

Democratic National Committee – President - DNC "Birthday Party," 5/77

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To Ham
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CONFIDENTIAL

May 23, 1977

TO: PRESIDENT CARTER
FROM: HAMILTON JORDAN *H.J.*
RE: RAFSHOON MEMO ON BIRTHDAY PARTY

It is important to us politically that the DNC be in good financial shape going into the 1978 elections. The actual help we can provide the Democratic candidates will assist them in their own campaigns and give us real political leverage with them on Administration measures. We saw in 1974 how helpful the DNC could be with just a little money and few resources. A well planned and well financed program for the 1978 elections could have a tremendous impact.

It is important that this potential help from the DNC be perceived and felt as soon as possible. For that reason, I would certainly support your participation in a tasteful and well planned October event. I personally find it unattractive that the format is a "birthday party" in your honor and that Kennedy did a similar event.

If the proceeds from the Gala go to mental health,
then I would recommend that the Gala be in support of
mental health and the fundraising for the party be treated
as a separate event. The goal should be to keep the **public**
focus on the Gala and the good cause served by it.

Recommendation: That you ~~did~~ ^{do} it minus the "birthday
party" idea and focused on mental health. The DNC
function can be advertised for what it is.

↑
This is ok---but:
a) No profiteering on The
Gala. I want to know
now who gets what.
b) No subterfuge in DNC
event
c) No "birthday" concept
Do not proceed until the
questions are answered
to me
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*Have
Comments?
Be Careful
J*

MEMORANDUM

THE PRESIDENT HAS SEEN.

TO THE PRESIDENT

FROM GERALD M. RAFSHOON

DATE May 13, 1977

RE OCTOBER 1 BIRTHDAY PARTY AT MADISON SQUARE GARDEN
IN CONJUNCTION WITH A FUND RAISER FOR THE DNC AND
THE PRESIDENT'S COMMISSION ON MENTAL HEALTH

We have been exploring a DNC fundraiser to celebrate your birthday. Originally a closed circuit gala-type event was the direction we were taking. But we have been approached by CBS for something new and happened to mention that we were working on this event. They were very interested if we could separate the entertainment from the fund raiser. We have. We've separated the dinner and the entertainment so that they just happen to be taking place in the same location -- Madison Square Garden. (This is the sight of JFK's memorable birthday party where Marilyn Monroe sang happy birthday.)

The gala production will be under the direction of the same people with all the profits being donated to the President's Commission on Mental Health. The DNC dinner will take place immediately following in an adjacent room.

On the evening of the first, a proposed schedule will be: 6:30 - 8:30 p.m., the Birthday Party Gala in the main arena of Madison Square Garden; 8:30 - 9:30 p.m., a dinner with you and the entertainers in The Rotunda of the Garden -- 2,000 people at \$1,000 per plate.

CBS is very anxious to negotiate. The DNC is very eager and we have spoken to Dr. Bryant and he is very receptive to the idea if it meets with your approval. I think this could be a chance to help all parties involved and to share another significant event and worthwhile cause with millions of Americans through the use of TV.

The \$2,000,000 target, with little or no downside risk for the DNC, can be reached. The proceeds would get the DNC almost out of debt -- a debt that I am personally concerned about.