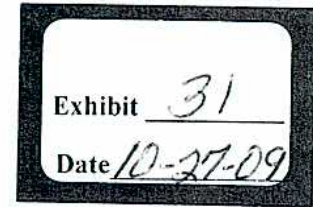


Coord Campaign



INTERNAL DRAFT ONLY

TO: BDH
FROM: JER
DATE: 5/7/00
RE: Coordinated Campaign

The purpose of this memo is to lay out our options in relation to the Democratic Party and the down ballot ticket, primarily the targeted congressional, legislative caucus, Council of State and judicial campaigns. The goal is for us to come to an agreement internally as to what we want (need?) from the NCDP quickly, so that we can give them clear direction. Given the history and early polling numbers, I am not counting on Gore targeting NC, despite all the wishful thinking of well-meaning folks. The bottom line is that the Easley campaign will be setting the tone for Democrats in the general election. Fortunately, we have a very accommodating ED (Scott Falman) and Chair (Barbara Allen) at the NCDP, who are willing to let us control the operation. In addition, the NCDP is in great financial shape with \$500,000 cash on hand.

Here's what I suggest we do.

1. Money

As you now, state election laws allow the NCDP to accept unlimited personal and PAC contributions. In turn, the NCDP can make unlimited in-kind contributions to non-federal candidates. The caucus campaign operations--particularly the Senate--has become very adept at obtaining large contributions and using them to target key races. To my knowledge, the Hunt campaigns have not taken full advantage of this loophole. We should. I propose we initiate a large donor program through the NCDP immediately. We will be competing directly with the House and Senate committees over big donors, so it's critical we place someone in the NCDP to get their hands on the money first. We can pay for all our expenses this way, including, research, polling, focus groups, phones, direct mail, salaries, production costs, etc. We need to put together a budget that we want the NCDP to fund and start getting them the large donations to pay for it. FYI: In '98, we called this budget a coordinated campaign "add on."

2. Coordinated Campaign

My experience has been very mixed with so-called coordinated campaigns. In '96, the coordinated campaign had nearly a hundred staff members and spent over \$1 million with little or no direct voter contact. In '98, working with the targeted congressional and legislative campaigns, we put together a much

smaller coordinated campaign that spent nearly 100% of its budget on direct voter contact, through mail, phones and radio. I believe strongly--and Scott agrees-- that we do not need a staff heavy operation. The legislative caucuses and target congressional campaigns can be counted on to run top-notch campaign operations. The Council of State candidates, with the exception of Cooper and Perdue, will flounder about, raise some money, but waste it on signs and other crap. The same with the judicial candidates. Here's how we can help them help themselves (and help us).

There should be two main objectives to the coordinated campaign:

- a) Turing out base Democratic vote (primarily African-American), and
- b) Coordinated message to swing voters.

Here's how I recommend we meet these objectives:

1) Research and Communication

The NCDP needs to hire several people to help the down ballot races to research and communication. We also need to have the NCDP ability to launch attacks for us.

2) Targeting

Working with the legislative caucuses and key congressional campaigns, we need to determine the base GOTV and persuasion targets. We need to determine the message we need to get to these targets and the best means of communicating to them. These decisions will yield a budget that we will ask (demand) the other statewide candidates help fund. Quite frankly, the more money we can take away from some of the less seasoned Council of State and judicial candidates, the better for all of us.

3) Fundraising

Most Council of State and judicial candidates are awful fundraisers, mostly because nobody has ever given the professional direction. I believe the NCDP should contract with 1-2 fundraising consultants to get our candidates on a fundraising program. In addition, we need to work with the congressional candidates to make sure they obtain monies to maximize the federal/non-federal split requirements.

MFE has said he wants to call a meeting of all statewide candidates for Monday, May 15, and for us (Easley campaign and NCDP) to be able to present an outline of our plan. For this to happen we need to make some quick decisions about the direct and size of the coordinated campaign. Be forewarned that if we

purpose what I have outlined it will be very unpopular with the Council of State candidates and will need to be sold hard by MFE and our team.