We cannot, however, ignore the fact that the barrier to secure this solution is political. The political problem must be addressed if we expect to realize a **binding** constitutional marriage amendment.

Step #1 **Signature Collection** Required: 298,400 Recommended: 600.000 Facts: ■ In the past 33 years, only 4 citizen initiative projects have been filed with the Illinois State Board of Elections. ■ 3 of the 4 failed. (75% failure rate) ■ These stats do not include those initiatives that were started but failed to file. For example,

Step #2

Legal Defense

Legal challenge to signatures

Cost: \$20,000 - \$300,000

Facts:

- Madigan sent his top lawyer after the petitions in 2006.
- They challenged more than 100,000 of our signatures.
- They were successful in striking 63,000 signatures disqualifying us from the ballot.

Step #3

PR Campaign

Gay activists will mount a very expensive public relations campaign to defeat the **non-binding** referendum.

Cost: \$1,000,000+

Facts:

- The 2004 effort in Ohio, marriage amendment proponents spent a total of \$4 million on their campaign.
 \$ 1.2 million on PR.
- The 2008 effort in Florida, marriage amendment proponents spent millions on their campaign.
- We can expect that gay & liberal activists from Chicago to outspend pro-marriage activists 4 to 1.

Step #4

Vote Threshold

Since a vote of 60% or more is necessary to pass a binding constitutional amendment, anything below 60% for the **non-binding** referendum will be considered failure.

Caution:

Failure to realize
the 60+ percent
threshold could
have significant
consequences.
Homosexual
activists may
be emboldened
while social
conservatives,
suffering yet
another defeat, may
be demoralized.

Step #5

Non-binding

If the referendum is successful in clearing all the preceding hurdles, Springfield political leaders are NOT obligated to heed the results of the vote.

Conclusion

Springfield Problem Persists

The challenge of passing the marriage amendment through the Illinois General Assembly has not changed. Three-fifths of the House (71) and Senate (36) are needed.

A non-binding
petition drive will
have drained money
and workers away
from things we
CAN win.

Instead of putting time and energy into an effort that has no teeth, we should have laser beam focus in areas where we can defeat incumbents.



the 2007-2008 PMI effort

only collected 100,000

signatures and did not

file with the Board of

Elections.

15941 S. Harlem Avenue, #401, Tinley Park, Illinois 60477 ph: 708-781-9371 | www.ifiaction.