

Loose Ends

Work must go forward on research on the primary situation in all 50 states. To the best of my knowledge this is not being done now and it must be put in shape for the regional and state directors. Some of this research can be preliminary because the state chairman can complete the work locally.

We will have to start thinking of an administrative assistant and at least one secretary for the political operation and perhaps a larger staff for the financial operation, starting perhaps as early as next week. This raises, of course, the question of money which will be discussed hereinafter.

Work must go forward on the announcement list, see p. 3, infra.

Proposed Flow Chart

Announcement Day (A-Day) minus 7

- 1) Complete basic campaign structure, including General Chairman, Campaign Chairman, Delegate Chairman, Finance Chairman and Treasurer.
- 2) Arrange for office space, telephones and personnel for both finance office and political office. (At this time

I am assuming that these offices will not be co-located. I tentatively have reserved some space on the 9th Floor of my building for the political operation and I am assuming that finance will operate out of the Capitol Hill Club.)

*no - looks like
RNC support for
Ford candidacy.*

- 3) Official name of committee must be determined.

(Because of the acronym problem I am inclined toward "Friends of Jerry Ford (FOJF) rather than "Friends of Gerald Ford" which would end up (FOGF) and would undoubtedly be referred to as "Fog." It is sort of an open question as to whether to use "President" in the title. I think it is lily-gilding and too reminiscent of 1972, but I am not locked in on this point.

- 4) Stationery should be ordered.

5) Arthur Anderson should be on board to set up books for the finance committee.

6) Announcement list must be well underway. Consider a meeting of an expanded advisory committee.

A Minus 1

- 1) Staff of both offices prepared to go.

2) Announcement list completed and Western Union ready to transmit.

3) Phones and furniture installed, both political and finance offices.

4) Public relations man available for use of both finance and political office. Some stationery available.

A-Day

1) President Ford announces his candidacy for the nomination as President on the Republican Party ticket. This can be done in a number of ways, but I would suggest, for openers, that the President and Mrs. Ford and whatever children are in town go to the Press Room of the White House and read a short prepared statement. Do not entertain questions at this time. The statement would include, besides the fact that he is running, the names of the principal campaign officers, namely, the General Chairman, Campaign Chairman, Treasurer and Finance Chairman.

2) Simultaneously, mail-grams would be delivered to the following people:

a. all elected Republican officials - local, state and national;

b. all members and past members of the Republican National Committee;

- c. all members of the Cabinet and sub-Cabinet (and perhaps Schedule C's); *→ no. they are hatched.*
- d. the leadership of the Young Republicans;
- e. the leadership of the Womens' Federation;
- f. the members and past members of the Republican Finance Committee;
- g. all the 1972 Republican Convention delegates and alternates;
- h. all contributors in excess of \$1,000 in 1972 campaign;
- i. VIP's (however defined), consisting, inter alia, of personal friends of the President;
- j. other Republicans who don't appear on any of the foregoing lists and anyone else who should receive a personal message from the President.

These mail-grams need not all contain the same text; they can be tailored to meet each particular purpose. The preparation of this list of names and the transference to magnetic tape for use by Western Union will be time consuming and the announcement day will have to be coordinated with the completion of this task.

3) Arthur Anderson shall have completed setting up books and finance committee, treasurer and necessary staff are prepared to start handling contributions.

Money

On A-Day it will be necessary at the very least to pay Western Union approximately \$10,000 for their services. In addition, we will have to face up to the fact that we will have a payroll to meet shortly and will be dealing with the telephone company, furniture and office supply rental organizations, etc., most of whom will want cash in advance. This must be worked out with Packard.

A Plus 1

Announcement of California Friends of Jerry Ford. This announcement should emanate from California but should be simultaneously released here. This committee should result in the cream of the California politicians and finance people joining up with the President.

A Plus 2

Dave Packard should be in a position to announce that because of the remarkable support for President Ford, in only two days the President's campaign has qualified under the

Campaign Act to receive federal matching funds (\$5,000 raised in each of twenty states in individual amounts not in excess of \$250.00).

A Plus 3

Announcement of Congressional Friends of Jerry Ford which will include practically all elected Republican officials on the Hill.

A Plus 4

Announcement of Governors for Jerry Ford.

A Plus 5

Announcement of delegate-seeking organization at least to the regional level.

A Plus 7

First campaign newsletter goes out, using announcement list as base.

A Plus 8-15

Numerous public relation announcements, e.g., Minorities for Ford, Women For Ford (Anne Armstrong), Jocks for Ford, Midgets for Ford, local organizations, and complete delegate and financial operation in all 50 states.

A Plus 30

Meeting of Friends of Jerry Ford group, probably in Chicago with or without President Ford in attendance.

A Plus 31-59

Blitz of all states by top officials of Ford Committee.

A Plus 60

Announcement (with some credibility) that President Ford has been advised that he has more than 50% of all possible delegates to Republican National Convention.