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57	3	02/27/1962	Report	Purpose, method, status, and requirements reports. 19 pages.

PURPOSE

To provide an organizational structure for attracting and activating those persons interested in the Nixon cause who are not presently active in Republican party activities, using the basis of common occupational interests.

METHOD

Creation of a vast number of "Committees for Nixon" broken down to the smallest possible occupational groups and geographic areas, thus a "Barbers for Nixon in Redondo Beach" and each other community; an "Insurance Secretaries for Nixon" organization, etc. This program also envisions Nixon organizations within large companies on a departmental or floor-by-floor basis as is often used for United Fund Drives, etc.

STATUS

Program is in basic organizational stage under the staff direction of Norton Norris.

REQUIREMENTS

Volunteer staff to sort through green cards and break down potential leaders for various groups - make the basic contacts and get the program under way under staff direction. Also, continuing volunteer staff assistance to expand and coordinate.

PURPOSE

To provide an organizational structure for a program of letters to the editors, contact with publishers, broadcasters, commentators, etc. in all media to voice pro-Nixon opinions, commend the media on good Nixon coverage, and express dissatisfaction with unfair or biased coverage.

METHOD

Organization by County and community within County under pyramid structure with small well-trained corps of letter-writers, including specialists on specific subjects. Program to be completely unpublicized and coordinated primarily by telephone.

STATUS

Program under way under staff direction of Carol Arth in several counties.

REQUIREMENTS

Large number of volunteers to implement program county-by-county and community-by-community, plus volunteer assistance at headquarters in basic administration under staff direction.

PURPOSE

To systematically and continuously monitor all key radio and television commentators and newscasters, and to maintain an accurate continuous file of their attitudes, approach and presentation of all news and comments regarding the gubernatorial campaign.

METHOD

Teams of monitors set up assigned to each program with at least two or three individuals assigned to each specific program so that if one misses, the other will cover it, and so that personal bias will be somewhat modified. Weekly report in writing from each monitor on each program.

STATUS

Nothing done as yet. Staff direction under Carol Arth.

REQUIREMENTS

A Volunteer Chairman. Volunteers who are able to assure us of their ability and availability to monitor specific programs at all times and keep accurate reports on them. Headquarters volunteer staff to assemble reports and follow through on monitors.

PURPOSE

To provide large corps of volunteers and available telephones for massive contact with voters.

METHOD

Same basic pattern as used in 1960 with whatever recommended improvements as are practical.

STATUS

Nothing done as yet. Staff responsibility under Carol Arth.

REQUIREMENTS

Entire new Operation Telephone setup after decision as to specific assignments to be carried out in primary campaign, if any.

PURPOSE

To utilize interested Nixon workers for the purpose of registering Republican voters prior to the primary.

METHOD

Train as many Nixon people as possible to qualify as deputy registrars and start coverage program under direction of field division. Maximum number of prospects screened for Nixon interests prior to registering. Worked in conjunction with, and as a supplement to, regular GOP registration drive by supplying additional manpower.

STATUS

Nothing done as yet. Staff direction under John Kalmbach.

REQUIREMENTS

Volunteer chairman. Maximum number of interested and competent volunteers to qualify as deputy registrars and start to work. This program must be completed within the next 6 weeks. It can then be re-activated for the general election.

PURPOSE

To insure equal balance of Republican members of election boards in all precincts and thus to supplement activity of official Republican organization by utilizing interested Nixon volunteers.

METHOD

Instruction manual to be prepared by volunteers and available to interested participants, explaining how to get on an election board and what you can do as a member.

STATUS

Nothing done. Staff direction under John Kalmbach.

REQUIREMENTS

Volunteer chairman. Maximum number of interested people with several key people to direct the operation.

PURPOSE

To train as many pro-Nixon men as possible in the techniques of election day poll-watching, challenging, etc., so that we can insure maximum Nixon vote and minimum democratic vote possible, and also to provide crews for heavily democratic precincts to be sure that all pro-Nixon votes are counted and all invalid democratic votes are disqualified.

STATUS

Nothing done. Staff direction under John Kalmbach.

REQUIREMENTS

Male volunteer chairman. Maximum number of male volunteers to take proper training and be available on election day. At this early stage the program should be pyramided with a few key people taking training now and then conducting courses for others.

PURPOSE

To provide a membership organization for anyone who wishes to sign up in the Nixon campaign and to provide recognition to those who do sign up in the form of a card and pin. Further to provide incentive for members to work actively in securing new members.

METHOD

Membership organization which costs \$1.00 contribution to join, using green pledge cards as application cards. Members are provided with a gold "N" pin and a membership card, together with a form for signing up additional members. Any member signing up 25 additional members receives a special California outline pin and a gold charter member card. Possible additional incentives for larger numbers of sign-ups. Program is planned to be self-sustaining with costs to be met by the \$1.00 contributions.

STATUS

Mailing went out week of February 12th to approximately 30,000 who had indicated interest in Nixon campaign, encouraging them to participate in this activity. Membership cards and pins were sent to all who have sent in green pledge cards up to now. Staff direction under Doris Thielen.

REQUIREMENTS

A minor amount of volunteer office help to record and process membership applications and post credits as members get new members.

PURPOSE

To get maximum number of Nixon bumper strips or car stickers onto automobiles throughout the State.

METHOD

Through the Nixon organization, set up teams of high school kids to work supermarket parking lots and other large automobile concentrations, such as sporting events, stopping each car and asking if they would like a Nixon sticker or bumper strip, and affixing it immediately. Emphasis on window stickers.

STATUS

Nothing done yet.

REQUIREMENTS

Volunteer chairman. Adult direction and teen-age crews. Should try test program as soon as possible and if even moderately successful, expand state-wide immediately.

PURPOSE

To recruit, train and administer a corps of qualified speakers to fill speaking engagements which the candidate cannot make and to fill speaking requests for other groups. A secondary purpose is to seek forums for these qualified speakers.

METHOD

Establishment of speakers bureau with staff assistance but primarily manned by volunteers to recruit trained speakers and schedule speakers.

STATUS

Nothing set up as yet. Staff direction under Charles Farrington.

REQUIREMENTS

Volunteer chairman. Recruiting program for speakers and volunteer help for administering the bureau itself.

PURPOSE

To provide a periodic report to all interested parties on the progress of the campaign.

METHOD

A newsletter sent out by mail.

STATUS

First newsletter distributed week of February 12th. Staff direction under Charles Farrington.

REQUIREMENTS

One or two volunteer editors to assemble and write up material for future letters.

PURPOSE

To provide the means for sending letters from the candidate to people throughout the state who have distinguished themselves by some worthy act or accomplishment.

METHOD

A team of volunteers to scan newspapers for suitable recipients and to draft proposed letters or to assign recipients to specific form letters for general categories. Also volunteer typists to handle actual preparation of letters for candidate's signature.

STATUS

Nothing done. Staff direction under Charles Farrington.

REQUIREMENTS

Volunteer chairman. Volunteers to take on the project and direct it as outlined above.

PURPOSE

To staff and operate the basic campaign headquarters.

METHOD

Small corps of volunteers to handle filing, addressing, etc.

STATUS

Already extremely active. Staff direction under Doris Thielen.

REQUIREMENTS

Headquarters volunteer chairman. Maintenance and possible bolstering of present group. Night crews to fill in typing assignments and regular work, receive visitors, and man switchboard. Same for Saturday.

PURPOSE

To answer headquarters mail on such subjects as suggestions for the campaign, complaints, special achievement in signing up pledge sheets, etc. Also, to analyze suggestion mail and recap good ideas.

METHOD

A group of skilled volunteers to scan incoming mail and prepare replies or assign the mail to proper form replies.

STATUS

Nothing done on this on an organized basis as yet. Staff direction under Doris Thielen.

REQUIREMENTS

Volunteer chairman. A standard procedure for handling this mail and sufficient personnel to keep it up.

PURPOSE

To advise district headquarters on items available and to coordinate jewelry sales activities and stimulate such activities throughout the state.

METHOD

Volunteer personnel to direct and screen potential jewelry supplies and disseminate information to district headquarters.

STATUS

Nothing done on this. Staff direction under Sammy Sammelman.

REQUIREMENTS

Small group of volunteers to handle, or possibly just one person.

PURPOSE

To canvass potentially friendly districts and sign up maximum number of people for Nixon.

METHOD

Two-man teams possibly working with a registrar to make maximum possible door-to-door canvass - find Nixon supporters and sign them up. Obtain financial contribution, if possible, and supply materials, etc. Pilot project to be conducted in selected area to determine rate of efficiency of this program and evaluate desirability of setting this up throughout the county organizations.

STATUS

Nothing done as yet. Staff direction under John Kalmbach.

REQUIREMENTS

Volunteer chairmah. Key team of volunteers to try this on pilot basis.

PURPOSE

To provide a systematic means for people interested in general or specific areas of the campaign strategy or issues, to meet and discuss these matters and prepare recommendation papers for consideration by the campaign management and candidate.

METHOD

A volunteer coordinator and adequate assistance to encourage the development of these programs and to guide the groups in setting up the activity and coordinate, evaluate and screen incoming reports.

STATUS

Nothing done. Staff direction under Carol Arth.

REQUIREMENTS

A volunteer coordinator and basic staff to get the program underway.

PURPOSE

To supplement the professional staff's ability to listen to and talk with interested persons calling in or stopping by the headquarters to discuss various aspects of the campaign.

METHOD

A rotating schedule of volunteer personnel available at all times in headquarters to take phone calls and chat with visitors so that they are able to express their views and ask their questions without occupying tremendous amounts of professional staff time. This program was handled by retired Generals and Admirals in San Francisco during the 1960 campaign and worked very successfully. A similar setup might be useful this time.

STATUS

Nothing done as of now. Staff direction under Yvonne Smith.

REQUIREMENTS

Volunteer chairman. Properly qualified personnel available on a specific time period basis to man this program at all hours the headquarters are open.

VOLUNTEER PERSONNEL DIVISION

PURPOSE

To assure full utilization of all volunteer help and to provide assignments for each volunteer commensurate with and suitable to his or her particular abilities and interests. To insure that <sup>everyone</sup> ~~no one~~ who offers to help in any way is ~~not~~ given the opportunity.

METHOD

A volunteer personnel division consisting of volunteer staff fully informed on all phases of campaign activity and all personnel needs for each volunteer program. This staff to screen all offers to help and to assign each applicant to best possible spot.

STATUS

Nothing done as of now. Staff direction shared by John Kalmbach, Charles Farrington and Carol Arth.

REQUIREMENTS

Volunteer personnel chairman. Small volunteer staff to handle the project.