

# BILL BRADY

March 2013

*Personal and Confidential*



Dear [REDACTED]

In just a few short months, candidates for the 2014 statewide elections will begin filing their nominating petitions. I intend to be one of them, and we are building the framework to again seek the Republican nomination for Governor, a position I was humbled to win in 2010.

I wanted you to be one of the first to know this, and to frankly tell you it was not a decision I have made lightly. After some deep soul-searching with Nancy and our children, and with thousands of Illinoisans urging me to finish the job we started together four years ago, I am confident that we have reached the right decision and that I am the best-situated candidate to win the governorship and to lead Illinois in a new and better direction for our employers and for our families.

We earned the votes of 1.7 million Illinois voters in that last election, but regrettably eight-tenths of one percent shy of victory. A swing of just 16,000 votes in the 3.7 million votes cast would have given Illinois the new leadership that our citizens so desperately need, leadership that would have meant greater fiscal responsibility, reforms of our public pension systems, new policies to encourage capital investment in Illinois and a protection for taxpayers who today are paying far too much for far too little.

All of that is probably old news to you, but here's what is new: The situation in Illinois has gotten worse over the last few years and there are no signs of improvement as long as we do nothing but complain. I intend to stand up and do something about the decade of decay, debt and despair that Illinois has experienced since Rod Blagojevich and Pat Quinn took office ten years ago.

I have made Illinois my home, built a business and raised a family here. I care deeply about Illinois and its future. I have fought to make Illinois the best state possible with the brightest future. Like you, I want our children and grandchildren to enjoy the same opportunities you and I have had.

Together, we can start fixing this state.

First, I'm going to tell you some of the reasons why I am the best candidate and why I will win. I hope you will keep this information confidential.

Brady for Senate Inc.  
P.O. Box 5314  
Bloomington, Illinois 61702

Paid for by Brady for Senate Inc. (A copy of our report filed with the State Board of Elections is available on the Board's official website ([www.elections.il.gov](http://www.elections.il.gov)) or for purchase from the State Board of Elections, Springfield, Illinois. Political contributions are not deductible for federal income tax purposes.)

\* Our statewide poll of 831 likely voters shows me earning 38 percent of the vote in the 2014 primary election, more than twice the support of our nearest competitor. Polling for the 2014 election shows me beating Governor Quinn and within the margin of error against Atty. Gen. Lisa Madigan, making me the most competitive Republican candidate against any gubernatorial candidate the Democrats nominate.

\* Voters know me, and they trust me. My name identification is 83 percent, the highest of any Republican looking to run for Governor, and the voters give me a 35 percent/29 percent favorable/unfavorable rating, again the best of any potential Republican candidate. Because of the changing viewing habits of consumers who now watch less and less live television other than sports and news, it will be extremely difficult for any other candidate to effectively buy voter familiarity I already have, in large part, because of the nearly \$20 million our campaign raised with your help and spent in the last statewide campaign.

\* In our last campaign, we outperformed the previous and more moderate Republican nominee in Chicago, in Cook and the collar counties and in all but two of the 96 Downstate counties. In most areas we also outperformed the 2002 Republican candidate, as well as the last Republican to actually be elected Governor. I'm a common-sense conservative, and conservative candidates energize the Republican Party base. If clear differences of policy, attitude and agenda are not effectively communicated to the electorate, potential swing voters default to the Democrats. At the same time, I have shown the ability to reach out and earn the support of independent, African-American, Latino and Asian voters who share Republican fiscal and social values.

\* I am the only candidate who has been scrutinized and vetted on the front pages and editorial columns of every major newspaper in Illinois. As an aside, former Jeb Bush called me after the 2010 election and told he would not have won the governorship in Florida had he not lost the first time. The voters heard the same negatives on him the second time, but they didn't stick because the voters knew him better from his first run. He thought his experience applied to me as well, should I decide to run again. Our home construction business has been restructured and is building houses again. The last few years have been hard on the housing business, but we have survived and kept our doors open.

\* The one negative I hear most is that I had my chance and it's time for someone else to bear the party's banner. Some in the political establishment may think that, but the voters don't agree. More than a third of general-election voters, and 59 percent of Republican primary voters, are more likely to vote for a gubernatorial candidate who lost by less than one percent in the prior election. Among general-election voters, 42 percent responded my loss would not factor into their decision-making.

\* I don't believe there was one factor that cost us the Executive Mansion in 2010. There were admittedly some missteps in our campaign, as there are in every campaign. Those won't be repeated, and some have already been corrected.

I apologize this letter has become a little lengthy, but I felt it important that you have this information at hand as you think about the upcoming gubernatorial elections.

Illinois is at a tipping point, and the future under the current party's leadership does not appear hopeful. Illinois has lost 290,000 jobs since Pat Quinn became Governor, our unpaid bills are mounting despite the Quinn tax increase, our unfunded pension liability increases daily, and our

bond rating has declined more times under Governor Quinn than under all previous Illinois governors combined.

But I'm an optimist, as you know. I believe we can lead Illinois to a brighter and more secure future. To ensure that brighter future, we have to continue fighting for the state of Illinois and for Illinois families.

We can do better, and we will do better. Together, let's finish the job we started.

I'm again asking for your support and looking forward to seeing you soon. In the meantime, you can always call me directly at 309.275.0093 if you have thoughts about the campaign or future of Illinois. It will take all of us working together to make the difference that Illinois so desperately needs.

Best Regards,

A handwritten signature in cursive script, appearing to read "Bill".