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THE WHITE HOUSE
WASHINGTON

Date 8/21/74

TO: AL HAIG
FROM: JERRY H. JONES

Anne Armstrong asked me to forward this to the President. It is a brief summary of the RNC political organization efforts for 1974. It is weekend reading.

Congrats
grr 97



Republican
National
Committee.

July 17, 1974

Mary Louise Smith
Co-Chairman

For: The President

From: Mary Louise Smith
Co-Chairman, Republican National Committee

Via: Anne Armstrong
Counsellor to the President

My dear Mr. President:

Attached is a report of the recently completed "Grassroots '74"
Seminars that I conducted in thirteen states.

I hope that this information will be of interest to you.

Sincerely,

Mary Louise Smith

GRASSROOTS '74 - FACT SHEET

From: MARY LOUISE SMITH
CO-CHAIRMAN, REPUBLICAN NATIONAL COMMITTEE

What it was... Nationwide seminars, conducted by the Republican National Committee as comprehensive political action workshops, designed to train campaign workers to turn out the maximum number of voters favorable to Republican candidates in the fall elections.

Where... The thirteen, one-day seminar sites were: Dallas, Texas, June 10; Portland, Oregon, June 12; Salt Lake City, Utah, June 13; Kansas City, Missouri, June 14; Denver, Colorado, June 17; Springfield, Illinois, June 21; Tallahassee, Florida, June 24; Charlotte, North Carolina, June 25; Washington, D. C., June 28; Boston, Massachusetts, July 9; Minneapolis-St. Paul, Minnesota, July 11; Nashville, Tennessee, July 13; Charleston, West Virginia, July 15.

Who... Advance preparation and on-site implementation was a cooperative effort by existing Republican organizations in the host state, Republican National Committee field men and every division of the Republican National Committee. Grassroots '74 was an outstanding example of cooperation by the RNC, the National Federation of Republican Women and the Republican Congressional Committee, all participants in seminar presentations.

Goal... Success of Grassroots '74 was to be measured, not by total registration, but by the kinds of key organization and campaign people attending who could best implement the techniques gained. Attendance, however, exceeded preliminary estimates in every Grassroots '74 location.

Results... Response to Grassroots '74 was outstanding; press coverage, excellent; enthusiasm, high; determination, solid. Key organization and campaign people attended -- those who, in the coming elections, will implement the techniques gained.

Statistics... The registration pattern indicates that more than one-fourth of the total registrants were in the "candidate-coordinator-campaign" category, and that more than 82% of the total 1,925 attendees were active workers within the Republican Party structure.

A study of 823 advance registrants records 68 candidates; 91 campaign coordinators, managers, or directors; 106 members of a candidate's campaign committee; and 558 members of Republican Party organizational structure in their respective states. Walk-in registration numbered 1,092 persons.

Grassroots '74 registration, by seminar: Dallas - 110; Portland - 100; Salt Lake City - 80; Kansas City - 114; Denver - 152; Springfield - 196; Tallahassee - 100; Charlotte - 100; Washington, D. C. - 267; Boston - 300+; Minneapolis-St. Paul - 125; Nashville - 165; Charleston - 116.