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# Republican National Committee.

Mary Louise Smith  
Chairman

*file*

December 12, 1974

## MEMORANDUM

To: Bob Hartmann  
From: Mary Louise Smith *MSA*

In our meeting with the President I indicated that we would get these recommended names for Finance Chairman to you today.

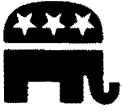
In addition to the enclosed list of three, there are the additional names we discussed this morning -- Willard Marriott and David Packard.

Perhaps we can get together on this next Tuesday.

Enclosure

*Charlie Thomas?*  
*Jacobs called Ms. Smith's secretary*  
*relaying RTH suggestion of*  
*Mr. Thomas for possible appt.*  
*2/14/75*





**Republican  
National  
Finance  
Committee.**

CHAIRMAN

David K. Wilson

EXECUTIVE COMMITTEE

Mrs. George C. Brock  
Keith L. Brown  
O. C. Carmichael, Jr.  
Kenneth H. Dahlberg  
Max M. Fisher  
Donald Kendall  
Lawrence Lewis, Jr.  
William C. Liedtke, Jr.  
Jeremiah Milbank, Jr.  
Thomas A. Pappas  
John W. Rollins, Sr.  
Richard M. Scaife  
W. Clement Stone  
Don Wolfsberger

EXECUTIVE DIRECTOR

William A. Murray

SPECIAL ASSISTANT  
TO THE CHAIRMAN

Buckley M. Byers

GENERAL COUNSEL

Henry Roemer McPhee, Esq.

REPUBLICAN NATIONAL FINANCE COMMITTEE

Honorary Chairman

Governor Ronald Reagan  
Executive Mansion  
Sacramento, California 95814

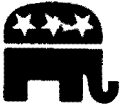
Chairman

Mr. Jay Van Andel  
7186 Windy Hill Road  
Grand Rapids, Michigan 49506

Chairman, Executive  
Committee

Dr. O. C. Carmichael  
1700 Mishawaka Avenue  
South Bend, Indiana 46604





**Republican  
National  
Finance  
Committee.**

February 4, 1975.

CHAIRMAN  
David K. Wilson  
  
EXECUTIVE COMMITTEE  
Mrs. George C. Brock  
Keith L. Brown  
O. C. Carmichael, Jr.  
Kenneth H. Dahlberg  
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W. Clement Stone  
Don Wolfsberger  
  
EXECUTIVE DIRECTOR  
William A. Murray  
  
SPECIAL ASSISTANT  
TO THE CHAIRMAN  
Buckley M. Byers  
  
GENERAL COUNSEL  
Henry Roemer McPhee, Esq.

MEMORANDUM TO: Jack Calkins, White House  
  
FROM: Bill Murray, RNC *WM*  
  
SUBJECT: Major Contributors Program

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Attached, please find the program that we discussed over the phone, and which I feel can and should work. This would give the National Committee the necessary funds to develop the RNC's potential this year for next year.

Please let me hear from you as soon as possible. I am most anxious to review it with you and Mr. Hartmann.

Also, what would be the best way to get Melvin Laird involved in this program?

WAM:cmb

*This was discussed with  
ML Smith & made by RTH  
& JTC on 2/21, and general  
approval given to go ahead.*

*JC*



RATIONALE

The Federal Election Campaign Amendments of 1974 have created a new and vital role for the Republican National Committee in the political process.

Under the new campaign spending laws, the Republican National Committee is permitted to and has the sole responsibility for expending approximately \$9 million on behalf of the Republican candidates for federal office during 1976. The law provides that this money may only be made available through the National Committee, otherwise, it is unavailable to federal candidates. This \$9 million is net of fund-raising costs. As a consequence, the RNC would have to raise about \$12,800,000 just to meet its new responsibilities mandated by federal law. Adding this new responsibility to our normal operating budget of \$8 million, the 1976 RNC budget would have to be in excess of \$20 million.

In addition to the new responsibilities during a campaign year, the new law makes it mandatory that the RNC assume a more aggressive role during a non-election year in laying the groundwork for development of its election year programs. This would include such things as the strengthening of the financial and organizational structures of state and local Republican groups; developing and maintaining a large professional field force, creating and maintaining various types of research, mailing and demographic files, and many other vital ingredients for successful election years. To do this the RNC must significantly increase its fund-raising capabilities. Thus, for 1975 the RNC has a fund-raising goal of \$10 to \$12 million which we hope to expand to over \$20 million in 1976.



OVERVIEW

Melvin Laird to host a dinner for twenty leading Republicans from across the United States on March 4th. The dinner would be held at the Rockefeller home with the President and Vice President attending.

Following cocktails and dinner, the President and Vice President would talk about the importance of maintaining the Republican Party as a viable force in the political system. Upon their departure, Mel Laird would continue along the same lines but in greater depth, and with a definite pitch for funds. Laird would ask that the guest pledge \$20,000 and agree to host a dinner for 25 prominent Republicans in their area.

The regional dinners would be hosted in the homes of the Washington attendees on an agreed date. The guests would be solicited for \$5,000. At some point during the designated evening, either the President or the Vice President would call and speak to the guests attending regional dinners.

The total income from this series could be approximately \$2.9 million.



INVITEES

Mr. Robert O. Anderson  
612 North Kentucky Avenue  
Roswell, New Mexico 88201

The Honorable and Mrs. Walter H. Annenberg  
Llanfair Road  
Wynnewood, Pennsylvania 19096

Mrs. Tobin Armstrong  
Armstrong Ranch  
Armstrong, Texas 78338

Mr. Loren M. Berry  
1155 Ridgeway Road  
Dayton, Ohio 45419

Mr. Gerhard D. Bleicken  
200 Berkeley Street  
Boston, Massachusetts 02116

Mrs. George C. Brock  
Apartment 1404  
2220 Avenue of the Stars  
Los Angeles, California 90067

Mr. George P. Edmonds  
Westover Hills  
920 Westover Road  
Wilmington, Delaware 19806

The Honorable Max M. Fisher  
2210 Fisher Building  
Detroit, Michigan 48202

Mr. Willard W. Garvey  
1000 Parklane  
Wichita, Kansas 67200

Mr. J. Willard Marriott  
4500 Garfield Street, N. W.  
Washington, D. C. 20007

Mr. and Mrs. Brooks McCormick  
1530 North State Parkway  
Chicago, Illinois 60610



Mr. Henry Slack McNeil  
Hickory Farm  
Hickory Road  
Plymouth, Pennsylvania 19462

Mr. and Mrs. Jeremiah Milbank  
1133 Avenue of the Americas  
New York, New York 10036

Mr. Roger S. Milliken  
627 Otis Boulevard  
Spartanburg, South Carolina 29302

Mr. Robert Mosbacher  
1300 Main Street  
Houston, Texas 77002

Mr. Dillard Munford  
68 Brookwood Drive, N.E.  
Atlanta, Georgia 30309

Mr. Spencer T. Olin  
801 South Skinner Boulevard  
St. Louis, Missouri 63105

Mrs. Ogden Phipps  
635 Park Avenue  
New York, New York 10021

The Honorable George S. Pillsbury  
930 Dain Tower  
Minneapolis, Minnesota 55402

Mr. Richard M. Scaife  
5201 Westminister Place  
Pittsburgh Pennsylvania 15232

Mr. John M. Schiff  
912 Fifth Avenue  
New York, New York 10012

Mrs. John J. Slocum,  
Bellevue Avenue  
Newport, Rhode Island 02907

Mr. W. Clement Stone  
445 North Sheridan Road  
Winnetka, Illinois 60093





Mr. David K. Wilson  
Cherokee Equity Corporation  
95 White Bridge Road  
Nashville, Tennessee 37205



SUGGESTED INVITATION

It is suggested that a formal invitation be used rather than a letter of invitation.

The Honorable Melvin Laird requests  
the pleasure of your company at a dinner with  
the President and Vice President  
Tuesday, March 4th  
at 7 o'clock in the evening  
[name of the Rockefeller home]

The favour of a reply is requested

[Mr. Laird's preferred address]



PROPOSED SCHEDULE OF EVENTS

February 3rd

RNC to receive a commitment from Mr. Laird to host main event and for the President and Vice President to attend this event

February 5th

Mr. Laird to send invitations for main event

March 4th

Mr. Laird to host main event at Rockefeller residence

March 14th

Regional hosts to send invitations for their events

April 10th

Regional dinners to be held in respective locations



THE WHITE HOUSE  
WASHINGTON



9/26 (Fri.)  
6:30 p.m.

JTC called and said Bucky Byers (RNC) is sending down some material RTH should see before his 10:30 a.m. meeting on Monday morning with Mary Louise Smith. (484-6730) Mr. Byers will call in the morning before sending it down so we can clear whoever is bring it.

-----  
9/27 (Sat.)  
10:00 a.m.

Called Mr. Byers' office to be sure I had not missed his call when I went downstairs for a cup of coffee. He was not in but I spoke with Rod Smith.

He called Mr. Byers at home (363-2272) who said he would be calling in about 20 or 30 minutes.

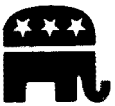
Mr. Byers has another office no.: 657-3550.

Neta

10:25 a.m.

Mr. Byers called and said he was sending 2 memos. for RTH by an Area-Wide Messenger to the SW Gate in about an hour. I told him I would call the Officer at the SW Gate and alert him that we were expecting them.

nm



Republican  
National  
Committee.

September 27, 1975

Honorable Robert T. Hartmann  
Counsellor to the President  
The White House  
Washington, D.C. 20500

Dear Bob:

In accordance with the phone conversation I had with Jack Caulkins last evening, I am sending you here- with two memoranda from Jeremiah Milbank, each having to do with previous discussions that you have had with Jerry.

I understand that Mary Louise Smith is to meet with you and the President on Monday and hope you will have an opportunity to review the memorandum on RNC current status prior to that meeting.

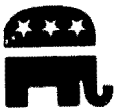
Sincerely,

Buckley M. Byers  
Special Assistant to  
the Finance Chairman

BMB:tg

Enclosures





**Republican  
National  
Finance  
Committee.**

September 26, 1975

Chairman  
Jeremiah Milbank

MEMORANDUM

TO: ROBERT T. HARTMANN  
FROM: JEREMIAH MILBANK  
SUBJECT: RNC CURRENT FUND STATUS

Attached is the Financial Summary you requested. It should be noted that the \$1.7 million that must be raised from large contributors in the next three months is more than three times the amount raised from major contributors during the first eight months of this year. In addition, it is important to understand that even if we raised \$8 million this year and there were no budget over runs, the RNC would still begin 1976 with only about \$390,000 cash reserves. This is more than \$100,000 less than our current minimum cash reserve of \$500,000. As I indicated in my phone conversation on Thursday, I concur with what I understand the Chairman is going to recommend with respect to curtailing RNC operations.

*J.M.*  
*RB*



REPUBLICAN NATIONAL HEADQUARTERS  
Status Report  
September 26, 1976

Funding Requirements - 1975 Operating Budget

Total 1975 Operating Budget	\$8,000,000
Less: Contributions Received Jan. 1 - Aug. 31	<u>(5,280,000)</u>
Funds to be Raised Sept. 1 - Dec. 31	2,720,000
Less: Projected Income - Direct Mail	<u>(1,000,000)</u>
Funds Needed from Large Contributors	<u><u>\$1,720,000</u></u>

Expenditures Against Operating Budget

	RNC Operations	Fund Raising	White House	Prior Years Obligations	Total
Original Budget	\$4,703,000	\$2,741,000	\$500,000	\$56,000	\$8,000,000
Expended Against Budget Jan. 1 - Sept. 30	<u>3,922,000</u>	<u>1,890,000</u>	<u>412,000</u>	<u>47,000</u>	<u>6,271,000</u>
Available Budget Oct. 1 - Dec. 31	<u>\$ 781,000</u>	<u>\$ 851,000</u>	<u>\$ 88,000</u>	<u>\$ 9,000</u>	<u>\$1,729,000</u>

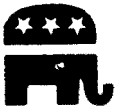
Note:

(1.) RNC operations have the following fixed costs: Salaries - \$152,000; Facilities and Administration - \$30,000; and other unavoidable costs of about \$34,000. This is a total of about \$216,000 per month or \$648,000 for the rest of the year. This leaves the RNC less than \$50,000 per month in discretionary funds, which is \$150,000 under their current needs.

(2.) Currently, the remaining budget is committed to promotional mailings which are essential if we are to meet our objectives in 1976.

(3.) It should be noted that there is usually a two to three month lag between the day a White House bill is incurred and the day the RNC receives it. At the current expenditure rate, the White House Account is likely to be over budget.





Republican National Finance Committee.

Chairman Jeremiah Milbank

*VP said he would call 11/7 - told milbank NARA*

October 9, 1975

Determined to be an Administrative Marking

PERSONAL AND CONFIDENTIAL

By JM NARA, Date 6/18/15

MEMORANDUM FOR: Robert Hartmann  
FROM: Jeremiah Milbank  
RE: Bernard Lasker

It has been suggested that it would be helpful to have Bernard (Bunny) Lasker invited to the White House for a short visit with the President.

He was formally head of the New York Stock Exchange and is a well known Republican fund-raiser in the New York area over a period of years. He has also been active in raising funds for many Jewish appeal programs. He has a very wide circle of friends and contacts in the city. He has been out of active political fund-raising for the last three years for a number of personal reasons, including I understand, his disappointment in the result of Watergate related activities.

He has been recommended highly by both Al Gordon, the New York State Finance Chairman, and George Hinman, the National Committeeman from New York, as the best Chairman for a February 12th dinner in the New York area, where he has headed up the last two such political events during the Nixon Administration.

I think a very short visit where he is asked to assist us in our efforts, including plans for the February 12th dinner, would be extremely helpful. I would then plan to follow up directly with him in the very near future.

Thank you for this assistance.

*JM*



THE WHITE HOUSE  
WASHINGTON

Write  
memo  
to  
Milbank

*[Handwritten signature]*

From: Robert T. Hartmann

To: Jim Cannon

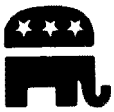
Date: \_\_\_\_\_ Time: \_\_\_\_\_ a.m.  
p.m.

Bunny Lasher  
al Gordon  
Mrs Levy

Raising CHC  
money

check VP





**Republican  
National  
Finance  
Committee.**

Chairman  
Jeremiah Milbank

October 6, 1975

MEMORANDUM

TO: ROBERT T. HARTMANN  
FROM: JEREMIAH MILBANK  
SUBJECT: FEBRUARY 12, 1976 DINNER EVENT

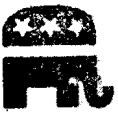
Enclosed is our recommended program for the February 12th dinner event.

Since time is of the essence, we would greatly appreciate your comments and also obtaining for us the necessary approval.

Thank you.

cc: Donald Rumsfeld





**Republican  
National  
Finance  
Committee.**

Chairman  
Jeremiah Milbank

October 6, 1975

MEMORANDUM FOR: Donald Rumsfeld  
FROM: Jeremiah Milbank

Enclosed is our recommended program for the  
February 12th dinner event.

Since time is of the essence, we would greatly  
appreciate your comments and also your obtaining  
for us the necessary approval.

Thank you.

cc: Robert Hartmann ✓



## THE PROPOSAL FOR GOP FUND RAISING DINNERS

The dinner will be held Thursday evening, February 12, 1976 in approximately 10 - 20 cities. The sale of tickets will be generally at the price of \$1,000 per plate while in some communities the \$1,000 might include the admission of a man and lady of choice. Net proceeds of each dinner after deduction of all costs will be split 50-50 between the RNC and the State Central Committee of the state or where tickets are sold, which will generally be where the dinner is held.

The suggested name for the dinner is the "Outstanding Citizenship Award Dinner of the GOP". Each dinner committee, in advance of ticket sales, will select an outstanding leader of the community who in addition to credibility as a Republican is mainly recognized for his leadership in civic, philanthropic or business activities. The degree of his recognition and reputation is critical in helping in the sale of tickets to his friends and associates.

Each dinner will have closed circuit television presenting the President and some of our top Party leaders who each themselves will personally attend one of the dinners. Besides a top political leader, each dinner will be provided with an entertainment celebrity to supplement the program, but the key event will be the award presentation to the "Outstanding Citizen". A special award in bronze for all dinner awardees will be created for the RNC by an outstanding sculptor and the cast may be used in the future for other similar events. The program will give meaning and purpose to the dinner beyond the basic fund-raising aspect.

A reasonable target for the dinner is now difficult to state, but the 1971 "Salute to the President" Dinner net of \$3.8 million seems reasonable, If this is again achieved, it will of course result in nearly \$2 million for the National Committee besides providing similar substantial help to the individual states. At this time, the following appear to be reasonable target cities for the dinner:

New York  
Detroit  
Chicago  
Houston  
Dallas  
Nashville  
Minneapolis  
Boston  
Atlanta  
Pittsburgh



Philadelphia  
St. Louis  
Wilmington  
Charlotte  
Baltimore  
Tulsa  
Kansas City

There may be a number of cities plus or minus from this list. California is omitted because of complications with other political endeavors.

Our immediate need is approval of the general plan in order to make prompt plans for dinner committees, meetings with state officials, space reservations, ticket sales, etc.

In all likelihood, the President will be invited to appear at the New York dinner or else that dinner which is most successful in its ticket sales accomplishments. He will appear from there on closed circuit TV to all the dinners probably at 9:30 or 10:00 P.M. Eastern Time.

The mechanics of the various dinners will be subject to contractual agreements to be approved by legal counsel in each state as well as of the National Committee and all subscriptions to the dinner will be subject to the limitations imposed by the new federal election codes.



*Mr. Hartmann*

October 29, 1975

MEMORANDUM FOR: H. H. CALLAWAY  
VIA: DICK CHENEY  
FROM: GWEN ANDERSON  
SUBJECT: Salute President Ford Dinner

Mr. Cliff Folger of Folger, Nolan, Fleming and Douglas, Inc., is very interested, in fact urging strongly, that sometime in 1976 there must be a Salute President Ford Dinner. The attached is self explanatory concerning his idea based on the Salute Eisenhower Dinner, with which he was deeply involved.

He feels that the people throughout the Nation are ready to support enthusiastically a similar closed-circuit, Nation-wide dinner to pay tribute to President Ford.

Attachment

✓ cc: Robert T. Hartmann  
David Packard

GAA:em



## SALUTE PRESIDENT FORD DINNER - 1976

The Salute Eisenhower Dinner early in 1956 was, perhaps, the most successful political event of its kind in history. There was a nationwide desire to pay personal tribute to President Eisenhower and to support his re-election. Nearly 100,000 guests attended the various dinners, the first closed circuit affair ever held.

Everything was a plus. There was no minus. Favorable publicity and comment swept the land. It was like a football rally or Fourth of July celebration. The spirits of President Eisenhower, who had been ill, rose tremendously.

## SALUTE PRESIDENT FORD

Now, twenty years later, the time is right for the second Salute Dinner. It fits the mood of the people. They will unite in back of President Ford as they did in back of President Eisenhower. The 1956 election was won before any primaries or any conventions. Not only did the people unite in spirit, but at the same time, they provided the financial support so vital early in a campaign.

## OPEN CONTRIBUTIONS

As in the Salute Eisenhower Dinner everything should be out in the open, every penny accounted for, no laws or rules broken. The dinner chairmen should be civic leaders as they were for the Salute Eisenhower Dinner

PAUL REVERE THEME

In some Eisenhower meetings miniature Paul Revere Lanterns were shown as part of the Eisenhower program of "Lighting the Way". President Eisenhower had the first miniature lantern on his desk at the White House. The symbol would be appropriate for the Bicentennial.

Tickets to the Salute Ford Dinner might be \$200.00 for general attendance. Paul Revere tickets with lantern souvenirs might be \$1,000.





1  
Comuchal

60P ~~Copy #3~~ Financing


1975



THE WHITE HOUSE

WASHINGTON

August 7, 1975

MEMORANDUM TO: ROBERT T. HARTMANN  
FROM: JACK CALKINS 

This responds to the President's request for budget and fund raising information for the committees listed below.

REPUBLICAN CONGRESSIONAL COMMITTEE

The Committee's 1975 budget is \$1,600,000. As of August 1, they have raised \$631,000. In the last non-election year, 1973, their budget was \$1,700,000, and they had raised \$778,000 as of August 1, 1973.

BOOSTERS CLUB

Boosters has a two-year goal of \$1,500,000 which has been the same for the past several years. To date, they have raised \$473,000 toward that goal for 1975-76. In the previous two-year time span, 1973-74, they raised \$1,200,000. In the 1971-72 time frame, they exceeded their goal and raised \$1,600,000.

REPUBLICAN SENATORIAL COMMITTEE


All personnel with knowledge of fund raising and the budget are on vacation this week, and the books are locked in a safe until next Monday. I did manage to get Glee Gomien at her summer place in Delaware, and she reported that, in round figures, they had raised \$400,000 so far in 1975. She was unable to tell me the total budget for 1975 because "Senator Stevens has kept this very close to his chest." As you know, the Senatorial Committee has very few personnel and very low overhead, so my guess would be that the 1975 budget probably would not exceed \$850,000. Incidentally, Glee told me that Ted Stevens has decided to make her the Executive Director and that this will be announced later this week.



THE WHITE HOUSE

WASHINGTON

August 7, 1975

MEMORANDUM TO: ROBERT T. HARTMANN  
FROM: JACK CALKINS 

This responds to the President's request for budget and fund raising information for the committees listed below.

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August 6, 1975

Mr. Hartmann:

Contributions of \$1,000 and above and pledges of \$500 and above received at the Republican Finance Committee from June 1, 1975 and July 28, 1975

Money received: \$191,000

Money pledged but unpaid: \$73,000

Breakdown:

Carmichael's figures show that \$51,500 cash was received from June 24 meeting. The meeting had been set up before the time considered-\$74,500 in pledges unpaid.

Total: \$126,000

Money received by the Republican Finance Committee by source  
-second renewal letter: \$85,000

From the June 24 D. C. Meeting as of July 28: \$50,500

T. V. Mailings of \$1,000 and over: \$14,000

Sustaining Membership: \$7,000

As a result of the New York City Meeting that was cancelled: \$1,000

Buck Byers' direct solicitation: \$30,000 \*

\*At least another \$10,000 added there since July 28

Buehl Berenton's solicitation: \$1,000 and \$2,500 bequeathed

total of \$191,000



OFFICE MEMORANDUM  
Republican National Committee

To: ✓ O. C. Carmichael, Jr., M. W. Deitch, R. Reiners  
From: E. A. Bagley  
Subject:

Date: 8/5/75

AUGUST 11 MICHIANA MEETING -- The Lodge

1. So far -- 24 yes, plus 4 or 5 (hosts, staff, program)  
45 no  
60 no reply
2. Materials:  
It's a New Ball Game  
Republican National Associates  
Pledge card
3. Calls to be made Thurs. & Fri. (Aug. 7 & 8) to those not acknowledging and from yes replies (reminding them of meeting).

AUGUST 19 MINNEAPOLIS --

Breakfast meeting for select group (35-40 being invited). Charles C. Jackson to be host.

Problems:

Time and location for meeting.  
10% request from Rod Smith to State Political Chairman on Noon  
Elephant Club meeting with President.

New State Political Chairman: Charles A. Slocum - Rep. State Central Committee,  
555 Wabasha, Room 6E, St. Paul (612) 291-1286.

New State Finance Chairman: R. L. McElheny - Farmhand, Inc., 1011 1st St., So  
Hopkins, 55343 (612) 938-7651.

AUGUST 25 MILWAUKEE --

Special guest host: Francis E. Ferguson - President, Northwestern Mutual  
Life Ins. Co., 720 E. Wis. Ave., Milwaukee.

25-35 guests have been identified.

Problem: Need to know time & location. Ferguson cannot invite guests until  
we know if the President will be in Milwaukee A.M. or P.M.



Memo to: O.C. Carmichael, Jr., M. W. Deitch, R. Reiners - 8/5/75 - page 2

AUGUST 25 CHICAGO --

Have contacted Robert D. Stuart & Harold B. Smith.

Smith hopes to work something out with Daniel Terra on a joint basis for a special meeting -- Aug. 25.

Stuart will serve as a backup in case he is needed.

SEPTEMBER 3 GRAND RAPIDS --

Peter Cook, host.

Guest list being developed -- arrangements moving along well.

SEPTEMBER INDIANA MEETING --

Hopefully will be hosted by J. Irwin Miller. When details of assignment reach him in Canada, Jerry Olson & EAB will work on arrangements.



copy #3

August 5, 1975

MEMO TO: O. C. Carmichael, Chairman, RNFC

FROM: R. Reiners, Deputy Chairman, RNFC

RE: Pursuant to your request, I am pleased to submit this progress report of activities since the June 24th meeting in Washington, D. C.



OUTLINE AND INDEX

I. INTRODUCTION

II. AFFIRMATIVE PROGRAMS

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## I. INTRODUCTION

The following is a summary of what has taken place in the last five weeks within the RNFC. Comments are principally limited to the areas of soliciting major contributions, as the direct mail program, phone banks, and service bureau are under the operating control of the RNC, though structured within the RNFC.

Our challenges and opportunities are discussed as we encountered them. Our goals are attainable under the right framework of overall operations and spirit of co-operation. Timing is a factor in explaining "The New Ball Game" and the role the RNFC must now play in providing funds to help elect candidates. It is completely different from anything established by historical precedent.

Political affairs of recent years and personal problems with past contributions have affected the attitudes of the supporters of the Republican Party as they are approached for current contributions and support. New and imaginative programs have consequently been established to overcome this resistance which has been compounded by the apathy of the summer season.

We continue to move ahead as discussed in the following Affirmative Action Programs, and feel they will generate substantial funds for the remainder of 1975.

### II A. June 24th meeting and White House reception

The first event now completed, originally planned by the RNC, involved an educational meeting held on June 24, 1975, followed by a White House reception for RNA members. It was designed to inform the attendees of the status of the RNFC, in addition to requesting funds.

A meeting was set up before the regular session for six key Republican leaders to review the budget, explain the RNFC cash situation, and solicit funds. This group pledged \$46,000 which we were able to credit to this affair.



The attendees responded from a list of 800 people invited approximately three weeks before the event. Of the 190 who attended, only 105 were in the "check writing" category, and 37 actually pledged or wrote checks. The list of 800 consisted of Republican National Associates who had contributed at least \$1,000 since 1973, with the addition of at least 25 other key Republicans.

We received \$94,000 in cash and pledges the day of the meeting (including the amount shown above) and after follow-up calls, the total is now \$126,000. An updated list is shown as Exhibit A.

Various follow-up devices were used which resulted in additional funds being raised and which will continue to raise funds in the future as a direct result of this meeting. The follow-up was handled in the manner outlined:

1. Personally calling all individuals who attended but did not pledge, then sending a letter enclosing a brochure, pledge card, and a text of the President's remarks. This material will be used in subsequent meetings around the country and is attached as Exhibit B.
2. Writing all people who personally regretted, asking them to pledge and enclosing similar material, which will now be followed up with personal phone calls.
3. Contacting all people who said they would furnish us with names of additional RNA prospects, then contacting those prospects.
4. Contacting several key attendees to act as hosts for regional fund raising meetings, using the White House reception as leverage.
5. Using attendees who participated financially as one source for new RNFC members.

## II B. Direct Solicitation

We have continually been active in one-on-one direct solicitation. One outstanding characteristic has emerged in this area. It no longer seems possible to raise large amounts of money immediately on a head-to-head basis, because we are engaged in 1) an educational process, and 2) a "turning on" process after many recent personal unfavorable experiences.

1. We find most substantial contributors do not understand the new law and all its ramifications. In the first place, substantial contributors were formerly candidate oriented. They must now be informed of their limitations in this area. They must be converted to Committee orientation and then they must be convinced to contribute. Because a Committee has little or no charisma, we are finding it necessary to develop new programs and use political figures whenever possible in an effort to capitalize on their identity with the RNC. This will augment existing programs in reaching contributors that have been reluctant heretofore.

2. My understanding of personal solicitations you have made also highlighted the problem of good Republicans being "turned off." You have had lengthy conversations with individuals who are upset about the harrassment they have received since they made their last substantial contribution. This includes IRS examinations relating to gift tax, unfavorable media publicity, IRS audits related to corporations with which they are associated, investigations by various committees, and harrassment by personal friends and colleagues whom they solicited and now resent that solicitation in the light of Watergate and subsequent events.

We have been told of these things specifically in Houston, Tulsa, Detroit, Philadelphia,



New York and Washington. Numerous contacts are necessary with the same individual to explain the new law and overcome the unfavorable experiences they have had before they are in the proper frame of mind to contribute once again.

### II C. Key Man Meetings

A series of over 30 key man meetings is planned on a nationwide basis between now and the middle of November. Attendance will vary from 30 to 70 persons. They will be hosted by key Republicans, some of whom attended the June 24 meeting, and will be designed to reach donors who have the potential of contributing at least \$5,000 per person, but hopefully more. From this group, we hope to recruit additional members for the RNFC, that will in turn help us raise money. We will continue to use the cash and/or pledge card concept inaugurated at the June 24 meeting.

A summary of the status of these meetings is attached as Exhibit C. These should be effective in raising large amounts of money, and will be tied into Presidential and Vice Presidential schedules wherever possible to allow them to put in a brief appearance. The lag time in implementing these meetings must allow time for local hosts to be recruited, for them to pick a date, and for invitations to be sent out.

Getting hosts to pick a date on a short time frame has been a problem. We are attempting to schedule summer meetings because of the cash urgency within the Committee. Hosts are reluctant to do so. An example is New York City, where Al Gordon and Gus Levy agreed to co-host a meeting. Over 120 invitations went out over their signatures and included only people who had previously given at least \$25,000 to CREEP in 1972. We persuaded them to schedule for July 30, even though they had advised otherwise. We obtained only seven acceptances, and most of those were people controlled by the hosts. They asked that the meeting be cancelled, which we agreed to, and they will probably reschedule for



September or October. Gordon, who has made a personal pledge, will help in the meantime by setting up appointments for M. W. Deitch.

The Detroit host feels he can bring in the Governor and a Senator to that meeting, but also said to wait until the fun and frivolity of the summer are over because they don't mix with serious politics; so that meeting will be in October. The same holds true in Houston, where the host was away most of the summer, and Tulsa, where the State wants it later in the year. Once a host has accepted, we are subject to his time frame in establishing the meeting, if reasonable.

#### II D. Discussion with White House staff regarding Presidential Travel

The second week in July, a meeting was held with Robert Hartman and Gwen Anderson of the President's staff. It was agreed that we could tie in to non-political trips of the President by having a handful of key RNFC members or luncheon hosts join a small group of State leaders to meet the President.

It was agreed that if we could schedule key man meetings to coincide with Presidential political trips, that he might arrange to stop in for a brief visit to an existing meeting.

Mrs. Anderson was surprised that we had not been informed that Presidential and Vice Presidential travel went through the RNC, which we did not know. Instead of learning this from the RNC, we learned it at the White House and, while this was embarrassing, we have now set up arrangements to follow this scheduling. Our first meeting that the President will attend is in Minneapolis on August 19.

In addition to Minneapolis, two other political fund raisers were planned for Presidential visits in Des Moines and Rhode Island without our knowledge or participation, and where it would now be in conflict for us to appear. We also learned after the event of the Presidential appearance in Cleveland, where a visit with several prospective key man



hosts could have been instrumental in our planning two fund raising luncheons in Ohio at a later date.

It is our contention that all Presidential fund raising appearances for the State's benefits should include expenses and 10% of the net paid to the RNFC. In addition, we should be allowed to schedule our key man meetings tying into a brief Presidential visit where we are not soliciting the same groups of people. The national party organization needs to participate in all of the fund raising activities of the national political leaders.

As an adjunct to this topic, I learned of a meeting called by staff personnel of RNFC to discuss changing the fee schedule and travel expenses of the President and the Vice President. I was not informed of the meeting or invited (I don't believe you were informed, either), as I was told this was a matter to be determined by the RNC. I believe, however, this subject is germane to the above discussion, particularly since the plan as I understand it is to eliminate any percentage accruing to the national party expenses.

II E. Discussion with Vice President Rockefeller and the subsequent meeting with his staff

In our personal meeting with Vice President Rockefeller in the second week of July, he agreed to assist in our fund raising activities in any way he could. As a result, we will be trying to tie in key man meetings to his political trips so that he may put in an appearance.

He also agreed to host a meeting at his estate, and in a subsequent meeting in New York with George Hinman and Ann Whitman, we worked out having a large affair at Tarrytown, New York. Attending would be RNFC members and other selected guests from across the country who would be invited because of work they would be asked to do or money they would be asked to contribute. Mr. Hinman and Mrs. Whitman offered to help with the guest list, including people whom the Vice President knows.



The meeting with Mr. Hinman also turned up several other things that we became aware of for the first time. We lost the opportunity to raise funds when the Vice President attended the Governors' Conference in Ohio, as we did not learn of it until after the event. All such appearances are cleared through the RNC; however, until we were informed by outside sources, we were not aware of this procedure. (The same subject was discussed earlier in our conversations at the White House.) We now have a program for following on any trips taken.

We also learned for the first time of \$30,000 that is owed by the State of New York to the RNC for a fund raising affair which will be forthcoming from the State when the legal difficulties can be worked out. We will make sure that this is followed up in an appropriate manner, and check to see if any such other receivables exist.

#### II F. July 17th Meeting

In an effort to raise funds immediately, a meeting was held on July 17, hosted by a business executive and attended by a former cabinet official, two former National Chairmen, and two businessmen, all of whom are well known in Republican Party circles. Also invited were several others, including a former Governor. While the latter group did not attend, they subsequently agreed to make some calls for the RNFC. All those attending were asked to take 10 names of major givers (over \$100,000 in 1972) and call them personally to solicit for the RNC. Because of their backgrounds, we anticipate that, in addition to the money raised, the discussions they have will be important to us in assessing the problems and opportunities before us.

Current names and addresses were supplied and we have followed up on almost a daily basis. At this writing, however, we have been unable to establish that any calls have been made, with the exception of one individual. There seems to be a reluctance to call on behalf of the RNC, although some of those attending have been out of town for much of the time. At the present time, no funds have been raised as a result of this meeting.



## II. G. -- ESTABLISHING THE REPUBLICAN NATIONAL FINANCE COMM.

Following the June 24th meeting we immediately started putting together prospective names for the members of the R.N.F.C. Because of the changing function of the national organization, it is necessary to have a committee whose members will work and contribute. As a result, we reviewed all former members, large contributors, and key people attending the June 24th meeting. R.N.C. and RNFC staff members were contacted to get their suggestions. After establishing a good nucleus for members, we were advised to contact all state chairmen to get their advice, opinion and consent on all individuals being considered for members before contacting them directly.

All calls to the state chairmen were made in two days, however the next two weeks were spent waiting for call backs, and for people to return from vacations. Because time is of the essence we are now calling the National Committeemen in the twenty-four states where we have been unable to complete our clearance. We estimate that it has required over 100 calls to bring us to this percentage of completion.

It has also been necessary to update the names of the State Finance Chairmen in nearly every state as available RNC information is incomplete. The State Finance Chairmen all serve as ex officio members of the RNFC. A list of those invited to be members of the RNFC is attached as Exhibit # D, all of whom were solicited when invited to serve with the exception of the State Finance Chairmen. A copy of that letter is shown as Exhibit #E. Names recommended for membership in Florida by the Legal Counsel and in Virginia by the <sup>RNC</sup> Vice-Chairman were called and solicited prior to inviting them to serve on the committee and no funds were raised.

### Solicitation of R.N.C.

Since fund raising must begin at home, in addition to soliciting RNFC members, a proposed letter soliciting RNC members was submitted to the RNC Chairman for approval and rejected on the basis of calling attention to our cash problem which might be turned over to the press. A weaker version has been requested which would take the urgency out of the situation. The original draft is attached as Exhibit # F.





## II. H. - OTHER PROGRAMS

### Banks

During the week of July 28th calls were made on the top officers of the major banks in New York City to seek their participation in helping to finance the RNFC through individual contributions and to ask them for their advice and counsel to bring the Banking Industry into the fold. While the A.B.A. has a PAC program it has not been instrumental in raising any funds. Some excellent suggestions were made and will be followed up.

### Diner's Club - Credit Card Program

During the same week a meeting was held with the President and Chairman of Diner's Club regarding a monthly payment program for all cardholders to the political party of their choice. Only incremental costs on their existing mailings would be involved if we piggybacked their lists and they were receptive to the idea. We are to meet again in two weeks to work out details in attempting an October mailing.

It was further suggested that we contact American Express, Interbank, and BankAmericard to tie in all card companies on a simultaneous release, which we are in the process of doing. This would allow us to reach in excess of 20,000,000 cardholders.



II. I. - MAIL SOLICITATION OF \$100 CONTRIBUTORS & ABOVE

Because of his past association with the Committee and his development of the mail program and at the suggestion of a former National Finance Chairman we met in New York and Washington with Walter Weintz, a direct-mail consultant. This was also prompted by the fact that we were anxious to improve communications with the givers of \$100 and above as no blueprints had been laid on a direct-mail basis for the balance of the year comparable to the plans for the under \$100 contributors. Mail contributions from the RNA category alone (over \$1,000) had dropped from \$2,500,000 in 1972 to \$300,000 plus from January 1 to June 13, 1975. While no definite commitments have been made, it is necessary to explore the alternatives where we are performing in a less than satisfactory manner.

In the meantime a "law letter" is being sent-out in early August to this category of contributor explaining the ramifications of the new law and requesting contributions or a specific reply. Other programs are under discussion which will be assessed after obtaining direct mail counsel and advice from two outside consultants, one of which is primarily involved in our sustaining program (under \$100 givers).

We have reviewed the sustaining program and feel there are a number of questions to ask particularly in the area of test mailings.



II. J. - COOPERATION OF RNFC WITH PRESIDENTIAL CANDIDATES

We have met with David Packard and worked out cooperative policies that we feel would be applicable to any Presidential candidate. The respective staffs have subsequently met to coordinate information; in addition, a tentative plan is attached as Exhibit # 5 as it relates to fund raising efforts and participation of the National political leaders. (Also see the applicable paragraph on the discussion with Mrs. Anderson of the White House staff.)



### III. PERSONNEL TO INAUGURATE PROGRAMS

The programs discussed have been started in toto since June 1, with the Chairman, Executive Vice-Chairman, the South Bend office manned by Al Bagley, and two special assistants working in setting up key man meetings, making solicitations, clearing RNFC members with state organizations and handling other fund raising efforts on a day-to-day basis. A deputy chairman also is on the staff to develop, coordinate and implement programs to solicit major contributors from both the Washington and South Bend offices, under the Chairman's and Executive Vice-Chairman's direction.

Assistance is received from the Assistant Executive Director who in her capacity had previously been in charge of major gifts. The clerical RNFC staff of five people (excluding those personnel employed in the sustaining program and service bureau work) have been as helpful as time permits, although there is not one secretary capable of taking shorthand on the staff. So all memos, letters and any other documents must be written in longhand.

Limited availability of staff, cooperation and capabilities have hampered our activities in building the program up to this point. Additionally, we have been attempting to function with RNFC employees believing they are responsible to other divisions. The entire staff situation has led to duplication and credibility problems.

Al Bagley has spent considerable time in liaison with the Washinton office working out the procedural routine for the proposed key man meetings, including follow-up. He also worked with the state political organizations to insure their cooperation in setting up key man meetings in Michiana, Chicago and Tulsa. Various political figures will be attending some of these meetings including the President in Minneapolis. Tulsa is behind our original schedule because of the necessity of clearing with the state chairman who was gone for a month.

M.W. Deitch, Executive Vice-Chairman, has made fund raising trips in Texas, California, New York, Indiana, Michigan and Washington. The Governor Connally fund raiser in Houston on July 31, was his third trip to that area and Texas key man meetings are being set-up as a result of those trips. In Michigan numerous contacts have been made with one key individual who has pledged his financial support and who will host a luncheon, although he has not yet established a date during this summer period.



#### IV. PROBLEM AREAS

##### Payroll

Although personnel are paid every two weeks Al Bagley and Associates, working out of South Bend, have not been reimbursed for their fees for the three months ending May 31, or the monthly billing at June 30. I have followed up on two separate occasions and was told the May 31 payment had been approved and on the latter occasion that the check had been written and if it had not gone out, it was going immediately. The June 30 bill would be scheduled at a later date.

My understanding is that you personally advanced the May 31 payment to Al Bagley and on August 1 checked this yourself with Rod Smith and Kit Donahue. They also informed you they did not know when they would pay June and July, so it will be necessary for you to make another personal advance to cover June. Bagley is not only working without salary but paying his secretary's salary and all his own expenses.

Rod Smith stated that Eddie Mahe has worked out the method for paying bills and Kit Donahue determines the order of priority.

In addition, I have been serving as the Deputy Chairman since June 1. On July 9 a memo was dictated by you regarding my salary, and payment requested for James A. Carroll's and Bagley's fees. The Executive Vice-Chairman was subsequently requested to write a letter about the Deputy Chairman's salary. The letter was referred back, not honored, and subsequently still another letter had to be written by you to establish me on the payroll. I have now received my first check (which did bring me up to-date) on August 1.

As Treasurer of the Republican Party you can order payment, but I know you prefer to operate within the channels established. It is interesting to note that nobody from the staff has ever contacted you in this regard except the people involved.



## I Introduction and Budget

The new federal election law has created a completely new ball game, and the Republican National Committee is very much involved. As a result, the RNC adopted the following budget for 1975 calling for expenditures of \$2,000,000 more than in 1974.

A. Budget Category	1974 Actual	1975 Budget	1975 Estimated Actual
RNC	\$3,457,000	\$4,580,000	\$4,613,000
Party Spokesman	\$ 536,000	\$ 500,000	\$ 750,000
Fund Raising	\$1,993,000	\$2,654,000	\$2,630,000
Prior Year Ob. and Res	\$ 95,000	\$ 275,000	\$ 56,000
	<hr/>	<hr/>	<hr/>
	\$6,081,000	\$8,000,000	\$8,049,000

Principal areas of cost increase with the <sup>RNC</sup> NRC include Special Operations, up \$600,000 (most of which is in Voter Education) and Political operations, up \$225,000 (most of which is in Field Force).

The White House has asked that their allocation be \$750,000 instead of the \$500,000 budgeted for 1975.

The fund raising segment reflects over a \$500,000 increase in Promotionals which will be used principally to expand the mailing lists for the 1976 push, as well as major fund solicitation.

B. This \$8,000,000 budget for the off year 1975 compares with receipts since 1970 as follows:

1970 - \$6,589,000; 1971 - \$8,243,000; <sup>1972 -</sup> - \$8,563,000;  
1973 - \$5,366,000; 1974 - \$6,606,000.



## II Where do we stand at the present time?

As of June 30, 1975 the Sustaining Mail Program (donors under \$100) appears to be holding up adequately. Programs discussed later show plans that will raise major gifts over the balance of the year, but as of now, operating funds represent less than 30 days requirement, so we need to get major contributors to respond now or we must consider cutting services and field staff, which are unacceptable alternatives with 1976 coming upon us.

Our main area of concern is in the category of major givers. In the \$1,000 and over category of people giving to the RNC we see the following historical trend.

1970	\$2,542,000
1971	\$1,359,000
1972	\$1,449,000
1973	\$ 645,000
1974	\$ 895,000
1975 (6/30)	\$ 329,000

Until we kicked off our drive aimed at these givers on June 24th, most of them had been contacted by mail as has been the historical precedent at the RNC. Two 1975 mailings have gone out. We need to get them turned on and contributing.

They need to know what they can contribute. The large givers, \$10,000 and above were nonexistent until the 6/24/75 meeting because of the historical nature of the RNC, ~~as previously discussed~~, and there are only a handful now.

Therefore, we are currently in a cash crisis at the Republican National Committee, principally because major gifts have dropped off and the standard mail requests from that source are returning less than ever.

## III New role of RNC

Historically, the Republican National Committee has raised money in amounts of \$1,000, with occasional contributions up to \$3,000. Large givers had been candidate oriented and solicited by the Preaidentail Committees. Now, because of the change in the law, Presidential Committees can only solicit \$1,000, and major givers must be converted to RNC orientation as this is now the only vehicle where substantial funds can be infused, with both direct and indirect RNC assistance going to the Party Presidential, Senatorial and Congressional candidates. We need the people who were previously involved with candidate oriented givers to help us

1. convert them to RNC orientation, and
2. solicit funds from them.



#### IV New programs of RNFC

To inaugurate a program of the historical background, we have put in process the following, keeping in mind the critical cash flow situation of the RNC which will require approximately \$600,000 in the next sixty days to continue existing services.

##### A. June 24 meeting and White House Reception

The first event now completed involved an education meeting held on June 24, 1975 followed by the White House reception for RNA members. It was designed to inform the attendees of the RNFC status in addition to requesting funds. The attendees responded from a list of 800 people invited approximately three weeks before the event. Of the 190 that attended, only 105 were in the "check writing" category and 37 actually wrote checks. The list of 800 consisted of Republican National Associates who had contributed at least \$1,000 since 1973 with the addition of at least 25 other key Republicans.

Resulting from the meeting was \$94,000 in cash and pledges that day and after follow up calls the total was \$118,000 in cash and pledges.

In addition, we are following up on all 800 invited to the meeting, following up on all regrets, and following up on all attendees who have not pledged, sending them a brochure handed out at the meeting, a pledge card, and the President's remarks at the meeting. The invitations themselves brought in some contributions which are not specifically identifiable, and several attendees have agreed to host lunches or do other fund raising activities as a result of using the White House reception as leverage.

##### B. Programs within the RNC and RNFC

1. Believing that fund raising begins at home, the RNC staff will be solicited for contributions to the RNFC.

2. A goal has been established at \$100,000 from the RNC members, asking all National Committeemen and Committeewomen to contribute or solicit \$1,000 each. To our knowledge they have not been solicited before. We are not soliciting state chairmen, but are sending them a letter asking them how we can better coordinate activities and asking their suggestions as to how to best maintain free exchange of information and ideas.





3. We are creating a new RNFC, asking all members to contribute, and asking State Finance Chairmen to be ex-officio members. We are not soliciting State Finance Chairmen, however, Membership will be composed of previous members who have worked or contributed. New prospects will be invited using the same criteria. We are clearing the names with the State Chairmen, which by necessity makes this a more deliberate process. An organizational meeting is scheduled for September 8, 1975, at which time an executive committee will be created and the formal program will be presented, certain parts of which will already be underway.

C. Solicitation of major givers

Simultaneously with the activities outlined above, we are planning specific fund raising functions to take place in the next four months.

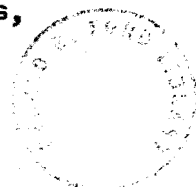
1. A minimum of 31 luncheons or receptions are planned throughout the country from 7/30 to 11/15. Attendance will vary from 30 to 70 persons. They will be hosted by key Republicans some of whom attended the June 24th meeting, and will be designed to reach donors who have the potential of contributing at least \$5,000 per person but hopefully more. From this group we hope to recruit additional members for RNFC, that will in turn help us raise money. We will continue to use the cash and/or pledge card concept inaugurated at the June 24th meeting.

2. We will be contacting by mail former major CREEP contributors and following up by personal calls from the RNFC Chairman, Executive Vice Chairman and other key people who will act on behalf of the committee. We need to enlist the services of former candidates, and key Republican leaders with national identity to make this effective.

3. A concentrated mail program emphasizing the new laws and appealing to the "status" of major givers culminating with a telephone follow-up is also planned. This is to be aimed at 7,000 former RNA members who have been inactive in recent years.

3,500 who formerly gave to CREEP but have not been members of RNA.

4. The RNFC in their activities plans to seek the cooperation of all other campaign fund raising groups at the state level as well as the Congressional, Senatorial, Boosters, and any other groups with whom we should maintain communications, tying in candidates wherever possible to provide the necessary charisma and motivation only they can offer.



REPUBLICAN NATIONAL HEADQUARTERS  
 Cash Receipts and Expenditures  
 Status Report as of 5/30/75

Contributions

Number of People		Level of Contribution	Total Budget	Total Received Jan. 1 - May 30	Percent Received
<u>Projected</u>	<u>Actual</u>				
200,000	143,000	25	\$5,000,000	\$3,160,000	63%
5,000	2,010	100	500,000	203,000	41%
800	130	1,000	800,000	227,000	28%
200	1	5,000	1,000,000	6,000	.6%
60	0	15,000	900,000	0	-
35	0	20,000	700,000	0	-
Senate - House Dinner		1,000	<u>100,000</u>	<u>157,000</u>	<u>157%</u>
Total Receipts			<u>\$9,000,000</u>	<u>\$3,753,000</u>	<u>42%</u>

Expenditures

<u>Category</u>	Total Budget	Total Expenditures Jan. 1 - May 30	Percent Expended
RNC Operations	\$4,703,000	\$2,163,000	45%
Fund Raising	2,741,000	1,167,000	42%
White House	500,000	204,000	41%
Prior Years Obligations	<u>56,000</u>	<u>32,000</u>	<u>57%</u>
Total Expenditures	<u>\$8,000,000</u>	<u>\$3,566,000</u>	<u>44%</u>
Excess Receipts over Expenditures	<u>\$1,000,000</u>	\$ 187,000	
Available Fund January 1, 1975		<u>501,000</u>	
Available Fund May 30, 1975		<u>\$ 688,000</u>	



REPUBLICAN NATIONAL HEADQUARTERS  
Cash Flow Projection  
June-August 1975

	June	July	August	Three Month Total
Beginning Available Funds	<u>\$688,000</u>	<u>\$527,000</u>	<u>\$526,000</u>	
<u>Projected Income:</u>				
Fourth Renewal (Mailed May 24)	325,000			
Special (Mailed May 28)	125,000			
Stamp Mailing (July 4th)		580,000		
Stamp Mailing Follow-Up (August 11)			228,000	
<u>Major Contributor Mailing:</u>				
2nd Renewal (Mailed May 28)	25,000	5,000		
June Mailing	25,000	40,000		
July Mailing		<u>20,000</u>	<u>65,000</u>	
Total Receipts	<u>\$500,000</u>	<u>\$645,000</u>	<u>\$293,000</u>	<u>\$1,438,000</u>
<u>Projected Expenditures:</u>				
RNC Operations	\$372,000	\$372,000	\$372,000	
Fund Raising	194,000	194,000	194,000	
White House	78,000	78,000	78,000	
Prior Years Obligations	<u>17,000</u>	<u>2,000</u>	<u>2,000</u>	
Total Expenditures	<u>\$661,000</u>	<u>\$646,000</u>	<u>\$646,000</u>	<u>\$1,953,000</u>
Ending Available Funds	<u>527,000</u>	<u>526,000</u>	<u>173,000</u>	
Excess of Expenditures over Receipts				<u>(\$ 515,000)</u>



Aug 5

PLACE Washington, D.C.DATE June 24, 1975

<u>NAME</u>	<u>DATE PLEDGED FOR PAYMENT</u>	<u>AMT. PLEDGED</u>	<u>DATE REC'D MONEY</u>	<u>AMT. REC'D</u>
F.E. Busby 1601 Deer Path Rd Dothan, Ala.	8/1/75	1,000		
O.C. Carmichael, J 110 N. Esther St. South Bend, Ind.	7/15/75	10,000		
M.W. Deitch 700 E. Beardsley Elkhart, Ind.	I	5,000	7/7/75	2,500
Guilford Dudley Life & Casualty Tower Nashville, Tenn.	12/31/75	1,000		
Joe Dukes Dugger, Ind.	I	1,000	6/24/75	1,000
Jack Eckerd 120 Willadel Dr. Belleair, Fla.	9/15/75	5,000		
R.B. Evans 2447 1st Nat. Bld Detroit, Mich.	end of year	10,000		
J.F. Fogarty, Jr. 5084 Biscayne Blvd Miami, Fla.	I	1,000	7/22/75	1,000
E.A. Gregory Box 5397 Pensacola, Fla.	I 6/30/75 9/30/75 12/31/75	2,000  8,000	6/24/75	2,000
E.V. Marsh 4000 N. Meridian Indianapolis, Ind.		1,000	7/1/75	1,000.00
D.R. McLennan, Jr. P.O. Box 596 Ligonier, Penn.	I	2,000	7/1/75	2,000.00



PLACE Washington, D.C.DATE June 24, 1975

<u>NAME</u>	<u>DATE PLEDGED FOR PAYMENT</u>	<u>AMT. PLEDGED</u>	<u>DATE REC'D MONEY</u>	<u>AMT. REC'D</u>
Mary U. Meader 5494 DE Ave., E. Kalamazoo, Mich	7/4/75	10,000	7/14/75	10,000
E.E. Meader 5494 DE Ave., E. Kalamazoo, Mich.	I 9/1/75	1,000 2,000	7/14/75	1,000
Jeremiah Milbank 620 Round Hill Rd. Greenwich, Conn.	7/15/75	10,000	6/26/75	10,000
Mrs. D.H. Rose 1377 Waverly Rd. San Marino, Cal.	12/31/75	5,000		
B.A. Rowland 300 Canal St. Lawrence, Ma.	I 9/20/75	2,000 1,000	7/1/75	2,000.00
L.P. Russell 2415 W. 21st Crt. Panama City, Fla.	I 7/15/75	1,000 1,000	8/4/75	1,000.00
W.E. Smith 6250 Green Meadows Memphis, Tenn.	7/1/75	1,000	7/7/75	1,000
W. C. Stone 5050 Broadway Chicago, Ill.	Btw. July-Aug.	10,000		
J.F. Styskal 17550 Martha St. Encino, Calif.	12/31/75	500	7/25/75	500
L.E. Thomas Box 490 Panama City, Fla.	I 7/1/75	1,000 1,000		
W.E. Thomas Box 490 Panama City, Fla.	I 8/1/75	1,000 1,000		
G.K Ward (&Mrs.) 587 Oakland Ct. Aurora, Colo.	8/31/75	1,000		



PLACE Washington, D. C.

DATE June 24, 1975

<u>NAME</u>	<u>DATE PLEDGED FOR PAYMENT</u>	<u>AMT. PLEDGED</u>	<u>DATE REC'D MONEY</u>	<u>AMT. REC'D</u>
Mr. Charles H Chapman, Jr. Box 220 Dothan, Alabama	9/1/75	\$1,000.00		
Mr. Ronald A. Capone c/o Kirlin Camp- bell & Keating 900 17th St., N.W Washington, D. C.	I	\$1,000.00	July 1, 1975	\$1,000.00
Robert Mosbacher c/o Capitol Conoco Bldg. 1300 Main Street 21st Floor Houston, Texas	I Later	5,000.00 5,000.00	July 1, 1975	5,000.00
Ferdinand Lemus 2010 Wooded Way Adelphi, Maryland	6/30/76	1,000.00		
The Honorable Wm. H. G. Fitz- gerald Metallurgical Research 1725 DeSales St. Washington, D.C.	I	1,000	July 1, 1975	1,000
The Hon. & Mrs. John H. Ware, III 101 Lancaster Ave Oxford, Penn	I	1,000	July 1, 1975	1,000
Thomas J. Marquez 5555 Nakoma Dallas, Texas	9/15/75	2,500		
F. W. Russell, Jr. 1220 Park Avenue New York, New York	I	1,000	July 3, 1975	1,000



PLACE Washington, D. C.

DATE June 24, 1975

<u>NAME</u>	<u>DATE PLEDGED FOR PAYMENT</u>	<u>AMT. PLEDGED</u>	<u>DATE REC'D MONEY</u>	<u>AMT. REC'D</u>
Coleman Burke 45 Stewart Road Short Hills, N.J.	I	1,000	7/7/75	1,000
Richard P. Brown Jr. Morgan Lewis & Bockius 2100 Fidelity Bldg Philadelphia, Pa	I	1,000	7/7/75	1,000
Edwin Hodge, Jr. #3 Gateway Center Pittsburgh, Pa	I	1,000	7/7/75	1,000
Henry S. Hall, Jr. 154 Coolidge Hill Cambridge, Mass	I	5,000	7/14/75	5,000
Leon J. Weil 213 East 48th St. New York, N.Y.	12/31/75	1,000		
J. W. Bowman Hickory Hills, R. R. 3 Sterling, Ill	8/30/75	1,000		
William C. Conner P. O. Box 1959 Ft. Worth, Texas	12/31/75	500		
Nicholas H. Noyes 5625 Sunset lane Indianapolis, Ind	I	500	7/30/75	500



**President  
Gerald R. Ford's Address  
To the Republican  
National Associates**

**The White House  
June 24, 1975**





Mr. Vice President, Mary Louise Smith, Mike Carmichael, and all of you:

It is wonderful to welcome you in the East Room. As I look around the room, I see so many, many people that I have known over a good many years who have been consistent in the support for the Republican Party, its candidates and the principles that our Party stands for.

So, it is a great privilege and pleasure for me to welcome each and every one of you here on this occasion, which I know is another expression of your strong belief in what we all believe in and what we intend to try and do. I just thank you very, very much for being here.

I know that what you have done over the years has kept the Party alive. It has permitted us to flex our muscles a little bit even when we have had some trials and tribulations. Let me add, you have kept the Republican Party from being an endangered species, (laughter) and for that I thank you very much.

As I look over the past nine or ten months and see the difficulties that we have had, I think we can now say that the Republican Party has made one of the most amazing comebacks in the shortest possible time of any political party that I have seen or read about.

Let's review very quickly some of these difficulties.

About a year ago, we were, unfortunately, exposed to inflation of 10 or 12 percent on an annual basis. After some good, sound policies, constructive and firm, we are now down to inflation of about 6 percent.

We have cut it 50 percent. That is not satisfactory, but let me assure you, we are on the right path.

About six months ago it was perfectly obvious that we were faced with a serious recession. Again, because of sound policy, firm hands and a dedication to doing what is right, all of the experts tell me that we have bottomed out and I can assure you, as I look at the statistics, we see a good many more bright clouds than dark ones, and we are going to continue and we are going to make it.

Now let me make another observation. After the last election, in November of 1974, we were faced with overwhelming odds in the House and in the Senate. The opposition party controlled the Congress by a better than two-thirds majority. In other words, they had two for every one of us, and a few plus, and there were many predictions of what their legislative course would be, and as I read their program I must say I was fearful and apprehensive.

And I should have been--except we have found that the Republicans in the Congress have unified in the House under John Rhodes and in the Senate under Senator Scott, and the net result has been that we have been able to stem the tide of unsound legislation.

I have had to make some hard decisions and veto a few bills that should not have become law, and the Republicans, with the help of a number of wise and discerning Democrats, have actually sustained those vetoes.

So, despite the odds that we faced following that election, we are able to keep a steady and firm hand on the legislative tiller and I believe that as we move ahead in the months before us the Congress will hopefully become more responsible.

And I can assure you that it has been a great privilege and pleasure for me to work

with Senator Scott and the Republicans in the Senate, and with John Rhodes and the Republicans in the House. We are a good team and we are going to continue that way.

I have always felt that in the 13 elections that I participated in as a candidate that what was good for the country was the best politics, and that is true for Democrats as well as Republicans.

And it is my judgment, as I talk to people, as I read communications that come into the office, that our principles and our policies, those in which we believe, for which we stand, and for which we work, are really what most Americans believe in.

And so we are going to keep the course that we are on today, and that course involves the following: a total dedication to the free enterprise system; seeking to lift the heavy hand of Government from business so that the free enterprise system can work.

One of our national magazines, in the issue that came out this morning, has a wonderful story showing the excessive cost to our society because of unneeded, undesirable regulation by Government, and I have a meeting tomorrow morning with 20 Members of the House and Senate, Democrats and Republicans, trying to find with them a way in which we can alleviate the heavy hand of Government regulation.

Secondly, we believe in fiscal responsibility, and I say this fully recognizing that Federal fiscal affairs in this current fiscal year and next year are most difficult.

We have had a drop in revenue because of the recession; we have had extra expenditures because of the recession; we are the victims of some legislation that continues payments regardless of circumstances. And

the consequence is that we have a substantial Federal deficit this year and next year, but the biggest danger is that the Congress will add to it in a significant way, and to live up to the principles of fiscal responsibility we are going to keep vetoing measures that will add to that deficit, and I think the Congress will sustain us in trying to keep the lid on these unwise and unnecessary expenditures.

Third, we believe in a strong national defense posture. The record is abundantly clear that if you are strong militarily, that is the best way to keep the peace, and the best way to ensure that we can move ahead, working with our allies and working also with our adversaries.

So, this Administration will continue an adequate funding program for the Army, the Navy, the Marines, the Air Force, because that is the best insurance that I know for the maintenance of peace in the future.

Fourthly, we believe in local control at the State and at the local level. The people that you elect to your municipal offices, your county offices, your State offices--if you elect the right people--can do a better job.

As a result, we believe in what are called block grants to help strengthen local and State Government. You can keep a more watchful eye on people at home in your State Governments, and they, as a consequence, will do a better job.

Lastly, and just as important as any of the others, we believe in freedom for the individual. Freedom in what way? Freedom against an all-powerful Government, freedom against mass education where every individual is educated as a robot, freedom against an impersonal production line, freedom against all of the things that

take away from you and me and our neighbors and our friends the opportunity to do something different, because you are different from everybody else.

This, in my judgment, ought to be one of the themes of our third century of America's freedom--freedom of the individual. These are the principles that I think we ought to seek to achieve in the months and years ahead.

It is my judgment we have convinced a good many Members of the Congress that we mean business. We have convinced a good many of our allies that we are dedicated to common purposes, and I think we have convinced some of our potential adversaries that we mean business.

So, the net result is the American people will support us. We must close ranks. We must work together. We must field good candidates, and one of the most encouraging things that I have seen is the tremendous effort of Mary Louise Smith, along with Dick Obenshain, to field good candidates, to recruit good candidates. If we do, I think we can do tremendously well in 1976.

I am also very encouraged by the effort made by Senator Ted Stevens in the recruitment of Senatorial candidates and Congressman Guy VanderJagt in the recruitment of House candidates, and Kit Bond, the fine Governor of the State of Missouri, also has the responsibility of recruiting gubernatorial candidates around the country.

So, if we get good candidates, I think 1976 can be one of the best years of the Republican Party, and 1976 can be a new era for all of us--Democrats, Republicans and Independents alike.

Thank you very, very much.

Dear Republican National Associate:

Would you be willing to provide me with the names and addresses of five individuals who would be good candidates for membership in the Republican National Associates?

Yes \_\_\_\_\_ No \_\_\_\_\_

Would you be willing to assist me in contacting these individuals?

Yes \_\_\_\_\_ No \_\_\_\_\_

Many thanks!

A handwritten signature in cursive script, appearing to read "O.C. Carmichael, Jr.", written in black ink.

O.C. Carmichael, Jr.



**REPUBLICAN NATIONAL ASSOCIATES**



Dear Mr. Carmichael:

You can count on my immediate support of \$ \_\_\_\_\_

You can count on my pledge of \$ \_\_\_\_\_ by \_\_\_\_\_  
(date)

Checks should be made payable to:

Republican National Finance Committee  
310 First Street, S.E.  
Washington, D.C. 20003

(name) \_\_\_\_\_

(address) \_\_\_\_\_

(state) \_\_\_\_\_

(over)

(zip)



Republican National  
Associates

1975

## It's A New Ball Game

The new federal election law has created a completely new political ball game, and the Republican National Committee is very much involved.

When the law went into effect this year, it assigned some vital tasks to the National Committee. For the first time, the National Committee has the responsibility of spending approximately \$10 million on behalf of individual Republican candidates in election campaigns across the country. This will be \$10 million over and above the normal operating budget of the National Committee. If the Committee cannot provide this money, our candidates cannot get it elsewhere.

In the past, Republicans capable of making major contributions were largely candidate oriented. Now a contributor may give only \$1,000 per election for a candidate for federal office. A \$1,000 contribution to a candidate in 1975 will be applied to that candidate's primary election campaign in 1976 or, if there is no primary, to the 1976 general election campaign.

Total contributions by an individual for all federal election purposes are limited by the new law to \$25,000 in any one calendar year. There can be no carry-over to the next calendar year. So if an individual capable of contributing \$25,000

fails to act in 1975, that \$25,000 will be lost forever. In 1976, the individual will be able to contribute only a total of \$25,000 to all candidates and to the National Committee.

The no carry-over provision and the limitation on gifts to candidates are important reasons for contributing to the Republican National Committee in 1975. As long as the funds are not earmarked for any individual candidate, there is no limit to what the National Committee can raise and spend this year.

In 1975, the National Committee is laying the foundation for Republican victories in 1976. It is carrying forward an aggressive program that will benefit solid Republican candidates for federal election, a program that will conserve the limited funds that will be available to candidates next year.

Among the 1975 Republican National Committee activities:

- a) Voter education programs of all kinds, including major T.V. network prime-time broadcasts.
- b) Acquisition of actual voter lists. These must be purchased from states, counties or precincts.
- c) Poll taking on issues and potential candidates.
- d) Additional field men. The National Committee's total field force is still only 12, as opposed to approximately

24 for COPE and 15 for the Democratic National Committee.

- e) Opposition research. The activities of all Democratic incumbents are recorded daily and can be retrieved instantly for campaign use.

In 1976, these supportive activities will be intensified. In addition, the National Committee will need to provide the \$10 million for direct candidate assistance, making the total 1976 budget, \$20 million.

Providing the dollars needed both this year and next requires the immediate generosity of major Republican contributors. This can be done under the new law without any gift tax problems whatsoever.

By contributing to the National Committee in 1975, Republicans can play a key role in winning the race for the Presidency and in restoring a responsible Republican majority to Congress. Each 1975 gift will help Republicans win the new ball game, and that victory will benefit all Americans.

*Please make checks payable to:*

Republican National Finance Committee  
310 First Street, S.E.  
Washington, D.C. 20003

(Corporate checks are not acceptable.)

I Introduction and Budget

The new federal election law has created a completely new ball game, and the Republican National Committee is very much involved. As a result, the RNC adopted the following budget for 1975 calling for expenditures of \$2,000,000 more than in 1974.

A. Budget Category	1974 Actual	1975 Budget	1975 Estimated Actual
RNC	\$3,457,000	\$4,580,000	\$4,613,000
Party Spokesman	\$ 536,000	\$ 500,000	\$ 750,000
Fund Raising	\$1,993,000	\$2,654,000	\$2,630,000
Prior Year Ob. and Res	\$ 95,000	\$ 275,000	\$ 56,000
	<u>\$6,081,000</u>	<u>\$8,000,000</u>	<u>\$8,049,000</u>

Principal areas of cost increase with the <sup>RNC</sup> NRC include Special Operations, up \$600,000 (most of which is in Voter Education) and Political operations, up \$25,000 (most of which is in Field Force).

The White House has asked that their allocation by \$750,000 instead of the \$500,000 budgeted for 1975.

The fund raising segment reflects over a \$500,000 increase in Promotionals which will be used principally to expand the mailing lists for the 1976 push, as well as major fund solicitation.

B. This \$8,000,000 budget for the off year 1975 compares with receipts since 1970 as follows:

1972-

1970 - \$6,589,000; 1971 - \$8,243,000; - \$8,563,000;  
 1973 - \$5,366,000; 1974 - \$6,606,000.





## II Where do we stand at the present time?

As of June 30, 1975 the Sustaining Mail Program (donors under \$100) appears to be holding up adequately. Programs discussed later show plans that will raise major gifts over the balance of the year, but as of now, operating funds represent less than 30 days requirement, so we need to get major contributors to respond now or we must consider cutting services and field staff, which are unacceptable alternatives with 1976 coming upon us.

Our main area of concern is in the category of major givers. In the \$1,000 and over category of people giving to the RNC we see the following historical trend.

1970	\$2,542,000
1971	\$1,359,000
1972	\$1,449,000
1973	\$ 645,000
1974	\$ 895,000
1975 (6/30)	\$ 329,000

Until we kicked off our drive aimed at these givers on June 24th, most of them had been contacted by mail as has been the historical precedent at the RNC. Two 1975 mailings have gone out. We need to get them turned on and contributing.

They need to know what they can contribute. The large givers, \$10,000 and above were nonexistent until the 6/24/75 meeting because of the historical nature of the RNC, ~~as previously discussed~~, and there are only a handful now.

Therefore, we are currently in a cash crisis at the Republican National Committee, principally because major gifts have dropped off and the standard mail requests from that source are returning less than ever.

## III New role of RNC

Historically, the Republican National Committee has raised money in amounts of \$1,000, with occasional contributions up to \$3,000. Large givers had been candidate oriented and solicited by the Preaidentail Committees. Now, because of the change in the law, Presidential Committees can only solicit \$1,000, and major givers must be converted to RNC orientation as this is now the only vehicle where substantial funds can be infused, with both direct and indirect RNC assistance going to the Party Presidential, Senatorial and Congressional candidates. We need the people who were previously involved with candidate oriented givers to help us

1. convert them to RNC orientation, and
2. solicit funds from them.



3. We are creating a new RNFC, asking all members to contribute, and asking State Finance Chairmen to be ex-officio members. We are not soliciting State Finance Chairmen, however, Membership will be composed of previous members who have worked or contributed. New prospects will be invited using the same criteria. We are clearing the names with the State Chairmen, which by necessity makes this a more deliberate process. An organizational meeting is scheduled for September 8, 1975, at which time an executive committee will be created and the formal program will be presented, certain parts of which will already be underway.

C. Solicitation of major givers

Simultaneously with the activities outlined above, we are planning specific fund raising functions to take place in the next four months.

1. A minimum of 31 luncheons or receptions are planned throughout the country from 7/30 to 11/15. Attendance will vary from 30 to 70 persons. They will be hosted by key Republicans some of whom attended the June 24th meeting, and will be designed to reach donors who have the potential of contributing at least \$5,000 per person but hopefully more. From this group we hope to recruit additional members for RNFC, that will in turn help us raise money. We will continue to use the cash and/or pledge card concept inaugurated at the June 24th meeting.

2. We will be contacting by mail former major CREEP contributors and following up by personal calls from the RNFC Chairman, Executive Vice Chairman and other key people who will act on behalf of the committee. We need to enlist the services of former candidates, and key Republican leaders with national identity to make this effective.

3. A concentrated mail program emphasizing the new laws and appealing to the "status" of major givers culminating with a telephone follow-up is also planned. This is to be aimed at 7,000 former RNA members who have been inactive in recent years

3,500 who formerly gave to CREEP but have not been members of RNA.

4. The RNFC in their activities plans to seek the cooperation of all other campaign fund raising groups at the state level as well as the Congressional, Senatorial, Boosters, and any other groups with whom we should maintain communications, tying in candidates wherever possible to provide the necessary charisma and motivation only they can offer.



IV New programs of RNFC

To inaugurate a program of the historical background, we have put in process the following, keeping in mind the critical cash flow situation of the RNC which will require approximately \$600,000 in the next sixty days to continue existing services.

A. June 24 meeting and White House Reception

The first event now completed involved an education meeting held on June 24, 1975 followed by the White House reception for RNA members. It was designed to inform the attendees of the RNFC status in addition to requesting funds. The attendees responded from a list of 800 people invited approximately three weeks before the event. Of the 190 that attended only 105 were in the "check writing" category and 37 actually wrote checks. The list of 800 consisted of Republican National Associates who had contributed at least \$1,000 since 1973 with the addition of at least 25 other key Republicans.

Resulting from the meeting was \$94,000 in cash and pledges that day and after follow up calls the total was \$118,000 in cash and pledges.

In addition, we are following up on all 800 invited to the meeting, following up on all regrets, and following up on all attendees who have not pledged, sending them a brochure handed out at the meeting, a pledge card, and the President's remarks at the meeting. The invitations themselves brought in some contributions which are not specifically identifiable, and several attendees have agreed to host lunches or do other fund raising activities as a result of using the White House reception as leverage.

B. Programs within the RNC and RNFC

1. Believing that fund raising begins at home, the RNC staff will be solicited for contributions to the RNFC.

2. A goal has been established at \$100,000 from the RNC members, asking all National Committeemen and Committeewomen to contribute or solicit \$1,000 each. To our knowledge they have not been solicited before. We are not soliciting state chairmen, but are sending them a letter asking them how we can better coordinate activities and asking their suggestions as how to best maintain free exchange of information and ideas.



O.C. Carmichael, Chairman RNFC

Aug. 5, 1975

R. Reiners, Deputy Chairman RNFC

**STATUS OF KEY MAN LUNCHEONS**

**Dallas** - Paul Thayer of LTV to host. EVP Mann has agreed in his name. Date will tie in with Presidential visit on September 12 or 13. Hope for appearance.

**Detroit** - (Two meetings) Max Fisher and Bob Evans have agreed to host separate meetings, but no date set. Will not do during summer. Meeting set for Evans and MW Deitch on Sept. 10 to make arrangements.

**Florida** - Miami 9/16, George Champion host. Suggest Hood Bassett as co-host, who is also friend of Champions. Noon meeting.

Jacksonville 9/16 evening meeting, George Champion host.

Orlando - Attempting to set up for 9/17.

**Grand Rapids** - Date set for September 3, Peter Cook host. Bagley has visited and is finalizing arrangements.

**Houston** - Mosbacher to host, has agreed. To establish date this week, hopefully the day before or after Dallas.

**Illinois** - Meetings held by Bagley in Chicago to select host and pick date. Working through Bob Stuart.

**Indianapolis** - Bagley met with State leaders Cook and Bailey. They want to help us in selecting host. Committed to week of September 15. Dont want it before that date because of conflict with State Fund Raiser.

**Los Angeles** - Wanted clearance to tie in to Ford's appearance in September. Not possible. Anderson will reschedule old meeting as host.

**Massachusetts** - Working on host. No committment yet.

**Michiana** - Meeting in Niles, Mich. 8/11 co-hosted by OC Carmichael and M.W. Deitch.

**Minneapolis** - Set for August 19 and approved by State organization. Tied in with President Ford for 9:30 appearance at breakfast meeting.



New York - Meeting was set for 7/30, co-hosted by Gus Levy and Al Gordon. Cancelled because of timing. See text.

New York #2 - Tarrytown estate of Vice President Rockefeller. Met with George Hinman and Ann Whitman. Date to be set. See text.

Pittsburgh - Working through Ed Spear, U.S. Steel. Ready to schedule now that their PAC Program has board approval.

San Francisco - David Packard to host in September. We are to contact m him this month to set date. Want to tie in to within one day of the Los Angeles meeting in September.

Tulsa - Charles Williams to host, requested October. Wants to clear with Paula Unruh first.

Wisconsin - Bagley met with Bill Messinger on July 28. Waiting to see if President in Milwaukee on August 25.

Washington - RNFC meeting on September 8.

INVITED TO SERVE ON THE RNFC

EXHIBIT

Alabama

John Schuler  
Leeds, Ala.

J. Richard Bennett, Jr.  
State Finance Chairman

Arizona

Keith Brown  
Tuscon, Ariz.

Wayne Legg  
Mesa, Ariz.

Burton S. Kruglick  
State Finance Chairman

California

The Honorable Robert O. Anderson  
Los Angeles, Cal.

Mrs. George Brock  
Los Angeles, Cal.

Jacquelin H. Hume  
San Francisco, Cal.

Connecticut

Archie McCardell  
Stamford Conn.

Hal Scott  
Greenwich, Conn.

Delaware

The Honorable Reynolds DuPont  
Wilmington, Del.

Harry Haskell, Jr.  
Wilmington, Del.

Washington, D.C.

F. Trowbridge Vom Baur  
Washington, D.C. State Finance Chairman

Florida

Hood Bassett  
Miami, Fla.

George Champion  
Jacksonville, Fla.

Jack Eckerd  
Belleair, Fla.

Horace C. Flanigan  
Palm Beach, Fla.

L. E. Thomas  
Panama City, Fla.

Idaho

Robert Erkins  
Buhl, Ida.



Kansas

Robert J. Fegan  
Junction City, Kan.

Robert Berger  
State Finance Chairman

Robert L. Williams  
Wichita, Kan.

Maine

Robert A.G. Monks  
Cape Elizabeth, Me.

Norman Ferguson Sr.  
Honover, Me.  
State Finance Chairman

Minnesota

Kenneth Dahlberg  
Minneapolis, Minn.

Donald C. Dayton  
Minneapolis, Minn.

C. Charles Jackson  
St. Paul, Minn.

David Lilly  
Minneapolis, Minn.

The Honorable George Pillsbury  
Minneapolis, Minn.

Edson Spensor  
Minneapolis, Minn.

Michigan

Robert Evans  
Detroit, Mich.

The Honorable Max Fisher  
Detroit, Mich.

Jay Van Andel  
State Finance Chairman

Missouri

Spencer T. Olin  
St. Louis, Mo.

New York

Joseph Gimma  
New York, NY

Brown Lee Curry  
New York, NY

Albert H. Gordon  
State Finance Chairman

Harold Helm  
New York

Gustave Levy  
New York, NY

Jeremiah Milbank  
New York, NY

Mrs. Ogdon Phipps  
New York, NY

Leon J. Weil  
New York, NY

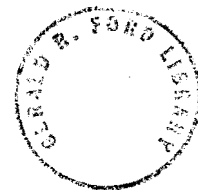
North Dakota

John Sellie  
Cathay, N.D. State Finance Chairman

Ohio

John W. Berry

Loren M. Berry



Ohio (Cont)

John R. Donnell  
Findlay, O

Logan T. Johnston  
Middletown, O

M. Merle Harrod  
Wapakoneta, O

W.R. Timkin  
Canton, O

Oklahoma

Horace K. Calvert  
Oklahoma City, Okla.

H.H. Champlin  
State Finance Chairman

Oregon

Leonard Forsgren  
Portland, Ore.

Pennsylvania

Anthony J.F. O'Reilly  
Pittsburgh, Pa.

Kenneth W. Gemmill  
Philadelphia, Pa.

Rhode Island

Mrs. John J. Slocum  
State Finance Chairman

Tennessee

The Honorable Guilford Dudley Jr.  
Nashville, Tenn.

Jack Massey  
Nashville, Tenn.

Dortch Oldham  
Nashville, Tenn.

David K. Wilson  
Nashville, Tenn.

Texas

Robert Mosbacher  
Houston, Tex.

Vermont

Richard A. Snelling  
Shelburne, VT., State Finance Chairman

Virginia

Preston C. Caruthers  
Arlington, Va.

John DeLuca  
Fairfax, IVa.

Herbert Morgan  
State Finance Chairman





West Virginia  
Thomas M. Block  
Wheeling W. VA.

Wisconsin  
William C. Messinger  
State Finance Chairman

Wyoming  
William K. Love  
Buffaco, Wyo.

Frank Dust  
State Finance Chairman



REPUBLICAN NATIONAL FINANCE COMMITTEE

310 FIRST STREET, SOUTHEAST

WASHINGTON, D. C. 20003

EXHIBIT

O. C. CARMICHAEL, JR.  
CHAIRMAN

July 31, 1975

Mr. John Marsh  
6305 Catharpin Road  
Gainsville, Virginia 22065

Dear John:

I would like to express my appreciation for your past service within the Republican Party.

As Chairman of the Republican National Finance Committee, I am now selecting a new Committee and would like very much to have you serve. However, I do want you to know that there is a critical financial situation to resolve at the Republican National Committee if we are going to continue with our existing programs. We must raise \$600,000 in the next 60 days or cut back on staff and programs. The latter two alternatives are unacceptable.

I certainly hope that you will accept the responsibility of serving on the Committee and also support my belief that 100% participation is fundamental to fund raising. I would greatly appreciate your personal contribution of at least \$1,000 now and hopefully more at some later time. In addition, I hope you will commit to actively working with us to solicit funds for the Republican National Committee by contacting at least five other people who might make similar contributions and submitting their names to us for appropriate follow-up.

Because of the emergency situation we are facing, I am taking the liberty of having a member of my staff contact you, so that we may resolve our situation just as quickly as possible.



-2-

A meeting of the newly appointed RNFC is planned for September 8, 1975, in Washington, D.C. Further information concerning the purpose and structure of this meeting will be sent to you.

Thank you once again for your past service, and looking forward to our future endeavors together, I am

Sincerely,

O. C. Carmichael, Jr.

P. S. For your information, I am enclosing a brochure which we prepared for a recent meeting of the Republican National Associates and a pledge card for your personal use.

-2-

A meeting



DRAFT:

100 National Committeemen and Committeewomen

Enclose: Brochure

Pledge card

Dear first name

As Republican National Finance Chairman, I believe it necessary to inform you of the critical financial situation facing the Republican National Committee.

If we are to continue with our existing programs, we must raise \$600,000 in the next 60 days or cut back on staff and services. Certainly, the latter two alternatives are unacceptable.

To accomplish our goals in the next two months, 100% participation is necessary. We, the party officials, must believe in our own cause if we are going to convince others to do so. Therefore, I have set a \$100,000 goal for the Republican National Committeemen and Committeewomen. Our records indicate that you have not yet contributed in 1975 and I would appreciate your contribution of \$1,000 now and hopefully more later. As an alternative you may prefer to raise the \$1,000 personal goal through solicitation.

Because of the emergency situation, I am taking the liberty of having a member of my staff contact you in this regard.

Thanking you for your past support and looking forward to working with you in our future endeavors, I am

Sincerely,

O.C. Carmichael, Jr.



P.S. For your information, I am enclosing a brochure which we prepared for a recent meeting of the RN Associates and a pledge card for your personal use.

## OFFICE MEMORANDUM

EXHIB

## Republican National Committee

To: O.C. Carmichael

Date: 8/5/75

From: R. Reiners, Paul Russo

Subject: National Political Speakers Program

In regard to fulfilling the opportunities presented under the new law to finance portions of House and Senate campaigns, a new source of funds should be explored.

Since the President and Vice President are doing numerous political fund raising events, it would appear worthwhile to discuss these stops as a source of Party income. A specific "Senate-House" fund would be created by the RNFC to hold a percentage of the revenue raised. The money that legally may total \$7,000,000 would then be distributed to the Parties candidates in 1976.

The following is a proposed cost formula that state parties would have to agree to before an event would be accepted for that state.

Presidential travel

\$5.00 per mile - cost of Air Force One

\$2,500 - advance fees

10% of net dollars raised at the fund raiser to go to the RNFC to be placed in the "Senate-House" fund.

Vice Presidential travel

\$4.00 per mile - cost of airplane travel

\$1,500 - advance fees

10% of net dollars raised at the fund raiser to go to the RNFC to be placed in the "Senate-House" fund.

In addition to the President and Vice President, two other major Republican fund raisers, John Connally and Ronald Reagan should also be asked to raise funds for the Senate-House candidates who will run in 1976. They would both have to allow 10% of the net Republican dollars they are responsible for raising to be placed in this fund. A staff member or a volunteer would be assigned to all events and scheduling for RNFC events (where a tie-in could be arranged) would have to be reviewed in the Washington office.

Since the traditional means of raising political funds are no longer available to campaigns, such new sources of revenue must be found.

Therefore, it would appear necessary to seek the support of the Parties major fund raisers if the national organization is to perform the functions needed for the candidates in 1976.

RTH's Copy  
File

THE WHITE HOUSE  
WASHINGTON

November 12, 1975

RECEPTION  
for  
REPUBLICAN NATIONAL FINANCE COMMITTEE

Thursday, November 13, 1975

State Dining Room

6:30 PM

From: Gwen Anderson *GA*

I. PURPOSE

To meet with approximately 50 Republican National Finance Committee members and Republican National Finance Committee major contributors.

II. BACKGROUND, PARTICIPANTS AND PRESS PLAN

A. Background

The Republican National Finance Committee is hosting a meeting of the above individuals on Thursday to coordinate and implement a 30-day solicitation effort of potential major contributors to the Republican National Committee and to solicit substantial contributions from invitees. The RNFC considers this program the kick-off of its fundraising efforts through the 1976 election, and hopes to be able to raise sufficient funds in the next month to allow the RNC to start even in 1976.

Jeremiah Milbank, who assumed the chairmanship of the RNFC in September of this year, is presently structuring a new finance committee to work with and assist him through 1976.



B. Format

At the beginning of the reception, which will take place in the State Dining Room, Mary Louise Smith will speak briefly to the group. She will be followed by Jeremiah Milbank who will introduce you to the guests for brief remarks.

C. Participants

New Finance Committee members have been invited to this reception along with major contributors.

A list of attendees is attached at Tab A.

D. Staff

Robert T. Hartmann, Jack Calkins and Gwen Anderson. Senior White House Staff will also be invited.

E. Press Plan

White House photographer.

III. TALKING POINTS

Suggested talking points will be supplied by Paul Theis.



WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	List of attendees at a reception for the Republican National Finance Committee on November 13, 1975 (12 pages)	[11/12/1975] Ca,	C

File Location:

Robert T. Hartmann Files, Box 28, "Republican National Finance Committee" SMD - 6/19/2015

RESTRICTION CODES

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.



[ca. 11/12/75]

PEOPLE INVITED TO THE RECEPTION TOMORROW EVENING.

The Vice President  
Robert T. Hartmann

Jack Calkins

Paul Theis

Gwen Anderson

Susan Hosmer

Jack Marsh

Max Friedersdorf

Russ Rourke

Phil Buchen

Bill Seidman

Ron Nessen

Bill Greener (?)

Jim Connor

Jim Lynn

Dick Cheney

Jim Cannon

Jerry Jones

*Jones  
Buchen*

