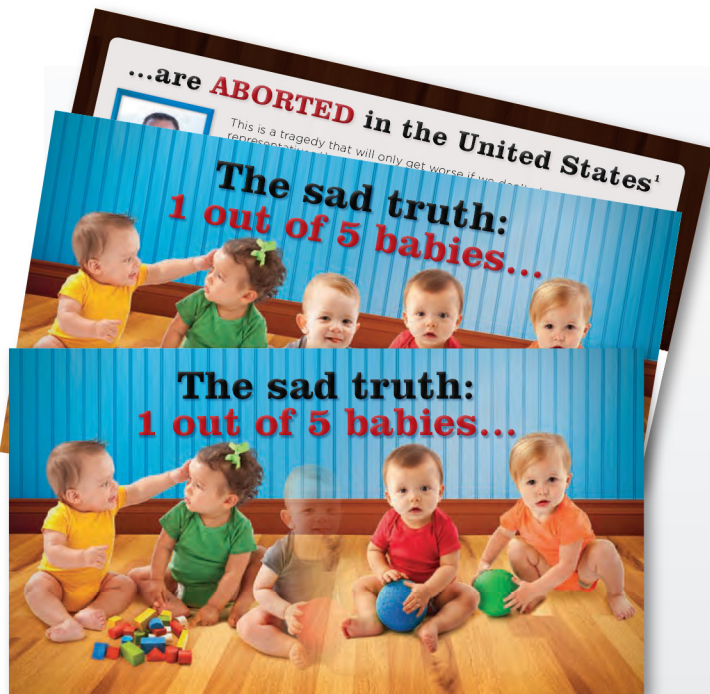
American Party
Suite 200
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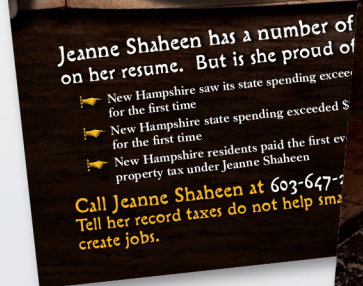
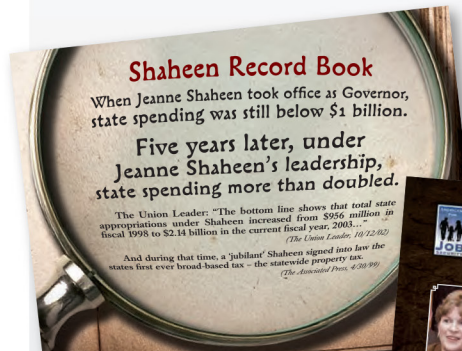
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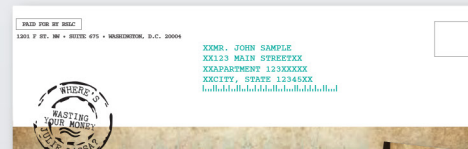


ADDITIONAL AWARD WINNING PIECES





11 x 17 (Folds to 5.5 x 8.5)
postcard





President Donald J. Trump

Darrin Schmitz, PPI President, served as a voter contact mail specialist to the Donald J. Trump for President campaign designing mail in key, targeted states in the Republican primary and the general election.



Persuasion Partners Inc.

www.persuasionpartners.com

**TO CREATE INDIANA JOBS,
CAN YOU REALLY TRUST**

TED CRUZ: THE DC JOB DESTROYER?

- ✗ Spoke up in favor of the pro-China "ObamaTrade" deal.
- ✗ Favorite Senator of Goldman Sachs and other Wall Street interests.
- ✗ Proposes huge expansion of H1-B Visas to replace Americans with low-wage workers brought in from overseas.

**YOUR INDIANA COMMUNITY HAS BEEN
HIT HARD BY DISASTROUS TRADE DEALS
CUT BY DC POLITICIANS.**

Donald J. Trump for President, Inc.
 725 Fifth Avenue
 New York, New York 10022

PHOTO BY
 U.S. AIRMAIL
 PAID
 Signature required
 Cancelled

Build the economy for American workers.

...n Over seas.

**A COMMUNITY HAS BEEN
BY DISASTROUS TRADE DEALS
Y DC POLITICIANS.**

...for American workers.

- ✓ Build the wall.
- ✓ Fix the VA for our troops.
- ✓ Protect our citizens from radical Islamic terrorists.
- ✓ Stand up against China, Mexico and any country trying to rip us off.

**MAKE DONALD TRUMP PRESIDENT AND
MAKE AMERICA GREAT AGAIN.**

**Election Day – May 3rd
Vote Trump For President**

Filed for by Donald J. Trump for President, Inc.

www.DonaldJTrump.com

Facebook Twitter YouTube

NEW YORK
NEW YORK 10022

2016

TRUMP
DONALD TRUMP
PRESIDENT

MAKE AMERICA
GREAT AGAIN!

AS YOUR NEXT PRESIDENT
DONALD TRUMP WILL
**FIGHT FOR
NEBRASKA**

Donald J. Trump for President, Inc.
725 Fifth Avenue
New York, New York 10022

INDICIA

XXMR, JOHN SAMPLE
XX123 MAIN STREETXX
XXAPARTMENT 123XXXXX
XXCITY STATE 12345XX
XXXXXXXXXXXXXXXXXXXX

MAKE DONALD TRUMP
PRESIDENT AND
**MAKE AMERICA
GREAT AGAIN!**

ON MAY 10TH,
VOTE DONALD TRUMP
FOR PRESIDENT

✓ **Protect our farmers** and ranchers and every small business in America
✓ Stand up against cheaters like China and **bring fairness to trade**
✓ **Fix the VA** for our troops

Paid for by: Donald J. Trump for President, Inc.

P P I





US Senate Races



Persuasion Partners Inc.
www.persuasionpartners.com



RUSS FEINGOLD'S RECORD. X



- X Russ Feingold joined other career politicians to raid more than **\$2 TRILLION** dollars from the Social Security trust fund to bankroll his big government programs... leaving seniors an IOU. (Source: Social Security Administration, <http://www.ssa.gov/OACT/STATS/table4a3.html>, Accessed August 14, 2010); Stephen Ohlemacher, "Social Security To Start Cashing Uncle Sam's IOUs," The Associated Press, 3/14/10)
- X And Feingold voted **TWICE** to raise taxes on Social Security benefits. (H.R. 2264, CQ Vote #190, 6/25/09; H.R. 2264, CQ Vote #247, 8/6/09; Feingold Voted Yes)

RON JOHNSON WILL KEEP HIS PROMISE TO SENIORS. ✓



- ✓ Ron will fight to preserve benefits for retirees and keep Social Security sustainable long-term.
- ✓ Ron knows that seniors often live on a tight budget. He will respect you enough to tell you the truth and fight to keep Social Security for retirees.



Our seniors deserve the peace of mind and certainty that the programs they've been planning their retirement around will remain intact and be the safety net they've meant to be.

Ron Johnson



Just ask Russ Feingold.

Career politician Russ Feingold says one thing in Wisconsin and votes the other way in Washington.





- X **Voted** numerous times **against** tax cuts for Wisconsin families.
- X **Voted** for the failed \$862 billion "stimulus" bill.
- X **Voted** for the anti-jobs \$1 trillion government-run health care bill.

18 YEARS IS LONG ENOUGH-- LET'S GIVE RUSS A ONE WAY TICKET HOME.

Ron Johnson is a business leader... not a career politician.

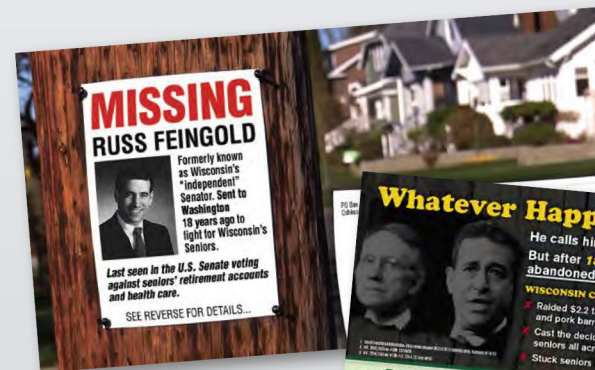
Ron has spent the last 30 years building a strong business and creating jobs. He knows how to balance a budget and get Wisconsin working again.

Vote Ron Johnson for Senate on November 2nd.

Connect with Ron on:    

www.RonJohnsonForSenate.com

Paid for by Ron Johnson for Senate, Inc.



Whatever Happened to Russ Feingold?

He calls himself a "Maverick." But after **18 years in Washington**, he has **lost touch** and **abandoned Wisconsin seniors.**





- X Raided \$2.2 trillion from Social Security and spent it on big government programs and pork barrel spending.
- X Cast the deciding vote to cut Medicare by \$523 billion, which will impact 100,000 seniors all across Wisconsin.
- X Stuck seniors with a \$243 billion tax hike on Social Security.

But **RON JOHNSON** is not a career politician, and we can trust him to always stand with Wisconsin seniors, **NOT** the Washington crowd.

I will preserve Medicare and Social Security long-term and keep our promises to seniors. I will fight for you in the Senate.

- Ron Johnson

Vote Ron Johnson for U.S. Senate on November 2nd

STAY CONNECTED    

www.RonJohnsonForSenate.com

Paid for by Ron Johnson for Senate, Inc.



18 YEARS IS LONG ENOUGH. IT'S TIME TO RETIRE RUSS FEINGOLD.

A lot has changed since 1992, but career politician **RUSS FEINGOLD** is still saying one thing at home and voting differently in Washington.

- ✗ Voted 278 times for higher taxes ¹
- ✗ Voted for nearly 33,000 earmarks and pork barrel projects ²
- ✗ Voted four times against a balanced budget amendment ³

1. Congressional Budget Office, "The Budget Process," p. 10. 2. Congressional Budget Office, "The Budget Process," p. 10. 3. Congressional Budget Office, "The Budget Process," p. 10.

RON JOHNSON
He is a leader who will fight to:

- REDUCE GOVERNMENT SPENDING
- GROW THE ECONOMY AND CREATE JOBS
- BALANCE THE BUDGET

Vote Ron Johnson for U.S. Senate on November 2nd

FOR CONTACTS: www.RonJohnsonforSenate.com

Because many of our politicians have been so apologetically irresponsible, we have a long financial mess ahead of us. We cannot afford to keep our heads in the sand any longer.
- Ron Johnson

BOB CORKER **RIGHT FOR TENNESSEE. RIGHT FOR AMERICA.**

"Under President Obama, our country is going in the wrong direction. We have more debt, less freedom, and the free enterprise system is under attack. This is not the America we want to leave our children and grandchildren. I'm working hard to change the way Washington does business so every Tennessean will have a chance to earn a good living or create a great business in an America that always lives within its means."

Bob Corker

Bob Corker
U.S. Senator

Bob Corker for Senate 2012, Inc.
1910 21st Avenue South
Nashville, TN 37212

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Paid for by Bob Corker for Senate 2012, Inc.

PO BOX 7504
LITTLE ROCK, AR 72217-7504

XXMr. Jo
XX123 M
XXCity, S
XXState

TEACHERS FOR TOM COTTON

ACCEPTANCE FORM

☐ **YES**, I will join Teachers for Cotton and help Tom stop the Obama/Reid Agenda.

I would like to help you in the following ways:

- ☐ Raise money/hold an event
- ☐ Recruit 5 friends for Tom
- ☐ Call talk radio
- ☐ Write a letter to the editor
- ☐ Volunteer at campaign HQ
- ☐ Get active in the blogs
- ☐ Display a sign or sticker
- ☐ Help Get-Out-The-Vote
- ☐ Other:

XXHouseholdMainNameXX
XXAddress1XXX
XXAddress2XXX
XXCity, State, ZipXX

www.TomCotton.com

PAID FOR BY COTTON FOR SENATE

TEACHERS FOR TOM COTTON

COTTON FOR SENATE
PO BOX 7504
LITTLE ROCK, AR 72217-7504

PLEASE
PLACE
STAMP
HERE

Bob Corker's Plan
to Change the Way Washington Does Business:

- ✓ **Reduce the Debt**, Force Washington to Live Within its Means
- ✓ **Implement Pro-Growth Tax Reforms** to Promote **Job Creation**
- ✓ **End Reckless Deficit Spending** that Hurts Tennessee Businesses and Families
- ✓ **Repeal the President's Massive and Irresponsible Health Care Law**
- ✓ **Reform Our Entitlement Programs** so They Are Solvent and Exist for Future Generations

Make the Right Choice:
✓ **VOTE Bob Corker for U.S. Senate on August 2, 2012**

www.BobCorker.com



US House Races



Persuasion Partners Inc.
www.persuasionpartners.com

SEAN DUFFY STANDS WITH US...



"This election, perhaps more than any in recent history, is critical to protecting the Second Amendment as well as preventing elected officials and activist judges from eroding our rights."

www.DuffyForCongress.com

We know **SEAN DUFFY** Will Protect Our 2nd Amendment Rights

SEAN DUFFY CONGRESS 2010

- ✓ NRA Member
- ✓ Received "A" Rating from NRA
- ✓ Highest rated candidate in this race
- ✓ Will fight against further restrictions on our gun and sporting rights

On November 2nd, Vote **SEAN DUFFY** for Congress

WHEN IT COMES TO THE 2ND AMENDMENT, WE CAN'T TRUST JULIE LASSA

- ✗ Authored a bill with Madison and Milwaukee liberals that the NRA fought against and said could "result in a loss of your Second Amendment rights."
- ✗ Voted against the Wisconsin Youth Hunting Bill that passed with overwhelming bi-partisan support and had the NRA's support.

Paid for by Chuck Fleischmann for Congress Committee, Bartlett Hubert, Treasurer
P.O. Box 11001 | Chattanooga, TN 37401

Run Off
10/1/2009
RSD

Chuck Fleischmann

Conservative Congressman



There's a reason why he works so hard to protect the American Dream:

...has lived it himself.

During his childhood, Chuck lived on the floor of a McDonald's and never losing touch with responsibility.

At UT, got married, and his three boys.

During his time representing Tennessee's 3rd District, Chuck Fleischmann has put the American Dream "front and center" on his agenda:

- Cut spending to remove the immoral debt load from the backs of our kids
- Repeal ObamaCare and put doctors and citizens - not bureaucrats - in charge of health care
- Defund Planned Parenthood and protect every child's God-given right to enter this world and pursue their own dreams
- Help small businesses grow, creating jobs and opportunities for more people
- Strengthen our military, serve our veterans, and protect our communities

The American Dream, our Tennessee values, and your God-given right to life, liberty and pursuit of happiness are not just slogans for Chuck Fleischmann.

THEY ARE PERSONAL.

THEY ARE WHY HE RAN FOR CONGRESS.

AND THEY ARE WHY HE WILL CONTINUE SERVING US WITH PRIDE.

On August 4th, vote for Chuck Fleischmann, the conservative voice for Tennessee.

Paid for by the Republican Party of Wisconsin. www.wisconsin.org

Republican Party of Wisconsin
140 East Johnson Street
Madison, Wisconsin 53703
(608) 257-4765

Were these two... separated at birth!?



Julie Lassa and Nancy Pelosi might as well be twins when it comes to massive government spending that's bankrupting our children's future.

Madison-insider Julie Lassa would fit right in with Nancy Pelosi's spending spree in Washington:

- ✗ Raised taxes and fees by \$5 billion...last year alone!
- ✗ Voted for a Canadian-style health care plan that raised payroll taxes.
- ✗ Stuck Wisconsin taxpayers with a \$2.7 billion budget deficit.

Julie Lassa...she was reckless with your tax dollars in Madison, she'll do it again in Washington.

Sean Duffy will vote to stop the run away spending in Washington, and help create a robust economy where jobs can flourish and Wisconsin families are stronger.

Sean Duffy will balance the budget, and reduce our nation's deficit.

On November 2 Vote **Sean Duffy** for Congress
www.duffyforcongress.com

SEAN DUFFY CONGRESS 2010

Stay Connected:
f t y



CONGRESSMAN CHUCK FLEISCHMANN: A CONSERVATIVE VOICE FOR TENNESSEE



CARBON FIBER TECHNOLOGY FACILITY

AND DEFENDS OUR VALUES TO:

- ✗ Cut taxes and eliminate burdensome regulation to make it easier for our businesses to succeed.
- ✗ Protect our nation's security by destroying terrorist recruitment methods and combating the terrorist threat wherever it exists.
- ✗ Take care of our veterans by working to open three new VA clinics so that veterans have access to quality healthcare in East Tennessee.
- ✗ Support traditional marriage and protect the sanctity of life for everyone including our unborn.
- ✗ Foster our education system so that it continues to provide students with the skills they need to compete in the marketplace.
- ✗ Proudly protect the rights of hunters and sportsmen to keep and bear arms.

VOTE CHUCK FLEISCHMANN FOR CONGRESS AUGUST 4TH

NATIONAL ENDORSED



Paid for by the Illinois Republican Party
P.O. Box 78
Springfield, IL 62705

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Springfield, IL

RODNEY DAVIS
U.S. CONGRESS

RODNEY DAVIS SALUTES OUR VETERANS' SERVICE BY FIGHTING FOR THEM IN CONGRESS.

VETERANS FOUGHT FOR US. WE WILL ALWAYS FIGHT FOR THEM.

Early Voting Starts Oct. 24th

Our country's freedom; they paid a higher price. Higher taxes and wasteful spending have put our country in a bind. The "Heroes" Act that rolls back taxes on businesses to hire veterans, improves and speeds up the process of hiring veterans. Choice, and access to care.

**Vote To Support Our Veterans.
Vote Rodney Davis On November 8th.**

PAID FOR BY MIKE GALLAGHER FOR WISCONSIN

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☆☆☆ **MIKE GALLAGHER** ☆☆☆
DEFENDING US OVERSEAS. FIGHTING FOR US AT HOME.

E. FIGHTING FOR US.

Mike GALLAGHER FOR CONGRESS

MIKE GALLAGHER WILL DO WHAT THE CAREER POLITICIANS WON'T - FIGHT... AND WIN.

ON AUGUST 9TH - VOTE REPUBLICAN MIKE GALLAGHER FOR CONGRESS

Paid for by the Illinois Republican Party
P.O. Box 78
Springfield, IL 62705

Rodney Davis is Working Everyday to Make Sure Illinois Stays *Open For Business!*

With Nancy Pelosi and her liberal allies in Congress, our hard-working Illinoisans need a champion who will fight to stop her job-killing agenda of more regulations and higher taxes on working families and businesses.

We have that champion in Rodney Davis.

- ✓ Sponsored the "Opportunity KNOCKS Act" that allows Americans receiving unemployment to get the education or training they need to find a job.
- ✓ Supports reforming the tax code and lowering taxes on families, workers, and businesses so that everyone can invest in the local economy.
- ✓ Sponsored and passed the "Fast Act" that increases local control of transportation dollars so we can repair our roads and bridges and attract companies to create good-paying jobs in Central and Southwestern Illinois.

VOTE RODNEY DAVIS ON NOVEMBER 8th.

RODNEY DAVIS IS WORKING FOR YOU

PAID FOR BY MIKE GALLAGHER FOR WISCONSIN

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CONSERVATIVE MIKE GALLAGHER

Our constitutional rights are worth fighting for.

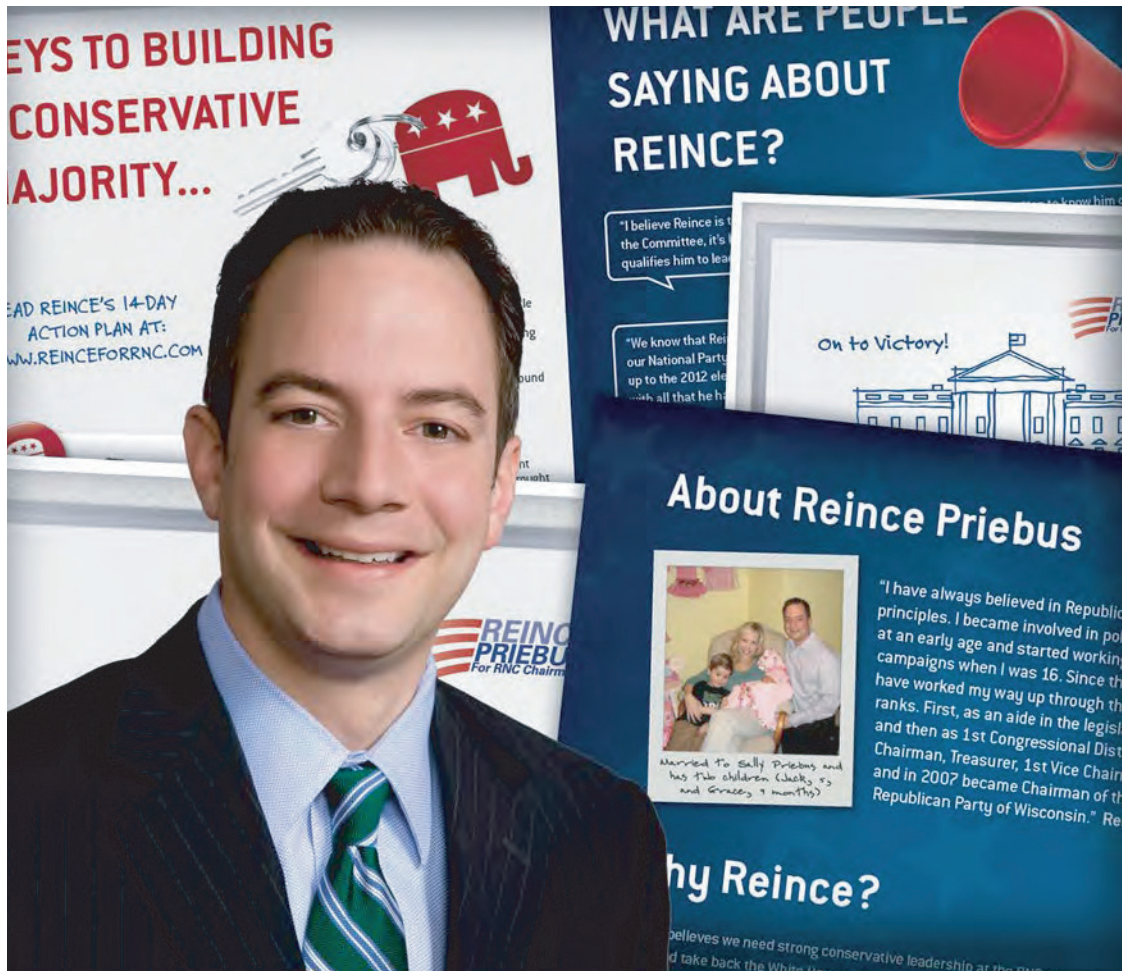
MIKE GALLAGHER: FIGHTING FOR YOU

In Congress, Mike Gallagher will stand proudly for the U.S. Constitution and protect your 2nd Amendment right to keep and bear arms:

- NO Obama-Clinton gun bans
- NO secret government lists of civilian firearm ownership
- NRA member who understands your liberty is under assault from Washington

"I will always support Wisconsin's hunters, sportsmen, and law-abiding gun owners who just want to protect their own families. This is part of Wisconsin's way of life and fundamental to who we are as a country." - Mike

**ON AUGUST 9th, VOTE TO PROTECT THE 2ND AMENDMENT.
VOTE REPUBLICAN MIKE GALLAGHER FOR CONGRESS.**



PPI is proud to have served as the lead consulting firm on Reince Priebus' campaign for RNC Chairman. PPI provided strategic counsel, messaging, media relations advice, and staff assistance on all levels in the Chairman's historic victory.

In the weeks prior to the Republican National Committee's election of a new Chairman, Persuasion Partners, Inc. helped Reince get his message out to the Committee Members in a unique and eye-catching way.

Reince Priebus

RNC Chairman and White House Chief of Staff. Darrin Schmitz served as the General Consultant to Chairman Reince Priebus' campaign for Republican National Committee Chair and developed all campaign materials.



Persuasion Partners Inc.

www.persuasionpartners.com

RNC CHAIRMAN AND WHITE HOUSE CHIEF OF STAFF REINCE PRIEBUS

KEYS TO BUILDING A CONSERVATIVE MAJORITY...



READ REINCE'S 14-DAY ACTION PLAN AT: WWW.REINCEFORRNC.COM

LEADERSHIP

Being the Wisconsin GOP State Chairman wasn't just a title to Reince – it was a mission. He spent countless hours focused on fundraising, reaching out to members, working with grassroots, and effectively delivering the party's conservative message. At the RNC, Reince will bring his 14-day action plan to be prepared to lead and hit the ground running from day one.

FUNDRAISING

Reince knows fundraising is a mission critical to a vibrant Republican Party. As State Chairman in Wisconsin, he brought in millions despite some of the nation's most restrictive state campaign finance laws. As the next RNC Chairman, Reince's plan for victory includes not only personally seeking donors' funds, but also their ideas to move our party forward.

GRASSROOTS

Strengthening our grassroots network will be an essential to victory in 2012. Reince helped build one of the most effective ground operations in the nation in 2010 with 20 victory offices and over 3.2 million direct voter contacts. His leadership to bring together tea party activists and third party groups helped Wisconsin Republicans make historic gains.



WHAT ARE PEOPLE SAYING ABOUT REINCE?



"I believe Reince is the best candidate for RNC Chairman. While I have gotten to know him on the Committee, it's his outstanding track record as Chairman of the Wisconsin GOP that best qualifies him to lead our National Party."

Henry Barbour, Mississippi National Committeeman

"We know that Reince is the right person who will bring a sense of order and correctness to our National Party. The role of the next RNC Chairman is, and will be very important as we lead up to the 2012 elections. We know that Reince is up to the task and will tackle the job head-on with all that he has to give."

Mary Buestrin & Steve King, National Committee Delegation

"Reince Priebus, you've done so much to get this party turned around and firing on all cylinders. The RWP, the country, and all us candidates owe you a debt of gratitude. Thank you for doing so much to make this party move."

Congressman Paul Ryan

"His laser focus on the fundamental responsibilities of the job, his principled adherence to the core beliefs of the GOP and his energetic approach to the opportunities inherent in the 2012 cycle are the right combination to carry our 2010 gains to the next level."

Governor Bob List, Nevada National Committeeman

Learn more about our plan for victory at: www.ReinceforRNC.com

About Reince Priebus



427 E. Gorham Street, #803
Madison, WI 53703



Paid for by Reince for RNC Chairman
Mary Buestrin, Treasurer

Conservative Principles.
Conservative Leadership.

"I'm running for chairman for only one reason. I believe our country is in great peril and we have to do something about it. People in politics always say that the next election is the most important election ever. But the direction that Barack Obama, Harry Reid, and Nancy Pelosi have been taking America is causing real damage to our great country. Our party must lead the way to a better America."

Reince Priebus

www.ReinceforRNC.com



On to Victory!



The RNC Plan for Victory
in 2011 and 2012

Paid for by Reince for RNC Chairman Committee, Mary Buestrin, Treasurer



Chairman
Plan for Victory
in 2011 and 2012

Paid for by Reince for RNC Chairman Committee, Mary Buestrin, Treasurer

RISE & SHINE WITH
REINCE PRIEBUS



Please Join Us for Coffee
Thursday, January 13th
7:30 AM

Gaylord National Hotel
(Across from the RNC
Registration Table)



YOU ARE CORDIALLY
INVITED TO THE
UNIFY AND WIN '12 RECEPTION
WITH
REINCE PRIEBUS
CANDIDATE FOR RNC CHAIRMAN

Thursday, January 13, 2011
7:00 PM
Gaylord National Hotel &
Convention Center - Suite 4105



Paid for by Reince for RNC Chairman
Committee, Mary Buestrin, Treasurer



Merry Christmas and Happy Holidays from Wisconsin!
I look forward to talking with you if I haven't already.
Please feel free to give me a call anytime at (262) 994-0800.
My best to you and your family this holiday season.

Reince Priebus

427 E. Gorham Street #803 • Madison, WI 53703

Reince Priebus For RNC Chairman

PPI



When it comes to developing effective mail pieces for voter registration, absentee ballot/early voting, or get-out-the-vote efforts, PPI has the proven track record to get the job done right.

As a result of our comprehensive, and targeted voter contact programs, Tennessee now enjoys a supermajority in their State Legislature.

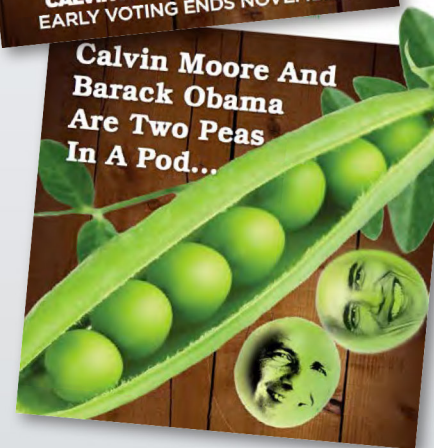
PPI has produced mail programs for the Republican Party of Iowa, Illinois Republican Party, Republican Party of Minnesota, Nevada Republican Party, Oregon Republican Party, Pennsylvania Republican Party, Tennessee Republican Party, Washington Republican Party, and the Republican Party of Wisconsin.

State Party Programs



Persuasion Partners Inc.

www.persuasionpartners.com



The collage features several mail pieces:

- Voting Alert:** A red and white card with the word "ALERT" in large letters, stating that the ballot has not yet been received and urging early voting by November 4th.
- Official Notice to All Eligible Voters:** A red and white card featuring a portrait of Barack Obama, stating that his agenda is on the ballot and urging early voting.
- Notice: Residential Verification of Voting Records:** A card with a map of a neighborhood, showing where residents have voted (blue checkmarks) and where they haven't (red X's). It encourages voters to verify their records.
- Don't Let This Be You:** A card with a red X in a speech bubble, stating that voters should not let their records be like those of non-voters. It includes a "VOTE" button graphic.
- Official Notice to All Eligible Voters (Barack Obama):** A red and white card featuring a portrait of Barack Obama, stating that his agenda is on the ballot and urging early voting.
- Fulfill Your Civic Duty:** A red and white card featuring a portrait of Barack Obama, stating that voters should fulfill their civic duty by voting early or on November 4th.
- Did You Know That Your Vote History is Public Information?:** A card with a list of reasons why voting is important, including the fact that vote history is public information. It includes a "VOTE" button graphic.

The overall theme is to encourage voter participation and civic duty through various mail-based campaigns.



Persuasion Partners has worked with a variety of independent organizations that sought out direct mail as a key medium to push their issues into the forefront of the political debate. We've worked with:

- American Federation for Children Action Fund
- Americans for Job Security
- Americans for Prosperity
- Associated Builders and Contractors
- Jobs First Coalition
- Republican State Leadership Committee
- Sporting Heritage, Inc
- Susan B. Anthony List
- United States Chamber of Commerce

Independent Expenditures



Persuasion Partners Inc.

www.persuasionpartners.com

... which Mark do we listen to?

With the nation's **gas prices soaring** and Mark Udall's Senate campaign in full swing, he **NOW** says he supports domestic drilling. **BUT** over his 10 years in Congress, **Udall repeatedly voted against domestic drilling and the jobs it would create in Colorado.**

Can we trust what he is telling us now?

Call Mark Udall at **202-225-2161** and tell him you want him to **VOTE** for domestic drilling — not just talk about it.

American Energy Alliance
XXXXXXXXXX
City, CO, 12345-6789

When it comes to Mark Udall's energy plan...

Illegal Immigration

IS A THREAT TO NATIONAL AND OUR ECONOMIC SECURITY

Applicants for Job Security
107 South West Street
PMB 551
Alexandria, VA 22314
Paid for by Americans for Job Security

But Kay Hagan's record shows she doesn't understand the problem!

- X Kay Hagan voted for a bill which allowed people without Social Security numbers to get drivers licenses. (The Appropriations Act of 2001, 801005, 2nd session, May 30, 2001).
- X Kay Hagan opposed the 287 (g) federal program calling it a "mandate," despite the fact that it provides local law enforcement officials the tools needed to prevent illegal immigration.

Call Kay Hagan at (919) 733-5856 and tell her to protect our border and save American Jobs.

PAID WITH MY CHECK

10001 P ST. NW • SUITE 410 • WASHINGTON, D.C. 20004

XXXX, JOHN SAMPLE
XX123 MAIN STREET
XXXXXXXXXX
CITY, STATE 12345XX

WHERE'S JULIE LASSA?

WHERE'S JULIE LASSA?

IT'S HARD TO TELL SINCE SHE RAN OUT ON US.

When it comes to protecting hard working families, Julie Lassa is nowhere to be found.

JULIE LASSA WAS LAST SPOTTED HIDING IN ILLINOIS AND NOT DOING HER JOB, BUT STILL COLLECTING HER GOVERNMENT SALARY. NOW, SHE'S ABANDONING TAXPAYERS AGAIN!

- X Voted against a tuition freeze which helps make college more affordable for our children.
- X Voted against emergency assistance so UW college students can stay in school and finish their degree.
- X She also fought against additional student loan counseling to avoid debt and financial troubles.

Julie Lassa is missing again. Call her office at (608) 266-3123 and tell her to stop abandoning middle class families and voting against education reforms.

Americans for Job Security
107 South West Street
PMB 551
Alexandria, VA 22314
Paid for by Americans for Job Security

Jeanne Shaheen **exceeded \$2 billion** in state spending just in 5 years.



Shaheen Record Book

When Jeanne Shaheen took office as Governor, state spending was still below \$1 billion. Five years later, under Jeanne Shaheen's leadership, state spending more than doubled.

The Union Leader: "The bottom line shows that total state appropriations under Shaheen increased from \$956 million in fiscal 1998 to \$2.14 billion in the current fiscal year, 2003..." (The Union Leader, 10/12/02)

And during that time, a 'jubilant' Shaheen signed into law the states first ever broad-based tax - the statewide property tax. (The Associated Press, 4/30/99)

It took 5 years to...

Jeanne Shaheen has a number of 'firsts' on her resume. But is she proud of them?

- New Hampshire saw its state spending exceed \$1 billion for the first time
- New Hampshire state spending exceeded \$2 billion for the first time
- New Hampshire residents paid the first ever statewide property tax under Jeanne Shaheen

Call Jeanne Shaheen at 603-647-2008. Tell her record taxes do not help small businesses create jobs.



THIS IS WHAT MARK UDALL THINKS OF THE CONSTITUTION.



IF MARK UDALL HAS HIS WAY, THE FIRST AMENDMENT WILL BE A THING OF THE PAST.


WHY? Because MARK UDALL doesn't like being criticized. So he's trying to shut us all up...PERMANENTLY.

AS AN AMERICAN, YOU HAVE EVERY RIGHT TO CRITICIZE POLITICIANS. YOU ALSO HAVE A RIGHT TO FIRE MARK UDALL.

ON ELECTION DAY, PROTECT FREE SPEECH - VOTE TO DEFEAT SENATOR MARK UDALL.

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PAID FOR BY THE AMERICAN FEDERATION FOR CHILDREN ACTION FUND - WISCONSIN (E COMMITTEE, USA. LIKOR TREASURER. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S AGENT OR COMMITTEE. P.O. BOX 202, MILWAUKEE, WI 53201



"You are &!@#%\$! dead!"— Incumbent State Representative Gordon Hintz to a female colleague

"Sadly, Gordon Hintz's views on women aren't just talk – he walks the walk..."

"Oshkosh Democrat Gordon Hintz accused of sexual misconduct in Appleton Post Crescent"

XXMR. JOHN SAMPLE
XX123 MAIN STREETXX
XXAPARTMENT 123XXXXX
XXCITY, STATE 12345XX
XXXXXXXXXXXXXXXXXXXX

Gordon Hintz's behavior towards women is absolutely appalling, offensive, and downright disturbing. It's time we send a message this ugly behavior won't be tolerated.

HOW CAN WE TRUST A MAN THAT:

- ✗ Gets caught in an undercover prostitution sting at "Heavenly Touch Massage Parlor" and is cited for soliciting a prostitute.
- ✗ Days later, physically threatens a female colleague on the Wisconsin Assembly floor – telling her she was "&!@#%\$! dead."^{1,2}

GORDON HINTZ: SOLICITING PROSTITUTES. SEXUAL MISCONDUCT. THREATENING WOMEN.

1) NORTHWESTERN MEDIA, 2019
2) THE DAILY CALUMET, 2019

When it comes to disrespecting women – Hintz doesn't just talk the talk – he walks the walk.

VOTE AGAINST GORDON HINTZ ON NOVEMBER 4.

HIGH TAXES HURT FAMILIES.

WHO CAN YOU TRUST TO KEEP YOUR MONEY WHERE IT REALLY BELONGS?

PAID FOR BY THE AMERICAN FEDERATION FOR CHILDREN ACTION FUND - WISCONSIN (E COMMITTEE, LIKOR TREASURER. NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S AGENT OR COMMITTEE. P.O. BOX 202, MILWAUKEE, WI 53201

XXMR. JOHN SAMPLE
XX123 MAIN STREETXX
XXAPARTMENT 123XXXXX
XXCITY, STATE 12345XX
XXXXXXXXXXXXXXXXXXXX

ONE OF THEM WANTS TO RAISE YOUR TAXES. THE OTHER WANTS TO CUT THEM.

THE CHOICE IS CLEAR.

AND THE CHOICE IS YOURS.



Which candidate for State Representative will help you keep more of your HARD-EARNED MONEY?

Todd Novak and Dick Cates have both served in local elected office, but only one candidate has earned our trust when it comes to protecting taxpayers.

TODD NOVAK

- ✓ As Mayor of Dodgeville, Todd Novak reduced the budget by 6.6% during his first year on the job.
- ✓ Todd Novak delivered property tax cuts for the people of Dodgeville, helping senior citizens stay in their homes and protecting all homeowners.
- ✓ Todd is committed to working in Madison to hold down taxes so you keep more of your hard-earned money.

DICK CATES

- ✗ Drove local property taxes up by 38% after voting for six budget increases on the River Valley School District Board of Education.¹
- ✗ Is considering pushing increased gasoline taxes, a higher sales tax, toll your car?²
- ✗ Refuses to pledge that he will vote "NO" on proposed tax hikes in Madison.³

In the race for State Representative, only one candidate stands for lower taxes:

✓ Vote for Todd Novak

1. Dodgeville News-Tribune, 2019
2. River Valley School District Board of Education, 2019
3. Madison Journal-Courier, 2019

DO YOU KNOW THE TRUTH ABOUT TONY SHIPLEY?

Shipley, Tony
(To Tennessee Taxpayers)

PAID FOR BY ADVANCE TENNESSEE, NOT AUTHORIZED BY ANY CANDIDATE OR CANDIDATE'S COMMITTEE.
P.O. BOX 120637
NASHVILLE, TN 37212-0637

HE ISN'T WHO YOU THINK HE IS.

OFFICIAL USE ONLY

THE REAL TRUTH: TONY SHIPLEY

- X Increased Taxes and Fees More Than 20 Times*
- X Voted to Import Foreign Companies' Hazardous RADIOACTIVE WASTE
- X Allowed Sex Offenders To Live Together in Certain Parts of our Community*

TONY SHIPLEY: NOW THAT WE KNOW THE TRUTH, IT'S TIME FOR SOMEONE ELSE.

DISCLAIMER:
* 1. 1981-1985, 1986-1988, 1989-1991, 1992-1994, 1995-1997, 1998-2000, 2001-2003, 2004-2006, 2007-2009, 2010-2012, 2013-2015, 2016-2018, 2019-2021, 2022-2024, 2025-2027, 2028-2030, 2031-2033, 2034-2036, 2037-2039, 2040-2042, 2043-2045, 2046-2048, 2049-2051, 2052-2054, 2055-2057, 2058-2060, 2061-2063, 2064-2066, 2067-2069, 2070-2072, 2073-2075, 2076-2078, 2079-2081, 2082-2084, 2085-2087, 2088-2090, 2091-2093, 2094-2096, 2097-2099, 2100-2102, 2103-2105, 2106-2108, 2109-2111, 2112-2114, 2115-2117, 2118-2120, 2121-2123, 2124-2126, 2127-2129, 2130-2132, 2133-2135, 2136-2138, 2139-2141, 2142-2144, 2145-2147, 2148-2150, 2151-2153, 2154-2156, 2157-2159, 2160-2162, 2163-2165, 2166-2168, 2169-2171, 2172-2174, 2175-2177, 2178-2180, 2181-2183, 2184-2186, 2187-2189, 2190-2192, 2193-2195, 2196-2198, 2199-2201, 2202-2204, 2205-2207, 2208-2210, 2211-2213, 2214-2216, 2217-2219, 2220-2222, 2223-2225, 2226-2228, 2229-2231, 2232-2234, 2235-2237, 2238-2240, 2241-2243, 2244-2246, 2247-2249, 2250-2252, 2253-2255, 2256-2258, 2259-2261, 2262-2264, 2265-2267, 2268-2270, 2271-2273, 2274-2276, 2277-2279, 2280-2282, 2283-2285, 2286-2288, 2289-2291, 2292-2294, 2295-2297, 2298-2299, 2300-2301, 2302-2303, 2304-2305, 2306-2307, 2308-2309, 2310-2311, 2312-2313, 2314-2315, 2316-2317, 2318-2319, 2320-2321, 2322-2323, 2324-2325, 2326-2327, 2328-2329, 2330-2331, 2332-2333, 2334-2335, 2336-2337, 2338-2339, 2340-2341, 2342-2343, 2344-2345, 2346-2347, 2348-2349, 2350-2351, 2352-2353, 2354-2355, 2356-2357, 2358-2359, 2360-2361, 2362-2363, 2364-2365, 2366-2367, 2368-2369, 2370-2371, 2372-2373, 2374-2375, 2376-2377, 2378-2379, 2380-2381, 2382-2383, 2384-2385, 2386-2387, 2388-2389, 2390-2391, 2392-2393, 2394-2395, 2396-2397, 2398-2399, 2400-2401, 2402-2403, 2404-2405, 2406-2407, 2408-2409, 2410-2411, 2412-2413, 2414-2415, 2416-2417, 2418-2419, 2420-2421, 2422-2423, 2424-2425, 2426-2427, 2428-2429, 2430-2431, 2432-2433, 2434-2435, 2436-2437, 2438-2439, 2440-2441, 2442-2443, 2444-2445, 2446-2447, 2448-2449, 2450-2451, 2452-2453, 2454-2455, 2456-2457, 2458-2459, 2460-2461, 2462-2463, 2464-2465, 2466-2467, 2468-2469, 2470-2471, 2472-2473, 2474-2475, 2476-2477, 2478-2479, 2480-2481, 2482-2483, 2484-2485, 2486-2487, 2488-2489, 2490-2491, 2492-2493, 2494-2495, 2496-2497, 2498-2499, 2500-2501, 2502-2503, 2504-2505, 2506-2507, 2508-2509, 2510-2511, 2512-2513, 2514-2515, 2516-2517, 2518-2519, 2520-2521, 2522-2523, 2524-2525, 2526-2527, 2528-2529, 2530-2531, 2532-2533, 2534-2535, 2536-2537, 2538-2539, 2540-2541, 2542-2543, 2544-2545, 2546-2547, 2548-2549, 2550-2551, 2552-2553, 2554-2555, 2556-2557, 2558-2559, 2560-2561, 2562-2563, 2564-2565, 2566-2567, 2568-2569, 2570-2571, 2572-2573, 2574-2575, 2576-2577, 2578-2579, 2580-2581, 2582-2583, 2584-2585, 2586-2587, 2588-2589, 2590-2591, 2592-2593, 2594-2595, 2596-2597, 2598-2599, 2600-2601, 2602-2603, 2604-2605, 2606-2607, 2608-2609, 2610-2611, 2612-2613, 2614-2615, 2616-2617, 2618-2619, 2620-2621, 2622-2623, 2624-2625, 2626-2627, 2628-2629, 2630-2631, 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2996-2997, 2998-2999, 3000-3001, 3002-3003, 3004-3005, 3006-3007, 3008-3009, 3010-3011, 3012-3013, 3014-3015, 3016-3017, 3018-3019, 3020-3021, 3022-3023, 3024-3025, 3026-3027, 3028-3029, 3030-3031, 3032-3033, 3034-3035, 3036-3037, 3038-3039, 3040-3041, 3042-3043, 3044-3045, 3046-3047, 3048-3049, 3050-3051, 3052-3053, 3054-3055, 3056-3057, 3058-3059, 3060-3061, 3062-3063, 3064-3065, 3066-3067, 3068-3069, 3070-3071, 3072-3073, 3074-3075, 3076-3077, 3078-3079, 3080-3081, 3082-3083, 3084-3085, 3086-3087, 3088-3089, 3090-3091, 3092-3093, 3094-3095, 3096-3097, 3098-3099, 3100-3101, 3102-3103, 3104-3105, 3106-3107, 3108-3109, 3110-3111, 3112-3113, 3114-3115, 3116-3117, 3118-3119, 3120-3121, 3122-3123, 3124-3125, 3126-3127, 3128-3129, 3130-3131, 3132-3133, 3134-3135, 3136-3137, 3138-3139, 3140-3141, 3142-3143, 3144-3145, 3146-3147, 3148-3149, 3150-3151, 3152-3153, 3154-3155, 3156-3157, 3158-3159, 3160-3161, 3162-3163, 3164-3165, 3166-3167, 3168-3169, 3170-3171, 3172-3173, 3174-3175, 3176-3177, 3178-3179, 3180-3181, 3182-3183, 3184-3185, 3186-3187, 3188-3189, 3190-3191, 3192-3193, 3194-3195, 3196-3197, 3198-3199, 3200-3201, 3202-3203, 3204-3205, 3206-3207, 3208-3209, 3210-3211, 3212-3213, 3214-3215, 3216-3217, 3218-3219, 3220-3221, 3222-3223, 3224-3225, 3226-3227, 3228-3229, 3230-3231, 3232-3233, 3234-3235, 3236-3237, 3238-3239, 3240-3241, 3242-3243, 3244-3245, 3246-3247, 3248-3249, 3250-3251, 3252-3253, 3254-3255, 3256-3257, 3258-3259, 3260-3261, 3262-3263, 3264-3265, 3266-3267, 3268-3269, 3270-3271, 3272-3273, 3274-3275, 3276-3277, 3278-3279, 3280-3281, 3282-3283, 3284-3285, 3286-3287, 3288-3289, 3290-3291, 3292-3293, 3294-3295, 3296-3297, 3298-3299, 3300-3301, 3302-3303, 3304-3305, 3306-3307, 3308-3309, 3310-3311, 3312-3313, 3314-3315, 3316-3317, 3318-3319, 3320-3321, 3322-3323, 3324-3325, 3326-3327, 3328-3329, 3330-3331, 3332-3333, 3334-3335, 3336-3337, 3338-3339, 3340-3341, 3342-3343, 3344-3345, 3346-3347, 3348-3349, 3350-3351, 3352-3353, 3354-3355, 3356-3357, 3358-3359, 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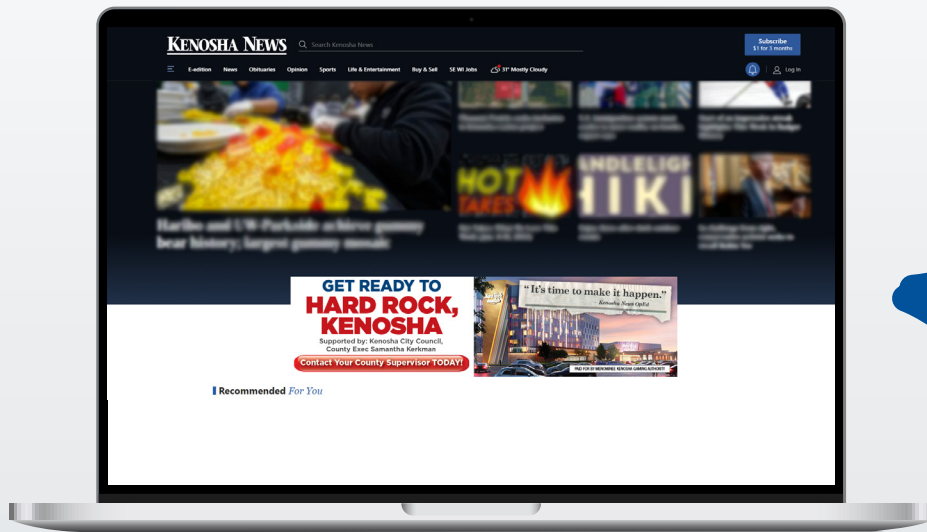
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CHANNEL	TOTAL
Programmatic - County 1/10-1/16	990,116
Programmatic Geofence - County Supervisors 1/16	55,700
Texts - Sent 1/11, 1/13 and 1/15	240,051
Mailers Sent - Drop 1/10	57,379
Email Blast Recipients	~27,000
Advocate Letters Sent 1/10-1/16	10,791 as of 1/16
Unique Advocates Acquired*	2,733+ as of 1/16



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WI-05
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Washington Republican Party
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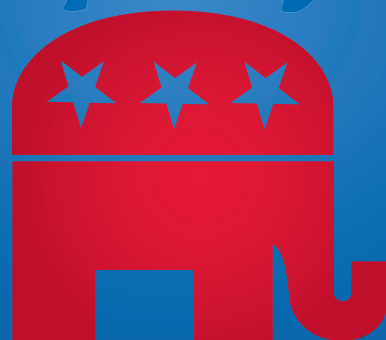
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