

Domestic Policy, 11/76-1/77

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January 12, 1977

M E M O R A N D U M

TO: President-Elect Jimmy Carter

FROM: Joel McCleary

Subject: DNC Fundraising

1. A CLEARCUT ORGANIZATION STRUCTURE HAS BEEN DEvised FOR DNC FUNDRAISING.

This structure is shown as Exhibit I. The volunteer National Finance Council will work closely with the paid employees under the Treasurer and the Finance Director.

The National Finance Council has a pyramid structure building from a broad base. As one rises in the structure, one receives greater recognition. The proposed levels of recognition are shown in Exhibit II.

2. WE INTEND TO RAISE \$43 MILLION OVER FOUR YEARS.

Exhibit III, which breaks the \$43 million down by source, shows that the heaviest reliance for fundraising is placed upon the National Finance Council.

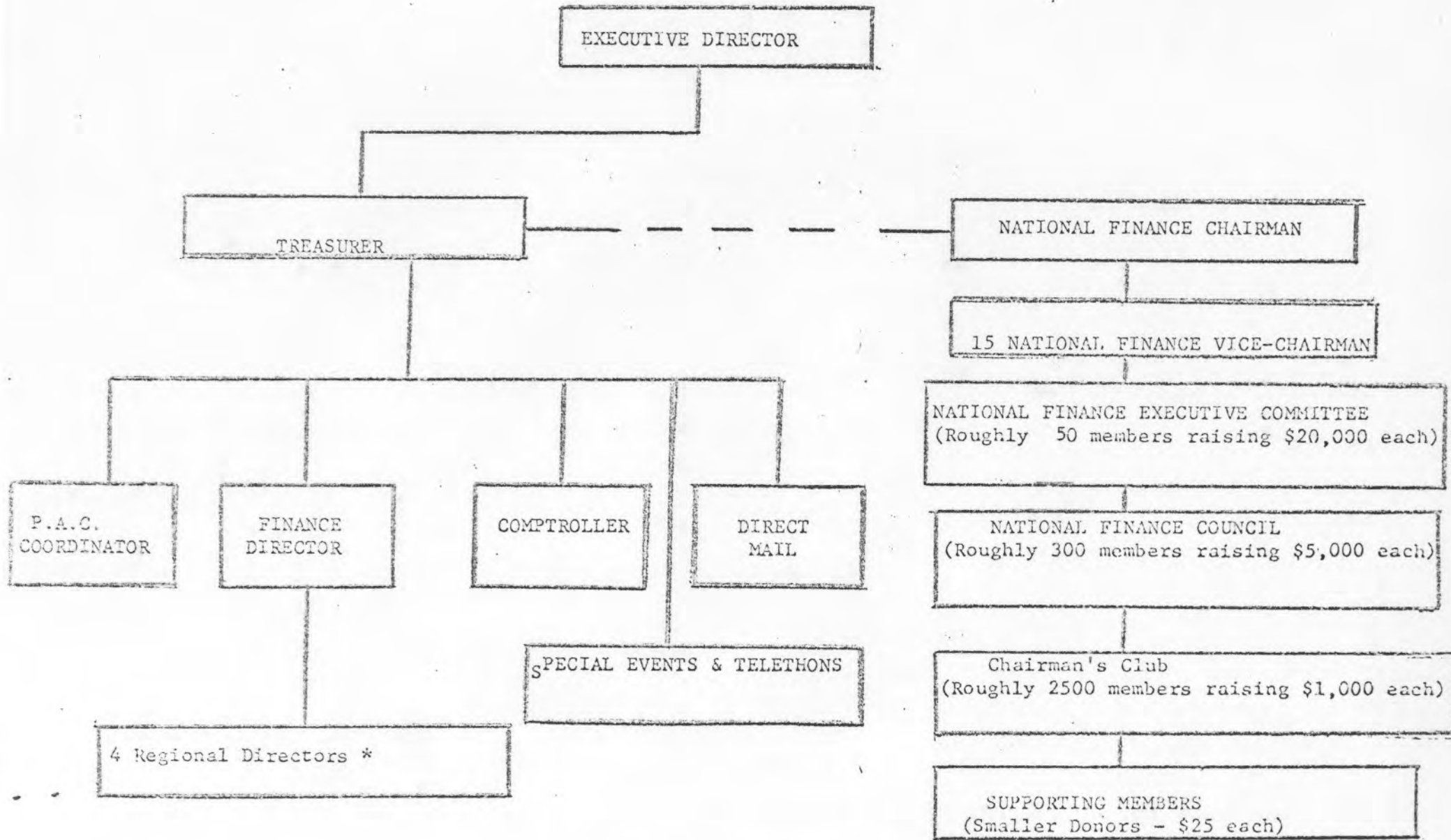
To be effective fundraisers, the Finance Council must have some access to the President and to key administration figures. An important element in our proposed approach is to schedule "seminars"--small of-the-record gatherings where important fundraisers could have lunch or dinner with a Cabinet member or another high Administration official. This technique also serves the desire of the Administration to have a continuing and effective dialogue with business and other community leaders.

Exhibit II proposes a rising level of attendance at fundraisers, seminars, White House events, etc. as the Council Member achieves better results.

3. IT IS PROPOSED THAT JIMMY CARTER APPEAR AT 6 EVENTS IN '77, 12 IN '78, 10 IN '79 AND 15 IN '80.

Exhibit IV shows a proposed fundraising event schedule for 1977. It suggests 6 events for Jimmy Carter, 12 for Walter Mondale, and between 50 and 60 for Cabinet members and other top administration officials.

EXHIBIT I
DNC FINANCE ORGANIZATION



* The 4 Regional Directors will be responsible for building organizations reaching down into the states, the Congressional Districts and the Counties.

EXHIBIT II
LEVELS OF RECOGNITION- NATIONAL
FINANCE COUNCIL

	<u>Supporting Members</u>	<u>Chairman's Club</u>	<u>Finance Council</u>	<u>Executive Committee</u>	<u>Vice Chairmen</u>
1. Newsletter (12 per year)	X	X	X	X	X
2. Membership Card	x	x	-	-	-
3. Autographed Picture of Jimmy Carter		X	X	X	X
4. 2 Fundraising Events - 1 with Vice-President		X			
5. Membership Certificate		X	X	X	X
6. 6 Seminars with key Administration officials			X	X	X
7. All fundraising events			X	X	X
8. Vote on Council policy			X	X	X
9. Convention V.I.P. privileges			X	X	X
10. Invitations to 2 non-fundraising White House events				X	X
11. 2 White House breakfasts					X

EXHIBIT III
PROPOSED SOURCES OF FUNDS
1977- 1980

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>Four Year Totals</u>
1. National Finance Council	\$3,500,00	\$5,000,000	\$3,000,000	\$6,000,000	\$17,500,000
2. Small Donors (telethons, direct mail grass roots political organizations)	800,000	2,000,000	1,500,000	4,500,000	8,800,000
3. Political Action Committees (Labor and Corporate)	700,000	1,000,000	500,000	1,500,000	3,700,000
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	\$5,000,000	\$8,000,000	\$5,000,000	\$12,000,000	\$30,000,000
4. Carter-for-President events			3,500,000	750,000	4,250,000
5. Carter-for-President Small Donors			2,000,000	1,000,000	3,000,000
6. Carter-for President Political Action Committees			1,000,000		1,000,000
7. Matching Funds			3,500,000	1,250,000	4,750,000
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	\$5,000,000	\$8,000,000	\$15,000,000	\$15,000,000	\$43,000,000
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EXHIBIT IV
 PROPOSED 1977 FUNDRAISING
 EVENT SCHEDULE

<u>MONTH</u>	<u>PARTICIPANTS</u>		
	<u>Jimmy Carter</u>	<u>Walter Mondale</u>	<u>Cabinet and Other Top Officials</u>
February	White House breakfast with Finance Council Chairman and his Vice Chairmen	Lunch same day with Finance Council Chairman and his Vice Chairmen	Sponsor, with Mondale lunch with Finance Council Chairman and his Vice Chairmen
March	Washington, DC with Walter Mondale and Cabinet	1. Washington DC with Jimmy Carter and Cabinet 2. Miami	Washington, DC with Jimmy Carter and Walter Mondale
April	Los Angeles	Pittsburgh	five seminars
May	New York	St. Louis	five seminars
June	Dallas	Seattle	five seminars
July	--	Minneapolis	five seminars
August	--	San Francisco	five seminars
September	--	Denver	five seminars
October	Washington, DC with Walter Mondale and Cabinet	Washington, DC with Jimmy Carter and Cabinet	Washington, DC with Jimmy Carter and Walter Mondale
November	--	Detroit	five seminars
December	Chicago	Boston	five seminars

January 12, 1977

IMMEDIATE ACTION

1. Schedule February - June fundraisers (see attachment #1)
2. Decision re: Jimmy Carter signature on direct mail
3. Write Arthur Krim (see attachment II)
4. Write Sonny Dogole (see attachment II)
5. Write Wallace Hyde (see attachment II)
6. Approve or modify fundraising plan developed in accompanying memorandum and exhibits.

FEBRUARY - JUNE FUNDRAISERS

1. Location: Washington, D. C.
 Date: Mid-February
 Time: Breakfast
 Function: White House breakfast with
 Carter for 15 Vice-chairmen
 of the Finance Council.
 20 people total for breakfast.
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2. Location: Washington, D.C.
 Date: 1st Option March 17
 2nd Option March 18
 3rd Option March 25
 Time: 8:00-9:00P.M.
 Function: Dinner
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3. Location: L. A., Calif
 Date: April 15 - April 23
 Time: 8-9:00 P.M. (Carter only)
 Function: Dinner
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4. Location: New York City
 Date: 1st Option May 10, 11, or 12
 2nd option May 17, 18, or 19
 Time: 7:30-9 P.M.
 Function: Dinner
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5. Location: Texas
 Date: June 4, 11, 18, or 25
 Time: 6:30 - 8:00 p.m.
 Function Dinner

ATTACHMENT II

LETTERS

NAME & ADDRESS	COMMENTS
1. Mr. Arthur B. Krim Chairman of the Board United Artists 729 Seventh Ave. New York City, New York 10019	Thank for his offer to take a major role in setting up our new fundraising effort in the Party.
2. S. (Sonny) Dogole Chairman of the Board Globe Securities 2503 Lombard St. Philadelphia, Pa. 19146	Thank for his present help in raising money and his willingness to take a major role in our new effort for the Party.
3. Dr. Wallace Hyde Hyde Insurance Co Box 5797 Asheville, N. C. 28803	Thank for his help in fundraising and that you are counting on him to continue his efforts.