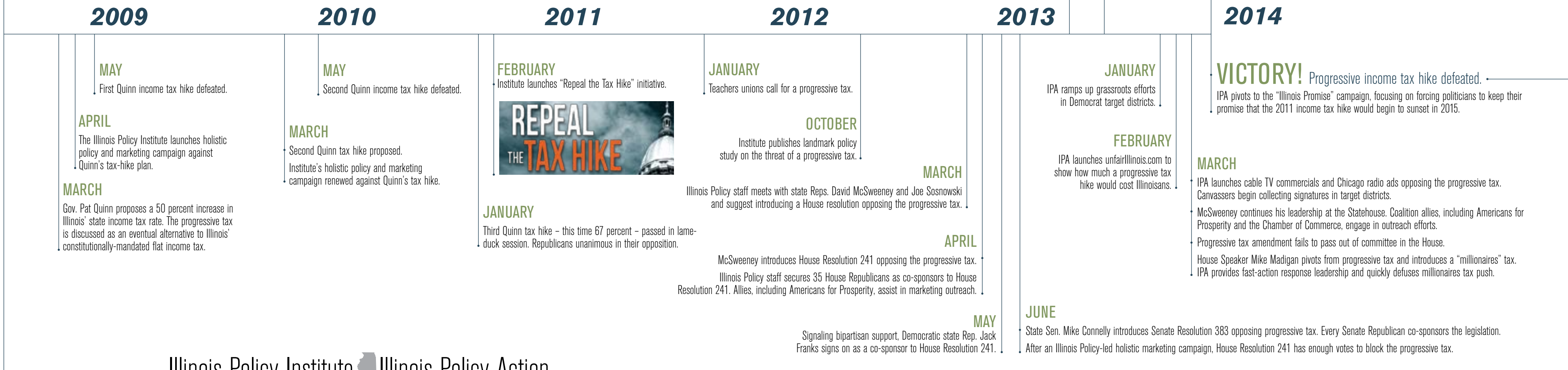


THE PATH TO VICTORY

Illinois Policy defeats the progressive income tax



NOVEMBER

Illinois Policy Action, or IPA launches a "Stop the Tax Hike" petition, garnering 4,821 signatures in a matter of days.



SEPTEMBER

Reboot Illinois hosts a progressive tax debate between the Institute and a union-funded front group.

JULY

Union front group, A Better Illinois, starts working to manufacture faux "grassroots" support for a progressive income tax.

APRIL

- Liberal state legislators call two press conferences trying to resurrect the progressive tax in the Senate.
- An SEIU-backed organization holds protest outside of Illinois Policy's Springfield office complaining about our leadership against a progressive tax.
- IPA testifies against the progressive tax before the Senate Executive Committee.
- Progressive tax dies after not being called for a full vote in the Senate.

2014

VICTORY!

Progressive income tax hike defeated. IPA pivots to the "Illinois Promise" campaign, focusing on forcing politicians to keep their promise that the 2011 income tax hike would begin to sunset in 2015.

WE SAW IT COMING.

As early as 2009, Illinois Policy knew that the fight over a progressive tax in Illinois was looming on the horizon. So we laid the foundations of what would ultimately become the campaign that combated and defeated this middle-class tax hike.

WE ACTED.

As soon as the latest progressive tax proposals came to light, we immediately went on offense. In 2014 alone, we launched an onslaught of informative ads - online, radio and cable TV - revealing the true nature of the progressive tax. More than 630,000 people saw our online ads. We placed more than 30,000 robocalls. Canvassers knocked on 3,000 doors in target districts. We secured more than 11,500 signatures opposing the tax hike and delivered them to state legislators. Illinois Policy Action had more than 500 meetings with state representatives and legislative staff, influencing the debate in Springfield.

WE WON.

Illinois Policy launched the offensive that secured the votes in the Illinois House to defeat the progressive tax and the millionaires tax. We brought the truth of the tax hike to Illinoisans, who in turn reached out to their legislators. This is what we do. Illinois Policy forecasts changes in the political landscape far in advance and creates the infrastructure necessary to ensure that the political system works to benefit taxpayers.

