

The original documents are located in Box 18, folder “President Ford Committee - Fundraising” of the Richard B. Cheney Files at the Gerald R. Ford Presidential Library.

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THE WHITE HOUSE
WASHINGTON

Don R

Lee
K

5/19/75

2:05 PM.

2 reported
months



Talking Points for the President to call Dave Packard

The purpose of the call is to ask Packard to serve as Finance Chairman for the President's re-election effort.

1. Dave, you were the unanimous recommendation of everyone I've talked with to serve as Finance Chairman for my re-election effort, and I'd like very much to have you agree to serve in that capacity.
2. It will be a part-time job, but obviously will require a commitment of your time.
3. I want to get started as soon as possible and we expect to set up a Committee and file the required reports by June.
4. One of the first things we'll have to do is to find a Treasurer to work with you. I'd like you to work with Don and Dean Burch in figuring out who that should be.
5. Possibly Dean and you can talk this weekend or on Monday to discuss the requirements that have to be met and some of the details of how we set up the Committee.
6. If you can make it, it might be useful to have you come to Washington on Tuesday. Tuesday night at 6:30 PM, I'm going to have the key Republican Leadership of the House and Senate, as well as Senator Goldwater and possibly one or two others to the White House. I'd like to have you and Dean Burch attend that meeting if you can. Also, if you can come in on Tuesday, you could meet with Dean Burch to get started setting up the Committee.



OFFICE OF THE FINANCE CHAIRMAN
THE PRESIDENT FORD COMMITTEE
1730 M Street, N. W. - Suite 512
Washington, D. C. 20036
(202) 833-3650

GENERAL STRATEGY FOR FUND RAISING
FOR
THE PRESIDENT FORD COMMITTEE

August 15, 1975

Under the new campaign laws, it is necessary that we plan a fund-raising strategy to provide the maximum amount of money possible for the political effort. This requires, first, that the total funds must be raised at an overall cost not-to-exceed 20%. We must be sure that the fund-raising activities we undertake qualify to be charged against the 20% fund-raising allowance. If there are fund-raising costs that do not qualify for any reason, these should not be undertaken, or, at the very least, they should be minimized.

We have not yet attempted to work out a detailed strategy for the main campaign except to delineate certain basic guidelines. We will first concentrate on the potential \$1,000 donors. This is the one place where we should be able to raise funds at less than a 20% overall cost and thereby provide some margin for direct mail or other activities which may exceed a 20% fund-raising cost yet which may be necessary to get our quota or may be desirable for other reasons.

We will expect each of the state committees to organize so they can concentrate first on the potential \$1,000 donors. Lists of potential \$1,000 donors will be provided to each State Chairman and he will be advised on a continuous and current basis of contributions received so that, to the extent possible, duplicate follow-up is minimized. We will use the 7,000 name list from which the telegrams were sent on July 8, as the basic list for each State Chairman. These lists should be updated by information from the RNC and from any other information we may have. In some cases there may be better lists within the state for this purpose.



DAVID PACKARD
Finance Chairman

ROBERT C. MOOT
Treasurer

H. LEE CHOATE
Executive Director

The President has scheduled a number of dinners this fall in various states to help strengthen the state Republican organizations. Dinners which might be planned for the President Ford Campaign fund-raising effort must be scheduled after those dinners which have already been planned in the respective states, and must be carefully coordinated with other efforts in that state. We have not decided where dinners with the President in attendance would be appropriate, but this may be a useful device if the dinners can be planned to bring in a substantial amount of money at a reasonable cost.

It will be desirable, if not absolutely necessary, to have a well-organized group of volunteers in each state to follow-up with personal phone calls or personal letters to the potential \$1,000 contributors.

We should broaden the base of contributors to the extent we can do so within the available fund-raising allowance. This means we will need to use direct mail, and possibly a volunteer organization directed toward small contributors. We will have a trial run on the direct mail approach in California in late September. We will hold off on any other direct mail activity until we are able to evaluate the results of the California mailing.

We anticipated that it would take some time to get this campaign organized, particularly in view of the changes in the campaign laws. For this reason, we attempted to get enough money in early so we could pay the bills of both the President Ford Committee and the Finance Office during the time it will take to get the main fund-raising campaign organized and additional funds flowing in. This should not be difficult because the major expenditures will be in 1976, and the funds are available to take care of the short-term cash requirements. Nevertheless, it is important that we keep a flow of funds coming in to make sure we stay ahead of the game as it would be very difficult to catch up if we got behind.

For the above reason, and also to escalate the fund-raising activity, we will undertake a small telephone bank in Washington, D.C. organized to follow-up on the potential \$1,000 donor list, while we are getting the states organized. Each State Chairman will get credit for any funds raised in his state through this telephone bank.

We also must organize a number of special industry or special area efforts. People who have special access to industry or other groups of people should be selected as soon

Max Fisher



as possible and assigned to help, first on the potential \$1,000 contributors and also to help expand our contributor base.

It would be desirable to have the entire fund-raising activity completed by the end of 1975. We must plan, with each State Chairman, a schedule for the completion of his job so we can keep things moving. The State Chairman should participate in the determination of this schedule and at least he must agree that it is realistic or he may not be as effective as we would like.

It will not be possible to put together a very realistic cash flow projection until we get the large state committees organized and the individual plans for these states worked out in some detail. In the meantime, we will use rough estimates of anticipated cash in-flow. However, it is not expected that these rough estimates would be useful for monitoring the progress of the program.

In addition to the lists of potential \$1,000 donors, we should provide each State Chairman with materials which will help them in doing their job. This material could include suggested lists and reporting forms. It would be also be helpful to put together a packet of information for each State Chairman and his key committee people.

Separate committees will not be established and registered in each state. The people working in each state will be working for The President Ford Committee and the President Ford Committee will be responsible for their activity. This means each person who is actively involved must have a set of instructions provided to him by the Washington, D.C. office. In addition, we should provide personal follow-up to each State Chairman immediately after he agrees to take the job so we can be sure he understands the requirements of the campaign law and understands the objectives of the programs in his state, both in terms of the magnitude of his quota and his time schedule so that we can expect him to meet his targeted performance.

It is important that we round out the details of this outline for our strategy and implement it as soon as possible. Our target should be to have all State Committees in place and working by October 1, 1975.



David Packard

DP/ns



OFFICE OF THE FINANCE CHAIRMAN

THE PRESIDENT FORD COMMITTEE

1828 L Street, N.W. - Suite 250A

Washington, D. C. 20036

(202) 833-3650

*Packard
file (pol.)*

October 20, 1975

Dear Mr. President:

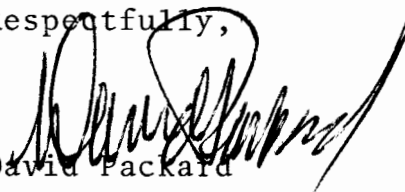
I hereby ask you to accept my resignation as National Finance Chairman of the President Ford Committee.

I am asking to be relieved of this duty because I have been unable to establish an effective working relationship with Mr. Callaway. I believe a close and effective relationship between your National Campaign Chairman and your National Finance Chairman is essential for the successful execution of your campaign in 1976.

Because the reasons for my decision are largely personal and may be entirely my fault, I want this decision to be considered by you in no way as any judgement of any kind on Mr. Callaway's ability to manage your campaign.

I will continue on the job until my successor is selected and I will give him my full support and assistance.

Respectfully,



David Packard

The President
The White House
Washington, D. C.



DAVID PACKARD
Finance Chairman

ROBERT C. MOOT
Treasurer

H. LEE CHOATE
Executive Director