

RNC Finance Leadership Meeting

February 18, 2010

Boca Grande, Florida

MOTIVATION TO GIVE

Direct Marketing

Major Donors



Visceral Giving

- Fear
- Extreme negative feelings toward existing Administration Issue/circumstantially oriented
- Reactionary

Calculated Giving:

- Peer to Peer Pressure
- Networking Opportunities
- Access
- Wall of Fame
- Ego-Driven
- Personal

What can you sell when you do not have
the White House, the House or the
Senate...?

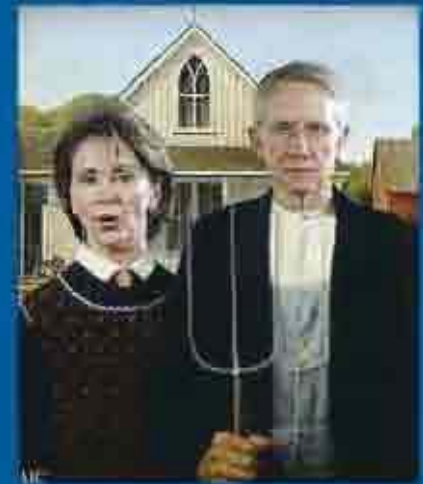
Save the country from trending
toward Socialism!



The Evil Empire



socialism



*Cruella
DeVile
and
Scooby
Doo*



2010 Major Donor Goals by Club

• Regents	\$3,250,000	54 members
• Team 100	\$2,800,000	92 members
• Eagles	\$1,260,000	84 members
• Young Eagles	\$ 540,000	72 members
• Majority Fund	<u>\$ 750,000</u>	50 members
	<u>\$8,600,000</u>	

1st Quarter Projected Goals

January 1 – March 31, 2010

- Regents \$840,000 = 14 memberships
- Team 100 \$625,000 = 21 memberships
- Eagles \$400,000
 - Eagles \$280,000 = 19 memberships
 - Young Eagles \$120,000 = 16 memberships
- Majority Fund \$172,500 = 12 memberships

Total for Q1 \$2,037,500

Major Donor Confirmed Calendar of Events

FEBRUARY 2010

Thursday, February 18 –

Saturday, February 20

RNC Major Donor Winter Retreat

The Gasparilla Inn & Club – Boca Grande, FL

All Clubs Event (\$2,500 conference fee)

Saturday, February 20

Young Eagles Grassroots Cocktails

featuring **Senator David Vitter**

Union Pub - Washington, DC

Thursday, February 24

Young Eagles Private Reception

featuring **Bill Kristol**

Russian Tea Room - New York, NY

(\$350 general admission, \$1000 VIP)

MARCH 2010

Friday, March 5

Young Eagles - Chicago is Our Kind of Town

featuring **Senator Tom Coburn**

Drake Hotel - Chicago, IL

(\$250 general admission, \$1000 VIP)

Friday, March 26-

Sunday, March 28

Young Eagles in Las Vegas

The Palm - Las Vegas, NV



Confirmed Calendar of Events cont.

APRIL 2010

Thursday, April 1
Philadelphia, PA

Young Eagles Phillies Opening Day

*Thursday, April 8 –
Saturday, April 11*

Southern Republican Leadership Conference
New Orleans, LA
All Clubs Event (\$2,500 conference fee)

Tuesday, April 13

Private Dinner featuring Governor Mitt Romney
Home of Jenny and John Paulson – New York, NY
\$30,400

*Friday, April 16 –
Saturday, April 17*

Young Eagles at US Training Center
Moyock, NC

MAY 2010

May TBD

Reception featuring Steve Forbes
San Francisco, CA
All Clubs Event (\$500 ticket)

Sunday, May 30

Young Eagles at Indy 500
Indianapolis, IN

Confirmed Calendar of Events cont.

JUNE 2010

*Thursday, June 24 –
Sunday, June 27*

Exclusive RNC Maxed Donor Retreat
Meadowood – Napa Valley, CA
\$30,400

AUGUST 2010

*Thursday, August 12 –
Sunday, August 15*

RNC Major Donor Summer Meeting
Beverly Wilshire – Beverly Hills, CA
All Clubs Event (\$2,500 conference fee)

SEPTEMBER 2010

*Friday, September 10 –
Saturday, September 11*

Young Eagles Texas Bird Hunt

Major Donor Calendar of Events Pending Date Confirmation

Date TBD

Greenwich, CT hosted by Steven Levy

Date TBD

Dallas, TX hosted by Jeanne Johnson Phillips
featuring Newt Gingrich
Hunt Oil Headquarters



1st Quarter Events

January

- 1/21 Majority Fund Luncheon - \$5,000

February

- 2/10 Majority Fund Luncheon - \$5,000
- 2/12 Young Eagles Southwestern Launch - \$14,000
- 2/14 Young Eagles NBA All-Star Game - \$18,000
- 2/18 Major Donor Winter Meeting – \$364,650
 - Regents \$60,400
 - Team 100 \$162,000
 - Eagles \$90,500
 - Majority Fund \$45,250
- 2/19 Young Eagles CPAC Grassroots Cocktails - \$1,500
- 2/24 Young Eagles NYC - \$60,000
- 02/26 Young Eagles Lakers Game - \$18,000

March

- Majority Fund Luncheon - \$5,000
- 3/05 Young Eagles Chicago is Our Kind of Town - \$90,000
- TBD Young Eagles Vegas - \$80,000

2nd Quarter Projected Goals

April 1 – June 30, 2010

- Regents \$1,090,000 = 18 memberships
- Team 100 \$ 775,000 = 26 memberships
- Eagles \$ 605,000
 - Eagles \$ 423,500 = 28 memberships
 - Young Eagles \$ 181,500 = 24 memberships
- Majority Fund \$ 255,000 = 17 memberships

Total for Q2 \$2,725,000

2nd Quarter Events

April

- 4/01 Young Eagles Phillies Opening Day - \$15,000
- TBD Majority Fund Event - \$5,000
- 4/8-4/11 Southern Republican Leadership Conference - \$317,800
 - Regents \$121,600
 - Team 100 \$91,200
 - Eagles \$30,000
 - Young Eagles \$60,000
 - Majority Fund \$15,000
- 4/13 Regents & Team 100 Reception at the Paulson home with Mitt Romney - \$760,000
 - Regents \$304,000
 - Team 100 \$456,000
- 4/16 Young Eagles US Training Facility - \$60,000

2nd Quarter Events Continued

May

- TBD Reception in San Francisco Featuring Steve Forbes - \$189,100
 - Regents \$60,800
 - Team 100 \$60,800
 - Eagles \$45,000
 - Young Eagles \$22,500
- TBD Majority Fund Event - \$5,000
- 5/14 Young Eagles Event in Atlantic City - \$30,000
- 5/20 Young Eagles Event at the Indy 500 - \$50,000

June

- 6/11 Young Eagles Event in Oxford, MD - \$20,000
- 6/24 – 6/27 Maxed Donor Retreat in Napa Valley \$456,000
 - Regents \$304,000
 - Team 100 \$152,000
- TBD Majority Fund Event - \$5,000

4th Quarter Projected Goals

October 1 – December 31, 2010

- Regents \$690,000 = 11 memberships
- Team 100 \$575,000 = 19 memberships
- Eagles \$330,000
 - Eagles \$231,000 = 16 memberships
 - Young Eagles \$99,000 = 13 memberships
- Majority Fund \$247,500 = 17 memberships

Total for Q4 \$1,842,500

Citizens United v. FEC

- SCOTUS decision Jan. 21, 2010
 - Overruled *Austin v. Michigan Chamber of Commerce* and part of *McConnell v. FEC*
 - Significant holding:
 - Access and Gratitude ≠ Corruption
- Corps & Unions can now spend on IE's
 - Unlimited, Directly from treasury, With disclosure
 - Trade associations



Citizens United v. FEC, cont.

- Impact & Realities (as opposed to Dem myths)
 - NO direct effect on RNC, parties or candidates
 - Does NOT overturn a century of precedent
 - Implications for state law
 - Rise of corporate and/or union spending?
- Possible Legislative Responses
 - Disclosure
 - Restrictions on government contractors, bailout fund recipients, etc.
 - Shareholder approval
- Implications for Other Litigation
 - Future campaign finance challenges
 - *RNC v. FEC*



RNC v. FEC

- As-applied challenge to BCRA prohibitions on national party committee's ability to raise/spend non-federal funds for purposes of non-federal activities
 - Ex: support for state/local candidates, redistricting, building maintenance, litigation, etc.
- Supplemental Briefing completed Feb. 12
 - Expedition = Decision possible within weeks
- Immediate appeal to U.S. Supreme Court
- Implications if successful?

