

Richard Nixon Presidential Library
White House Special Files Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
61	25	05/21/1962	Memo	Memo to Alan Nichols from Bob Haldeman about Pledge of Support Sheets. 1 pg.
61	25	05/17/1962	Letter	Letter from Alan Nichols to Bob Haldeman. 1 pg. Attached to previous.
61	25	01/24/1962	Memo	Memo from Martha Hardaway to Bob Haldeman. Subject: Statewide Committee. 5 pgs including attachments.
61	25	01/11/1962	Memo	Memo from M Matthews to Bob Haldeman. RE: Campaign Distributions. 5 pgs including attachments. Attached to previous.
61	25	n.d.	Memo	Memo from Martha Hardaway. 11 pgs including attachments.

Alan Nichols

5-21-62

Bob Haldeman

Pledge of Support Sheets

There is apparently some misunderstanding on the part of the people who have commented on not receiving a pin for 20 names and \$20.00.

As you probably know, the small N pin is sent to everyone who signs up for the Statewide Committee and contributes \$1.00.

The special California Nixon pin is sent to those who furnish 25 names and \$25.00.

I certainly feel, however, that Harry Magure's activities warrant his receiving a special pin and I am sending one herewith for you to give to him.

Thanks very much, and best regards.

File: Statewide Committee
x
date



NIXON FOR GOVERNOR

San Francisco County Headquarters
583 Market Street, San Francisco 5, DO 2-3134

ALAN H. NICHOLS, CHAIRMAN

EMILY G. PIKE, CAMPAIGN MANAGER

May 17, 1962

Mr. H. R. Haldeman
Nixon for Governor Committee
3908 Wilshire Boulevard
Los Angeles, California

Dear Bob:

Re the Pledge of Support sheets: we have had some comments that people who furnished 20 names and \$20 for Nixon have not received the pin they were supposed to get according to the promotion literature.

Example: Harry Magure, an active worker in the campaign, who is doing photography work for us at cost and supplies free sound truck and equipment whenever we need it. His address is 1745 Silliman Street, San Francisco.

Sincerely,

Alan H. Nichols

N i x o n f o r G o v e r n o r

To: Bob Haldeman

Date: 1/24/62

From: Martha Hardaway

Subject: Statewide Committee

Distribution:

Attached are a few suggestions for following through on my operation. I have also given Sammy a copy for her files. The contributions are up to date through 1/23/62 and have been forwarded to Price-Waterhouse.

I believe that Bobbie can carry the Volunteers along for the time being as she knows the work projects and the order of their importance.

Someone should be assigned to handle the mail from the P.O. Box 54200 so that it does not get behind.

If you have no objection I would like to join Murray starting tomorrow with the understanding that you can call on me at any time for any questions that might arise. As I told you, I will be more than happy to spend time with my replacement to help her become familiar with the daily routine of the job.

Bob, I've enjoyed knowing you and working with you more than I can say and want to wish you all the success possible in the forthcoming months.

Please feel free to call on me at any time.

Martha

NIXON FOR GOVERNOR STATEWIDE COMMITTEE

SUGGESTED PROGRAM AND PROCEDURE

For the present it has been decided that a Statewide alphanatized master file will be maintained at the State Hqs. This file will be kept on white 4 x 6 cards and all pertinent information relating to members of the Statewide Committee will be recorded on these cards.

This master file has been gathered from various mailing lists and California groups of RN supporters. One of the projects that the Volunteer Workers at the Hqs. have been working on has been the complete alphanatizing of these cards on a statewide basis. This file will contain, at present, roughly 100,000 cards and the project, at this point, is approximately one-half finished.

On 11/6/61 the initial mailing relative to the campaign was accomplished. The green cards that have been returned to Hqs. from this mailing have been tallied, sorted by city and alphanatized by name within each area.

It is the purpose of the Statewide Committee operation to transcribe whatever information we need for the master file as quickly as possible and as accurately, from the green cards, and then sending out any appropriate mailings. After we have recorded any necessary information these green cards will be forwarded to the various locations for further processing. At present the only other office in operation is located in San Francisco.

The Statewide Committee is concerned with the proper posting and handling of the following items:

1. White master file organization and posting of information
2. Green card assembly and handling
3. Pledge sheets
4. Statewide Committee Correspondence
5. Donations
6. Forthcoming mailings

The suggested procedure in handling these phases of the Statewide Committee operation are explained briefly in the attached memorandums. Kindly keep in mind these suggestions are only intended as a guide and any improvement in the efficiency of the operation should be utilized.

MASTER FILE

1. The master file will be kept on 4 x 6 white cards.
2. The file will be set up alphabetically on a statewide basis.
3. Any person who is a member of the Statewide COmmittee will be indicated by a green check (✓) in the upper right hand corner of the white card
4. Any membership contribution will be noted on the white card with the amount and the date that it was received.
5. Any changes of address, deletions or additions should be noted on the white card. The same information should be forwarded to Betty Davis so that their records can be kept more accurately.
6. From time to time Betty Davis will forward to the Hqs. white 4 x 6 cards showing changes of address, deletions and additions which should be included in our master file.
7. As people forward names of RN supporters on reverse of Letter A or C these names should counted and noted on the white master file so that when they have reached their goal of 25 we can pull their master card and forward them ~~the~~rspecial pin and Gold Card. (Forthcoming)

GREEN CARD PROCEDURE

1. Tally each card received daily.
2. If the green card indicates the party wants to join the State-wide Committee send either Letter A or C ---- whichever is appropriate. If they want only a Bumper Strip, for the present send Letter A.
3. Place a green check (✓) in upper right hand corner of both the green card and the white master card which will indicate that they are a member of the Committee. This also applies if you have only a request for a Bumper Strip. Note on both cards if they have sent their membership fee, the amount and the date.
4. File green cards daily after they have been processed in the file which is maintained by area and alphabatized by name in each area. These cards will eventually be forwarded to other area locations as they are established.
5. Keep record of any changes of address, deletions or additions and post on white master card. Prepare a list of any such changes and forward to Betty Davis (Nixon Mail Office) to assist them in keeping their files up to date and to avoid unnecessary duplications in mailings.
6. When posting information to white card from green card and none is found in file, prepare a white master card to be added to file and forward list of same to Betty Davis so that they may be added to RN support mailing list.

DONATIONS AND INCOMING MAIL PROCEDURE

(STATEWIDE COMMITTEE OPERATION ONLY)

1. Correspondence directed to RN (with or without a donation) should be forwarded daily to Marilyn Matthews (Nixon Mail Office) for acknowledgement. Donations will be forwarded by her to Price-Waterhouse for handling and they will forward a list of donations received to Hqs. RN will not personally acknowledge any donations in his correspondence reply.
2. Donations directed to Nixon For Governor or Nixon Hqs. (anything other than Statewide Committee Membership Contributions) should be listed in triplicate on a daily basis, one copy retained at Hqs., one copy for Marilyn Matthews and one covering copy with donations attached and forwarded to Price-Waterhouse.
3. Membership contributions to the Statewide Committee will be handled only at the Hqs. As they are received they should be posted to both the white and green cards with the amount and the date received. No covering list is necessary but duplicate deposit receipts should be retained in appropriate file at Hqs.
4. Correspondence directed to the Statewide Committee requiring acknowledgement will be handled at the Hqs. with whatever necessary files maintained at the Hqs.
5. Requests for campaign material, bumper strips etc. should be cleared on a daily basis from Hqs.
6. In opening the daily mail, an accurate count of the green cards and the pledge sheets should be kept. If both a green card and a pledge sheet is sent by the same party count only the green card. Wherever possible designate on the pledge sheet who it was returned by, to avoid a duplication in mailings. Prepare a monthly tally (see attached) of the response to mailing and forward two copies to H. R. Haldeman and retain one copy for Committee files.

January 11, 1962

MEMORANDUM

To: Bob Haldeman

From: MMatthews

Re: campaign contributions

(1) Attached (with a forwarding memo from you to J. R. White) is the bulk of the contributions not accompanied by a letter to RN which the HQ forwarded to the Mail Office during the time we thought all contributions were to be ack'd by RN. (These contributions are listed in the form White uses in his weekly report to RN.)

(2) Our understanding as to the handling of campaign contributions in the future is as follows:

See (1) above: From now on these contributions will be listed by the HQ and forwarded to J. R. White for acknowledgment; HQ will send a copy of the list (including name, address and amount) to the Mail Office so that our complete record of all contributions can be maintained.

As a general rule: Only contributions accompanied by a letter addressed to RN will be sent to Mail Office for RN acknowledgment; Mail Office will send these contributions to J. R. White with a copy of RN ack and will also send a copy of the RN ack to the HQ (to you or whoever you designate) for the HQ records.

(3) If this is OK, also attached is a copy of (1) above with pledgesheets, pledgecards, etc., that need HQ handling.

TALLY OF MAILING

Period from December 22, 1961, through January 15, 1962

TOTAL GREEN CARDS RECEIVED	450
TOTAL PLEDGE SHEETS RECEIVED	<u>257</u>
TOTAL	707
NON-SUPPORT	3
SUPPORT OF SHELL	<u>1</u>
TOTAL	4

TOTAL OF ALL MAILING TO DATE

TOTAL GREEN CARDS	4091
TOTAL PLEDGE SHEETS	<u>1432</u>
TOTAL	5463
TOTAL NON-SUPPORT	77
TOTAL SUPPORT SHELL	46
TOTAL SUPPORT KNIGHT	10
TOTAL SUPPORT BROWN	31
TOTAL SUPPORT JARVIS	<u>11</u>
TOTAL	135

CURRENT STATUS OF VOLUNTEER WORK PROJECTS

1. Alhabation of Master File (100,000 cards received) -- approximately one-half completed.
2. Returned are all up to date and filed by city. The envelopes are all addressed for the Letter A mailing for this group.
3. Contributions are all up to date.
4. Letter B mailing for the supporters on the returned Pledge Sheets-- approximately 18,000 names ---approximately 7,000 envelopes addressed.
5. No stuffing of envelopes completed as yet. The Volunteers are starting on this project 1/24/62
6. No correspondence resulting from Committee mail has been acknowledged.

GENERAL INFORMATION

The following items should be completed as quickly as possible, in the order of listing:

1. Finish addressing envelopes for mailing of Letter B.
2. Stuffing the envelopes for the above mailing.
3. Finish posting the information from the green cards to the white cards for the Northern California area so that these cards can be gotten to the San Francisco office as soon as possible.
4. Upon the receipt of Committee Pins (N), stuff the envelopes for the Letter A mailing. (The envelopes are all addressed) This operation will also include attaching the pins to the membership cards.
5. Finish alphabetization of the Master File.
6. Post balance of the green cards to the white cards (other than the above mentioned Northern Calif. area) so that these cards can be released from Hqs. when needed without unnecessary delay.
7. As contributions are received for membership in the Statewide Committee, proceed with the addressing of Letter C and subsequent stuffing of this letter.

DAILY WORK PLAN

1. Start Volunteers on work plan for the day.
2. Open and sort the mail.
3. Tally green cards and pledge sheets and post necessary information from green cards to the white cards.
4. Follow through on appropriate mailings for each.
5. Note membership contributions to Statewide Committee on white and green cards.
6. Handle Committee correspondence.
7. Mail daily, all requests for campaign material.
8. Total membership contributions to the Statewide Committee --- prepare deposit receipt in duplicate (one for our files) and bank money.

SCHEDULE OF MAILINGS

1. Green cards from initial 11/6/61 mailing will all receive Letter A if they have checked that they wish to become a Committee member or if they have checked that they want a Bumper Strip.
2. Any people who have signed a pledge sheet or back of support letter will all receive Letter B with the enclosure of a green card and a pledge sheet.
3. All people who forward contributions for membership in the Statewide Committee will receive Letter C.
4. Any support names sent in on the backs of Letter A or Letter C should be totaled and posted to the white index card and they have reached a goal of 25 they should be sent Letter D with the special Nixon pin and Gold membership card.

from the desk of:

MARTHA HARDAWAY

TO WHOM IT MAY CONCERN:

Attached are all of the anticipated mailings with refernece to the Statewide Committee with the exception of Letter D which has not been composed as yet. It will go to the people who sign up 25 or more people.

Include Bumper Strips on all mailings where membership cards are being sent out.

RICHARD NIXON

November 6, 1961

Dear Friend:

Since I announced my candidacy for Governor of California, I have received a number of inquiries requesting information as to our campaign plans. I am writing to you as one of those who has participated in our past campaigns to give you a report on my personal plans and on the plans which are in progress for the campaign. I would appreciate it if you would pass on this information to others who may make inquiries to you in this regard.

I am looking forward to getting started in what I intend to make the most intensive campaign in California's history. However, because of commitments made long before my decision, I must concentrate during the next several weeks on completing the heavy schedule of writing, speaking and legal obligations already on my calendar. After the first of the year, with these commitments honored, I will be able to devote my entire time to the campaign.

I do want to assure you, however, that during this period we are going forward in organizing and mapping our overall campaign plans, and I will greatly appreciate it if you will take the time to send me any suggestions or observations you may have about any phase of the campaign.

This is the time to lay the groundwork for mobilizing the grassroots army of citizens we will need to get our message across during the campaign and achieve the victory we seek. In that connection, I hope you will discuss and circulate the attached pledge sheet among your friends and associates, and then see that it is returned to our headquarters office, as we want to put the time and talents of all those who support our cause to the best possible advantage once the campaign gets underway.

To those many friends who have indicated a desire to open headquarters in the various communities, I want to express my appreciation, and at the same time to request that any moves of this kind be delayed until there can be coordination and agreement on an overall program and schedule of activities with the leadership in each area. This will be a long campaign, and I feel it would be unwise to open local field offices until we are organized to the point where we can pursue the campaign with everything we have, and without let-up, on through election day.

With every good wish,

Sincerely,



Nixon for Governor Statewide Committee

3908 WILSHIRE BOULEVARD • LOS ANGELES 5, CALIFORNIA
DUNKIRK 5-9161

JAMES M. REYNOLDS
Director

ROY O. DAY
Treasurer



Dear Charter Member:

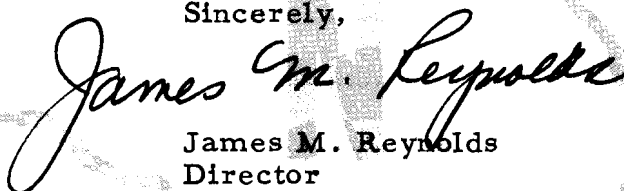
Many thanks for your enthusiasm and interest in Nixon's campaign for Governor of California. Because you have been among the earliest to express a wish to participate actively in Dick's campaign, it gives me pleasure to welcome you personally to the Nixon for Governor Statewide Committee and enclose your Charter Member Card and pin. (You may be interested to know that henceforth there will be a minimum membership fee of \$1.00. Should you wish to send a contribution of this, or any other, amount to the Statewide Committee, to cover the cost of this and other mailings, we would indeed be most grateful).

You can be of further help to the Nixon for Governor Statewide Committee by personally signing up 10 or more Nixon supporters to join the "Charter Member's" group. Get them to put their names on the line-- you may use the reverse side of this letter for the names and addresses you obtain and forward it with the membership fees you collect to Committee Headquarters. We will immediately send a membership card and pin to each person on your list and credit you with the big assist.

We realize that many of you would like to sign up more than the above-mentioned 10 and in recognition of that, we have an added incentive. For those of you who sign up 25 or more additional members, we will send you a gold Charter Card and a special Nixon pin that will identify you as an outstanding leader of this dynamic statewide campaign. (You don't have to wait to send in all 25 names at once. Our records will be set up so that you will receive your special advanced rating as soon as you have reached the goal of 25).

Again, thank you! Good luck and good campaigning.

Sincerely,



James M. Reynolds
Director

from the desk of:

MARTHA HARDAWAY

LETTER B SAMPLE

This letter will be sent to all the people who have signed the pledge sheets indicating support of Mr. Nixon. This will be used in all cases where people have signed either a letter or a pledge sheet.

Use present supply of return envelopes until exhausted. We have approximately 6,000 in our current supply.

It is not anticipated that we will go to the expense of including any in our future mailings.

from the desk of:

MARTHA HARDAWAY

LETTER A SAMPLE

This mailing will be sent to all of the people who responded to the 11/6/61 mailing by returning a signed green card. It will also be sent to the people who indicated that they wanted only a bumper strip. When you send this letter make sure that a check is placed in the upper right-hand corner of both the green card and on the white card. On the white card use the green pens.

Nixon for Governor
Statewide Committee

CHARTER MEMBER



James M. Repulse
Director

Ray O. Day
Treasurer



Nixon for Governor Statewide Committee

3908 WILSHIRE BOULEVARD • LOS ANGELES 5, CALIFORNIA
DUNKIRK 5-9161

JAMES M. REYNOLDS
Director

ROY O. DAY
Treasurer



Dear Fellow Californian:

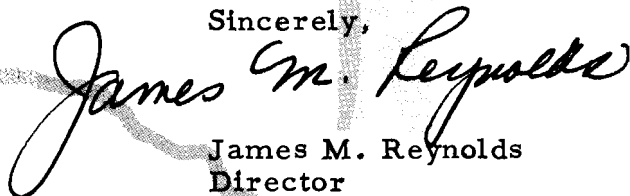
Thank you for your indication of support and interest in electing Dick Nixon the next Governor of California.

Because you have been among the earliest to express a desire to participate actively in Dick's campaign, we would like to invite you to become a Charter Member of the Nixon for Governor Statewide Committee. The minimum membership contribution is \$1.00 (to help cover the cost of this and other mailings). For this contribution, you will receive your Charter Member Card and the attractive official campaign pin which you will be proud to wear.

You will be interested to know that pledges of support have been pouring in from all over the state. It is most encouraging to have such great interest evidenced in Dick's campaign.

We will look forward to receiving your signed application card (enclosed) and membership contribution. Upon its receipt, your Charter Member Card and pin will be forwarded to you immediately.

Sincerely,



James M. Reynolds
Director

from the desk of:

MARTHA HARDAWAY

LETTER C SAMPLE

This will be sent to all who respond to the Letter B mailing and send in a ~~s~~ membership donation to the Statewide Committee.

This donation should be noted on the white master card file and it should be shown that they are a member of the committee. Just as was done on the response to the initial 11/6/61 mailing.

Nixon for Governor Statewide Committee

3908 WILSHIRE BOULEVARD • LOS ANGELES 5, CALIFORNIA
DUNKIRK 5-9161

JAMES M. REYNOLDS
Director

ROY O. DAY
Treasurer



Dear Charter Member:

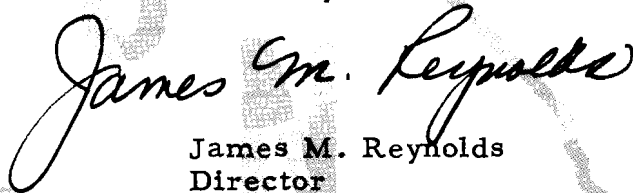
Many thanks for your contribution to the Nixon for Governor Statewide Committee. It gives me great pleasure to welcome you personally and to enclose your Charter Member Card and official pin. You can wear this pin with pride, knowing that you are supporting a great Californian and a great American.

Because of your interest, it occurred to me that you might like to help us further by personally signing up 10 or more Nixon supporters to join the "Charter Member's" group. Just have them put their name on the line--right on the back of your own card. You may use the reverse side of this letter for the names and addresses that you obtain, and send it with the minimum membership fee of \$1.00, collected from each person, to the Committee Headquarters. We will immediately send a membership card and pin to each person on your list and give you credit for the big assist.

We realize that many of you would like to sign up more than the above-mentioned 10, and in recognition of that we have an added incentive. For those of you who sign up 25 or more additional members, we will send you a gold Charter Member Card and a special Nixon pin that will identify you as an outstanding leader of this dynamic statewide campaign. (You don't have to wait until you have signed up all 25 members to send your list to us. Our records will be set up so that you will receive your special advanced rating as soon as you have reached the goal of 25).

Good luck and good campaigning!

Sincerely,



James M. Reynolds
Director

