

Ronald Reagan Presidential Library
Digital Library Collections

This is a PDF of a folder from our textual
collections.

Collection: Deaver, Michael
Folder Title: Brady Fund (1)
Box: 35

To see more digitized collections
visit: <https://reaganlibrary.gov/archives/digital-library>

To see all Ronald Reagan Presidential Library inventories
visit: <https://reaganlibrary.gov/document-collection>

Contact a reference archivist at: reagan.library@nara.gov

Citation Guidelines: <https://reaganlibrary.gov/citing>

National Archives
Catalogue: <https://catalog.archives.gov/>

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/10/2011

File Folder BRADY FUND (1)

FOIA

F97-0066/19

Box Number 37

COHEN, D

91

DOC NO	Doc Type	Document Description	No of Pages	Doc Date	Restrictions
1	SCHEDULE	RE J. BRADY PRESIDENTIAL FOUNDATION FUNDRAISING RECEPTION (COVER PAGE) (PARTIAL)	1	7/20/1982	B6 B7(C)

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

THE JAMES S. BRADY PRESIDENTIAL FOUNDATION

HAS MOVED

TO

1735 EYE STREET NW
SUITE 809
Washington, D.C. 20006

FOR FURTHER INFORMATION CONTACT:
Patti Frierson, Director of the Washington Office, or
Faith Henderson, Administrative Assistant, at
202-659-4457

James S. Brady Presidential Foundation

Honorary Chairman
Nancy Reagan

Chairman
Donald H. Rumsfeld

President
James T. Lynn

Vice Chairman
Joe M. Rodgers

Vice Chairman
Robert S. Strauss

Secretary
James A. Wilderotter

Treasurer
S. Jackson Faris

Board of Directors
Joe L. Allbritton
Dr. James E. Cheek
John B. Connally
Katharine M. Graham
James T. Lynn
J. W. Marriott, Jr.
C. Peter McColough
I. Ald S. MacNaughton
Dr. Dennis S. O'Leary
William M. Plante
Joe M. Rodgers
Donald H. Rumsfeld
Robert S. Strauss
Jack Valenti

June 9, 1983

Ms. Shirley Moore
Assistant to the Deputy
Chief of Staff
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

Dear Shirley:

The Foundation is in the process of preparing a brochure that will be used at our fundraising receptions in many regions of the country. The Council of Trustees, our chief fundraisers, have requested that they have a modest but professional information piece to use when soliciting.

I am writing to ask that the President's letter, written by public relations professionals at Philip Morris for their Senate-House Dinner party, be used in our brochure. As I'm sure you recall, Mr. Deaver edited and approved that letter (see enclosed).

Thanks for your continued assistance and interest in the Foundation. I look forward to hearing from you.

Very truly yours,

Patricia M. Frierson
Director

Enclosure

approve 

disapprove

Mike
approved
Called 6-13-83
sm



THE WHITE HOUSE

WASHINGTON

April 29, 1983

Dear Sarah and Jim:

All of us who support the James S. Brady Presidential Foundation are grateful to you for lending your name and prestige to this cause whose work centers on a tragic but realistic fact of public life.

In enacting the special legislation which enabled private citizens to form a foundation of this kind, both houses of Congress recognized the right of the private sector to come to the aid of any person who, in the line of duty, is wounded in an assassination attempt on a President, Vice President, or other senior official of the Administration.

As an outstanding public servant and proud private person, Jim, I know you would be the first to endorse the principle of voluntary, citizen involvement in human matters that go beyond the reach of government. The fine foundation that bears your name is dedicated to that principle.

While we pray that its resources will never again be used, we know that the nation now has a privately supported entity to help any person in the future, who, like you, Jim, Tim McCarthy and Tom Delahanty may have to pay a terrible price for Presidential service.

Nancy joins me and both of you in thanking the members of Congress and everyone else who helped make the James S. Brady Presidential Foundation a reality.

Sincerely,

Ronald Reagan

Mr. and Mrs. James S. Brady
"Tribute to Sarah and Jim"
GOP House/Senate Dinner
Washington, D.C.

James S. Brady Presidential Foundation

Honorary Chairman
Nancy Reagan

Chairman
Donald H. Rumsfeld

President
James T. Lynn

Vice Chairman
Joe M. Rodgers

Vice Chairman
Robert S. Strauss

Secretary
James A. Wilderotter

Treasurer
S. Jackson Faris

Board of Directors
Joe L. Allbritton
Dr. James E. Cheek
John B. Connally
Katharine M. Graham
James T. Lynn
J. W. Marriott, Jr.
C. Peter McColough
Donald S. MacNaughton
Dr. Dennis S. O'Leary
William M. Plante
Joe M. Rodgers
Donald H. Rumsfeld
Robert S. Strauss
Jack Valenti

April 11, 1983

File

The Honorable Michael Deaver
Deputy Chief of Staff
The White House
1600 Pennsylvania Ave., NW
Washington, D.C. 20500

Dear Mike:

Your assistance in making the reception possible last week at the White House is greatly appreciated.

It was a wonderful event, and we certainly appreciate the President's meaningful words in behalf of the Foundation.

As a follow-up to the reception, Patti Frierson is sending to the First Lady's staff some letters for her approval. Nancy's role in this effort is extremely important, Mike, and a note of appreciation the Trustees would be meaningful to them.

Again, thank you for your help and cooperation as we try to reach this fundraising goal.

Sincerely,

Joe

Joe M. Rodgers

THE WHITE HOUSE

WASHINGTON

April 5, 1983

MEMORANDUM FOR: MICHAEL DEAVER

FROM: MUFFIE BRANDON

Muffie Brandon

SUBJECT: JAMES BRADY FOUNDATION

I have received word from Fred Fielding that it is indeed illegal to solicit for any funds on the White House grounds for any worthy cause.

*Tell
Them.*

*I did —
Patty Zimmerman.
JM*

✓
THE WHITE HOUSE
WASHINGTON

BAKING CORPORATION
ROSSINGER'S RYE
yn, N.Y. 11225 • (212) 462-7900

Mike:

Elaine said that Mrs. Reagan did not respond to this.

She thinks she sent it to you just for info.

Mike

January 28, 1983

did WR respond - Shd we

PATRICIA BYE

00
ate of your time as a fellow
loved James Brady Foundation.

I am taking the liberty of enclosing correspondence from the Pillsbury Company, along with my reply, as I find it absolutely puzzling that a cause, such as the one expressed through the Brady Foundation, does not merit even a token contribution.

Thank you for taking the time to read this.

Sincerely,

Patricia Bye

HGD:pmz
enc.



DENK BAKING CORPORATION

SPECIALTY BAKERS OF GROSSINGER'S RYE
495 Flatbush Avenue, Brooklyn, N.Y. 11225 • (212) 462-7900

HORST G. DENK
PRESIDENT

January 28, 1983

Mike Deaver

did WR respond - Shd we?

Mrs. Nancy Reagan
Honorary Chairman
The Brady Foundation
The White House
Washington, D. C. 20500

Dear Mrs. Reagan:

Permit me to take a minute of your time as a fellow
Trustee of our much beloved James Brady Foundation.

I am taking the liberty of enclosing correspondence
from the Pillsbury Company, along with my reply, as
I find it absolutely puzzling that a cause, such as
the one expressed through the Brady Foundation, does
not merit even a token contribution.

Thank you for taking the time to read this.

Sincerely,

HGD:pmz
enc.



DENK BAKING CORPORATION
SPECIALTY BAKERS OF GROSSINGER'S RYE
495 Flatbush Avenue, Brooklyn, N.Y. 11225 • (212) 462-7900

HORST G. DENK
PRESIDENT

January 28, 1983

Mr. Edward C. Stringer
Executive Vice President and
General Counsel
The Pillsbury Company
Executive Offices
Minneapolis, Minnesota 55402

Dear Mr. Stringer:

I am perplexed by the content of your letter of January 20, 1983 stating that support to the James Brady Foundation was far from the goals and objectives of the Pillsbury Foundation.

Mrs. Denk, as Chairman for a fund-raising drive for the Metropolitan Opera National Council (a group that recruits new singers for our nation's showplace), asked your company for assistance, and she was also given a categoric "no."

Now, I would truly like to know what the goals of the Pillsbury Foundation are, and in what fields of endeavor your corporate responsibility to society lies.

I look forward to hearing from you.

Sincerely,

HGD:pmz

THE PILLSBURY COMPANY
EXECUTIVE OFFICES
MINNEAPOLIS, MINNESOTA 55402

EDWARD C. STRINGER
EXECUTIVE VICE PRESIDENT
AND GENERAL COUNSEL

612/330-8862

January 20, 1983

Mr. Horst G. Denk
Trustee
James S. Brady Presidential Foundation
1735 Eye Street, N.W.
Washington, D.C. 20006

Dear Mr. Denk:

Thank you for your note to Bill Spoor of Dec. 20 regarding a contribution to the James S. Brady Presidential Foundation. We looked carefully at this proposal in November after receipt of a letter from Joe M. Rodgers and Robert S. Strauss and concluded that while there could hardly be anything more deserving of public support, it was so far from the goals and objectives of our Foundation that we would have to turn it down and so advised Messrs. Strauss and Rodgers. We renewed our inquiry after your letter to Bill and regretfully came to the same conclusion. We wish you every success in your efforts however, and hope that you will continue as a good customer of our flour.

Best wishes.

Yours very truly,


Edward C. Stringer

ECS:ne

We are a \$ million plus customer of theirs!

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release

July 20, 1982

REMARKS OF THE PRESIDENT
AT RECEPTION FOR JAMES BRADY TRUST FUND

Decatur House

July 20, 1982

5:30 P.M. EDT

THE PRESIDENT: Of course, we all know why we're here. And I think it's wonderful that so many of you would join in what is a most, I think, wonderful and worthy endeavor. The idea being to start a foundation to be named The Brady Foundation in honor of Jim Brady. And, of course, the purpose is that -- to have a permanent foundation for individuals who have happen to them what happened to Jim in attempts of the same kind, from the past and for the future.

Jim Lynn is going to serve as President of the Brady Foundation. Joe Rodgers and Bob Strauss are going to be the Foundation's Co-Chairmen.

You know, I don't know how many of you at the Old Timer's Baseball Game last night noticed -- I think all of us here have a love for Jim Brady and he certainly proved he has high connections. He was out at the ball game -- and I don't think you even knew that -- and it was raining and he was introduced and it stopped raining. (Laughter).

So there is much more to be said for it than that. This thing -- and we -- I think all of us are going to do everything we can to see that the -- that it succeeds and that it does become permanent.

~~see that the -- that it succeeds and that it does become permanently established and able to make provisions for those who pay the price and who need its help.~~

I couldn't say anything to any of you about the man we honor, Jim Brady, that you don't already know. And so -- Have you got anything to say?

THE FIRST LADY: No. (Laughter). Oh, dear.

THE PRESIDENT: Well, you said you wanted the youngest and most handsome -- (laughter).

THE FIRST LADY: My Y and R.

THE PRESIDENT: I'm not going to keep you here. I think the purpose is a little entertainment and --

THE FIRST LADY: Y and H, not Y and R.

THE PRESIDENT: Yes, Y and H.

THE FIRST LADY: Y and H.

THE PRESIDENT: Yes.

THE FIRST LADY: Young and handsome.

THE PRESIDENT: All right. Thank you again, all of you, for being here. (Applause).

END

5:32 P.M. EDT.

THE WHITE HOUSE

WASHINGTON

SCHEDULE OF THE PRESIDENT
FOR
TUESDAY, JULY 20, 1982

EVENT: Drop-by Decatur House for James S. Brady Presidential
Foundation Fundraising Reception
DRESS: Men's Business Suit; Ladies' Afternoon Dress
WEATHER: Low 90's; Partly Cloudy; Possible Showers

5:00 p.m. With Mrs. Reagan, depart Diplomatic Entrance en
route Decatur House. Drive Time: 2 mins.
In Limo: J. Baker.

5:02 p.m. Arrive Decatur House and proceed inside.

Met inside by:

Joe Rodgers, Co-Chairman, James S. Brady
Presidential Foundation

Accompanied by Joe Rodgers, proceed to second floor
for reception.

Attendees: 80

Mix and mingle with guests.

5:10 p.m. With Mrs. Reagan, proceed to dais.

Introduction by Joe Rodgers.

Remarks.

- Press pool

5:20 p.m. Conclude remarks and, joined by Mrs. Reagan, proceed
to motorcade for boarding.

5:25 p.m. Depart Decatur House en route The White House.

5:27 p.m. Arrive Diplomatic Entrance, The White House.

07/20/92 10:00 a.m.

WITHDRAWAL SHEET

Ronald Reagan Library

Collection Name

DEAVER, MICHAEL: FILES

Withdrawer

KDB 8/10/2011

File Folder

BRADY FUND (1)

FOIA

F97-0066/19

COHEN, D

Box Number

37

91

<i>DOC Document Type</i>	<i>No of</i>	<i>Doc Date</i>	<i>Restric-</i>	
<i>NO Document Description</i>	<i>pages</i>		<i>tions</i>	
1	SCHEDULE	1	7/20/1982	B6 B7(C)
	RE J. BRADY PRESIDENTIAL FOUNDATION FUNDRAISING RECEPTION (COVER PAGE) (PARTIAL)			

Freedom of Information Act - [5 U.S.C. 552(b)]

B-1 National security classified information [(b)(1) of the FOIA]

B-2 Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]

B-3 Release would violate a Federal statute [(b)(3) of the FOIA]

B-4 Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]

B-6 Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]

B-7 Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]

B-8 Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]

B-9 Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

THE WHITE HOUSE

WASHINGTON

SCHEDULE OF THE PRESIDENT

FOR

TUESDAY, JULY 20, 1982

EVENT: DROP-BY DECATUR HOUSE FOR JAMES S. BRADY PRESIDENTIAL
FOUNDATION FUNDRAISING RECEPTION

THE PRESIDENT'S PARTICIPATION

Mix and Mingle

Remarks

WEATHER

Partly Cloudy

Low 90's

Possible Showers

DRESS

Men's Business Suit

Ladies' Afternoon Dress

ADVANCE

O'NEILL, HUGH
MORRIS, DAN
BARGER, ED
[REDACTED]

STAFF
PRESS
WHCA
USSS

CONTACT

Presidential Advance Office: 202/456-7565
STEPHEN M. STUDDERT
KAREN JONES ROBERTS

b(6)
b(7)(c)

07/20/82 10:00 a.m.

GUEST AND STAFF INSTRUCTIONS

4:50 p.m. Proceed to motorcade and board.

4:55 p.m. THE PRESIDENT and Mrs. Reagan depart Residence en route Diplomatic Entrance for motorcade boarding.

5:00 p.m. THE PRESIDENT and Mrs. Reagan depart The White House en route Decatur House.

Drive Time: 2 mins.

MOTORCADE ASSIGNMENTS

Lead

Spare

D. Fischer

Limo

THE PRESIDENT
Mrs. Reagan
J. Baker

Follow-up

Control

M. Deaver
Dr. D. Ruge
Military Aide

Staff I

E. Hickey
L. Speakes
Ofcl. Photographer

Press Van I

D. Morris

Press Van II

WHCA

Ambulance

Tail

5:02 p.m. THE PRESIDENT and Mrs. Reagan arrive Decatur House and proceed inside.

Met inside by:

Joe Rodgers, Co-Chairman, James S. Brady Presidential Foundation

CLOSED PRESS COVERAGE

07/20/82 10:00 a.m.

GUEST AND STAFF INSTRUCTIONS

Guests and staff will be escorted to reception area on second floor.

THE PRESIDENT and Mrs. Reagan, accompanied by Joe Rodgers, proceed to second floor for reception.

THE PRESIDENT and Mrs. Reagan mix and mingle with guests.

Attendees: 80

5:10 p.m. THE PRESIDENT and Mrs. Reagan proceed to dais.

Joe Rodgers introduces THE PRESIDENT.

THE PRESIDENT makes remarks.

PRESS POOL COVERAGE

5:20 p.m. THE PRESIDENT concludes remarks and, joined by Mrs. Reagan, departs dais en route motorcade.

GUEST AND STAFF INSTRUCTIONS

Proceed immediately to motorcade and board.

5:25 p.m. THE PRESIDENT and Mrs. Reagan depart Decatur House en route The White House.

Drive Time: 2 mins.

MOTORCADE ASSIGNMENTS

Same as on arrival.

5:27 p.m. THE PRESIDENT and Mrs. Reagan arrive Diplomatic Entrance, The White House.

List of Prospective Board Members
for the
JAMES S. BRADY PRESIDENTIAL FOUNDATION

Joe M. Rodgers ✓

Jimmy Lynn ✓

John Connally ✓

Don Rumsfeld

Jerry Milbank

Margaret Brock

Holmes Tuttle

Justin Dart

Bob Strauss ✓

Edward Bennett Williams

Joe Califano

Lloyd Cuttler ✓

Mrs. Abe Fortas

Mrs. Averell Harriman

Don McNaughton ✓

PROSPECTIVE BOARD OF TRUSTEES

James S. Brady Presidential Foundation

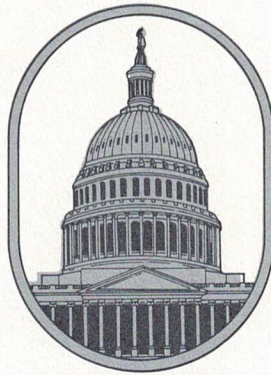
Robert O. Anderson
Walter H. Annenberg
William W. Bain, Jr.
Robert H.B. Baldwin
Bernard H. Barnett
John W. Berry, Sr.
Colonel Frank Borman, USAF (Ret.)
Norman Brinker
Mrs. George C. Brock
George B. Cook
Joseph Coors
Trammell Crow
Brownlee O. Currey, Jr.
Justin W. Dart
Marvin Davis
John T. Dorrance, Jr.
Robert B. Evans
Max M. Fisher
Robert W. Galvin
Wayne Goettsche
J. Peter Grace
Robert A. Hefner, III
Glen A. Holden
Raymond F. Kravis
Carl H. Lindner

Edward A. Lozick
James E. Lyon
Jack C. Massey
Sanford E. McCormick
Henry S. McNeil
Jeremiah Milbank, Jr.
Robert Mosbacher, Sr.
William Moss
David H. Murdock
David Packard
Charles M. Pigott
George Pillsbury
David Rockefeller
Henry Salvatori
W. Clement Stone
Robert Douglas Stuart, Jr.
Hall W. Thompson
William R. Timken, Jr.
Prentis B. Tomlinson, Jr.
Holmes Tuttle
George H. Weyerhaeuser
John C. Whitehead
Mrs. Thomas L. Williams, Jr.
David K. Wilson
Mrs. Dalton J. Woods

PRO PROSPECTIVE BOARD MEMBERS

James S. Brady Presidential Foundation

J.D. Allen
B.B. Andersen
Mrs. William E. Brock, III
Bruce Calder
John Cassidy
William C. Conner
Alec P. Courtelis
Horst G. Denk
Leonard K. Firestone
Kenneth Franzheim, II
John W. Galbreath
E. Clayton Gengras, Sr.
John R. Gnau, Jr.
H. Wayne Huizenga
Stephen A. Jernigan
Belton Kleberg Johnson
Robert H. Kriebel
Ronald S. Lauder
Joseph McKee, Jr.
John M. Olin
George Peter Post
John C. Pritzlaff, Jr.
Robert C. Stanley, Jr.
Oliver DeG. Vanderbilt
Armer White



RESPONSIBLE GOVERNMENT FOR AMERICA FOUNDATION

May 19, 1982

Chairman

Joe M. Rodgers
Nashville, Tennessee

President

S. Jackson Faris
Nashville, Tennessee

Board of Directors

B. B. Andersen
Topeka, Kansas

Lt. Gov. Mike Curb
Los Angeles, California

C. A. Doolittle, Jr.
Wichita, Kansas

Robert B. Evans
Detroit, Michigan

~~John Charles P. Keating, Jr.~~
Phoenix, Arizona

Donald H. Rumsfeld
Skokie, Illinois

Paul Thayer
Dallas, Texas

Prentis B. Tomlinson, Jr.
Houston, Texas

Lew O. Ward
Enid, Oklahoma

George D. Webster
Washington, D.C.

Mrs. Thomas L. Williams, Jr.
Thomasville, Georgia

Legal Counsel

R. Marc Nuttle
Norman, Oklahoma

Mr. Michael K. Deaver
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Mike:

Pursuant to our previous discussions with regard to the fund-raising efforts for the James S. Brady Presidential Foundation, I have put together the following thoughts and ideas which I hope will serve as a basis for our future discussions:

I. The Situation:

We are preparing to begin an effort to raise money to finance a foundation which will provide financial assistance to federal employees and other innocent by-standers who are injured during an attempt on the life of the President, Vice President or another senior official to the United States. This fund-raising effort must be carried out in a manner that is as low key as possible. However, because of Jim Brady's relationship with the nation's news media, it will be impossible to raise this money without publicity. Therefore, it is important that we position ourselves and the Foundation very carefully, always bearing in mind several considerations:

1. Everything we do must be done in an honest, straightforward manner.
2. The intent of any publicity efforts will be to give the American people an opportunity to participate in this fund because we believe that they will want to participate in it once they know about it.

Mr. Michael K. Deaver
May 19, 1982
Page 2

3. We must be careful to communicate that the Brady Foundation is not for Jim Brady. It is a foundation for anyone who happens to be in the kind of situation that Jim and his family are in now. His name is on the Foundation. The Foundation was established in his honor because his situation caused us to focus our attention on this heretofore neglected need. And, he will be the first person to benefit from the money raised. However, he probably will not be the only person to benefit.
4. We must be careful in our communications so that we do not present Jim as a "poster child". Any communications should be coordinated with the Brady family through Bill Plante as well as through your office, if you so desire.

II. Our Immediate Goals:

As I see it, we have two basic goals which we must work toward in the near future:

1. First, we must get the Foundation set up and running. We must complete the administrative detail work and place the Foundation in a position to begin doing its work.
2. Then, we must set a fund-raising goal and work to meet it.

III. Setting up the Foundation:

Much of the administrative detail work has been completed. However, we still need to do the following:

- * Appoint a Board of Directors (I am prepared to give you my recommendations for appointees today).
- * Finish writing the by-laws.
- * Complete any other legal requirements for securing tax-exempt status.
- * Appoint trustees for the Foundation.
- * Assign committee members and committee chairmen.
- * Hire a full-time staff director and secretary and set up an office in Washington.
- * Begin developing a Foundation brochure to be used as information to news media and for fund-raising purposes; also begin developing logo, stationery, pledge cards, and other printed materials.

Mr. Michael K. Deaver
May 19, 1982
Page 3

Of course, the meeting of these immediate needs will require some front end seed money. With your permission, I will take responsibility for raising that seed money in the next few weeks.

IV. Raising Money for the Foundation:

As soon as the Foundation is operational from an administrative point of view, we need to develop and implement a plan to raise the money necessary for the Foundation to meet its long-term goals. The following are three approaches we should consider using to raise this money:

1. Major Donor Fund-Raising -- Select a number of leading businessmen and women (probably 50) who will guarantee to raise whatever funds are not raised by utilizing other fund-raising sources. These people will make up the board of trustees.

Should this fund-raising approach be necessary, it must be supported by at least two very special events, preferably a kick-off meeting at the Reagan's ranch in August and a report meeting at Camp David in late 1982 or early 1983. It has to be supported with appropriate fund-raising materials which the Foundation will provide to the people who agree to participate.

2. Direct Mail -- Send out a controlled mailing of a letter from Nancy Reagan to a group of select names to request contributions to the Foundation. We should have the support of the Republican National Committee's mailing list, as well as those of the National Republican Congressional Committee and, hopefully, the Democratic National Committee.

I think we should first do test cells to ensure that people who respond to direct mail appeals from the RNC, NRCC and DNC will also respond to appeals from the Brady Foundation. If these tests succeed, we should pursue direct mail fund-raising in a controlled and carefully planned manner. To help with this aspect of the fund-raising, Stephen Winchell of Stephen Winchell & Associates (the firm which handles direct mail for the RNC and the NRCC) has agreed to handle this project for us.

Mr. Michael K. Deaver
May 19, 1982
Page 4

Regardless of the approach we decide to take with direct mail, I don't think we should begin the direct mail effort until after the election.

3. Public Appeal -- Our public appeal approach must be handled with integrity and be very low-key. We would not, for example, produce and air radio and television public service announcements that beg for money. We would approach the public appeal in a manner like this:

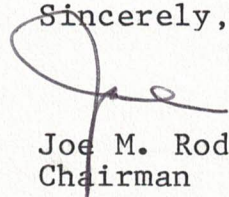
- * Press Conference - Kick off the fund-raising effort with a press conference to be held by President and Mrs. Reagan. At that press conference, we will explain that we're approaching the fund-raising from a neighbor-helping-neighbor point of view. We're not begging for money or pressuring anyone to give, but, if you'd like to help, here's a toll-free telephone number, a post office box and information on how to make out your check.

In preparation for the press conference, Brumfield-Gallagher, Inc. will write a preliminary news release that will be submitted to the White House staff for use in preparing for the press conference.

- * Television Interviews - Following the press conference, several television programs ("20/20" for example) will want to do stories on the Brady Foundation as a follow-up to other stories they have already done on him. We should use these programs to support our other fund-raising efforts.

As I've told you before, I'm excited about my involvement with this project. I'm honored to take a leadership role in it and feel that we will find Americans ready to help us help Jim and his family as soon as we let them know how to do it.

Sincerely,



Joe M. Rodgers
Chairman

THE WHITE HOUSE
WASHINGTON

April 22, 1982

*Simple -
Direct -
1,000,000
2,000,000
LOW-Key -*

MEMORANDUM FOR MICHAEL K. DEEVER

FROM: WILLIAM F. SITTMANN

SUBJECT: BRADY FUND SYNOPSIS

- 1-A. At the last meeting, the title of the committee was established to be the JAMES S. BRADY PRESIDENTIAL — ENDOWMENT FUND.

This will clearly communicate the purpose of the fund and at the same time, honor Jim Brady.

- B. The purpose of the trust is to provide assistance to Federal employees or by-standers who are victims of assassination attempts against the President, Vice President or their immediate families.

2- ORGANIZATION

- A. Board of Directors - 5 members who will be the ultimate decision-makers and policy-setters.

- B. There will be four committees:

Audit
Investment
Applicant Screening
Insurance

- C. Board of Trustees - members will serve 1 to 3 year terms. Members will be men and women who have raised a significant amount of money for the fund.

- D. Advisory Committee - This body will include a variety of influential people who will be able to lend credibility to the fund.

3- FUNDRAISING

10 million 9 1/2 years

- A. Fundraising goal is \$5 million in 6 months.

- B. Fundraising mechanisms

Public appeals
Direct mail
Major donors

C. Fundraising organizational structure:

The Responsible Government for America Foundation (RGA) will provide organizational structure.

4- PUBLIC RELATIONS AND MARKETING

A. National media blitz

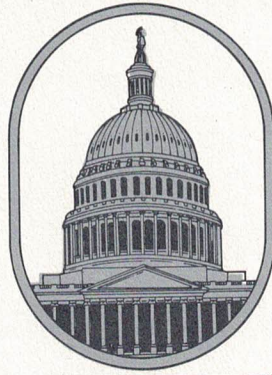
B. Major Radio personalities to give plugs

C. Have media personalities serve in board positions

D. Blitz through major news magazines, i.e., TIME, NEWSWEEK, etc.

5- BUDGET

At this time is left to guess work, please see attached approximation.



*Bill S.
An analysis of
5/1 given me a
one-page
synopsis.*

RESPONSIBLE GOVERNMENT FOR AMERICA FOUNDATION

April 12, 1982

Chairman

Joe M. Rodgers
Nashville, Tennessee

President

S. Jackson Faris
Nashville, Tennessee

Board of Directors

B. B. Andersen
Topeka, Kansas

Lt. Gov. Mike Curb
Los Angeles, California

C. A. Doolittle, Jr.
W a, Kansas

Robert B. Evans
Detroit, Michigan

Hon. Charles H. Keating, Jr.
Phoenix, Arizona

Donald H. Rumsfeld
Skokie, Illinois

Paul Thayer
Dallas, Texas

Prentis B. Tomlinson, Jr.
Houston, Texas

Lew O. Ward
Enid, Oklahoma

George D. Webster
Washington, D.C.

Mrs. Thomas L. Williams, Jr.
Thomasville, Georgia

Legal Counsel

R. Marc Nuttle
Norman, Oklahoma

Mr. Michael K. Deaver
The White House
1600 Pennsylvania Avenue
Washington, D.C.

Dear Mike:

In an effort to sort out and organize my thoughts on the Stand By Fund, I have pulled together the following ideas and recommendations to serve as a starting point for our further discussions concerning the fund. I am sure that Bob Strauss will be very beneficial with his input also.

1. The Marketing Name for the Trust:

After considering several possibilities, I have reached the conclusion that one name seems best: "The James S. Brady Presidential Endowment Trust." The name currently being used -- "The Stand By Fund" -- is too ambiguous. The name should communicate clearly the purpose of the fund. By including Jim Brady's name in the title, we indicate something of the reason for the fund. We also give honor to him for his courage and all that he has suffered in the line of duty. It is important, however, that we communicate that the fund is being established in Jim Brady's name to help others. Because of Jim Brady, a law has been passed and a trust fund has been established to honor him and help others.

If we leave Brady's name out of the fund's name, the press will bring it up. There's no way to handle this project quietly and avoid press coverage. So our best approach is to put Jim Brady's name up front and ensure that we control the way in which the press injects the Brady name into the coverage. Otherwise, we might wind up with the press attacking us and saying the "Stand By Fund" is just a front for an undercover effort to give money to Jim Brady and his family. (Bill Plant will be of great assistance in this respect.)

P.O. Box 50757 Nashville, Tennessee 37205 (615) 269-5645

Mr. Michael K. Deaver
April 12, 1982
Page 2

By using the word "Presidential" in the title, we bring weight and the endorsement of the presidency to the project. It is important that we use the word "Presidential" and not the word "President's" to indicate the office, not a particular President, and indicate a crossing of party lines. "Endowment Trust are excellent words to build confidence in a fundraising effort, and they do express the purpose.

2. The Purpose of the Trust:

One of our first steps must be to ensure that we use accurate wording in stating the purpose of the Trust, so that we can communicate it clearly and consistently. I have seen several documents concerning the fund, and each states the purpose a little differently. The following is the wording as written by Jones, Day, Reavis and Pogue:

"To provide whatever assistance is needed for the complete care, rehabilitation, support or additional extraordinary expenses of federal employees and other innocent by-standers who are victims of assassination attempts and their dependents where those victims are injured during an attempt on the life of the President or Vice President of the United States, their immediate families, presidential candidates or other senior United States officials. Of primary concern are those persons who place themselves in danger by accompanying the President or his immediate family even though such person's jobs are not primarily to provide protection."

This wording seems to be the best and most official-sounding. However, it leaves some questions unanswered. Who qualifies as a "senior United States official?" How will we define "immediate families?" Will we include children only? Will we include step-children? How about grandchildren? We will have to address these questions at some point.

3. Organizational Structure of the Trust:

The organizational structure of the Trust would seem to fall logically into the following categories:

- A. Board of Directors -- This board would be the ultimate decision-making and policy-setting component of the fund's structure. It would consist of five members, one of whom would be designated or elected chairman. The board would be self-perpetuating.

B. Committees -- Four basic committees:

Audit Committee
Investments Committee
Applicant Screening Committee
Insurance Committee

I have asked Don McNaughton (former chairman of the board of Prudential) to act as a consultant to the Trust (with no compensation) to work with us on problems relating to insurance. In addition, I would like to strongly recommend him for serious consideration as a board member.

C. Board of Trustees--The Board of Trustees would be made up of those men and women who help raise significant amounts of money for the Trust. Each member will serve a one-, two- or three-year term, with the allocation of length of term based on the speed with which the trustee raised money for the Trust.

D. Advisory Committee--This body would include a variety of influential people who are in a position to lend credibility to the fund and help further its purposes. For example, by including representatives of the news media, we could give the fund additional credibility and diffuse, to a great extent, potential negative publicity and criticism that might otherwise arise.

People like Jerry Milbank and Pat Wilson could give meaningful fundraising advice as will Don McNaughton concerning insurance, etc.

3. Raising Money to Fund the Trust:

A. Fundraising goal--We should set an informal goal of raising \$5 million during the next six months.

B. Fundraising approaches--As I see it, we should approach fund raising from three different angles:

A. Public Appeal--Use public service advertising, radio-TV appearances and newspaper-magazine articles to appeal to the public for funds.

I would recommend kicking off the public appeal segment of the fundraising campaign with a Nancy Reagan press conference sometime after May 1. My first choice for a date is the morning of May 3. This will give us time to get our act together and work out the details of the Trust and our fundraising

approach. The May 3rd date is especially good because it is the day before the Senate-House Dinner. If we get good press on the kick-off, we'll have the Trust firmly and freshly implanted in the minds of the people who attend the Senate-House Dinner. This is important because these people will very likely be contributors to the Trust and many will be ask to serve as Vice Chairman.

- B. Direct Mail- We should have access to a wide array of mailing lists--the RNC, the Republican Congressional and Senatorial Committees, the DNC, John Connally, Howard Baker, CFTR, the Vice President, etc. We would use these lists to solicit for the fund.
- C. Major Donors- We should ask 50 individuals to be Vice Chairmen and be responsible for raising \$50,000 each. In return for their work, they will be placed on the Board of Trustees. These prospective trustees would be invited to a special kick-off meeting at the Reagan ranch, hopefully, the first part of July, if at all possible. The trustees who reach their goals would then be invited to a "Nancy Reagan Thank You" meeting at Camp David in mid-October. These two events will, in my opinion, assure the \$2.5 million in this division.

We will also need to pull together special memento/ incentive packages for individuals who contribute to the Trust. For people who give \$10,000, I would recommend inviting them to a black tie dinner at the White House in late November or early December.

- C. Fundraising organizational structure-- Since it is established and operational, the Responsible Government for America Foundation (RGA) would seem to be a logical organization to step in and provide the organizational structure necessary to raise money for the Trust. As chairman of RGA, I am willing to offer the foundation's services to the Trust. In addition, RGA will make available to the Trust at no charge the services of Jack Faris, president of RGA and former Finance Director for the RNC. (Jack directed the highly-successful RNC fundraising campaigns of 1979 and 1980 when I was Finance Chairman). Since this undertaking would require extensive work on the part of RGA's staff, it would severely limit the foundation's ability to raise needed funds to support its own operations. Therefore, we would request, in return for RGA's contribution a letter from President Reagan in support of RGA to be used in fundraising for the foundation. I am confident this assistance is legal, however we will verify this with Fred Fielding.

5. Public Relations and Marketing:

This project is a natural for obtaining a wealth of good publicity. Therefore, we should consider several opportunities, including:

- A. A national media blitz involving the major national news outlets. We should arrange for interviews on major radio and television talk and news shows such as "Good Morning America," "Today," etc. We should also set up "20/20" and "60 Minutes" to do something on this project.
- B. Contact major radio personalities such as Paul Harvey to get them to plug the project on their programs.
- C. Include media personalities on the advisory board. We should seek out key media people to serve on the advisory board. . . this will further enhance our relationship with the media.
- D. Major magazines such as "Time," "Newsweek," and "U.S. News and World Report" should run feature stories on the project and even interviews with the co-chairmen.

I would recommend that we retain the services of Brumfield-Gallagher, Inc., to assist us with the public relations and marketing of the Trust. Brumfield-Gallagher has offices in Washington and Nashville and have been handling the marketing needs of the Republican National Committee--Finance Division since 1978. Furthermore, Steve Brumfield has been involved in every meeting thus far concerning this effort and is totally up to date.

6. Budget:

Since there is no historical data upon which to base budget estimates, we are subjectively estimating (guesstimating) possible income and areas of cost.

We will make every effort to get companies to assist by donating people, supplies, services, equipment and office space. The overhead budget is based on three full-time and three part-time people for six months.

Mr. Michael K. Deaver
April 12, 1982
Page 6

Public service advertising production costs, press relations and related expenses, as well as response to public appeals are unknown. There is no experiential data to substantiate income or cost estimates.

The direct mail efforts would use Republican and Democrat lists with signatures and appeals geared to the particular list being mailed. We are, in one sense, "prospecting," and, yet, due to the situation, letter signatures and lists, we hope to receive a response similar to the normal return for a master file mailing to the particular list. We are assuming a 30% cost of fundraising. Hopefully, the percent response and dollar average will be higher, resulting in a lower percentage cost of fundraising.

Trustee fundraising costs are primarily: (1) Reagan ranch kick-off, (2) Camp David success meeting, (3) black-tie dinner at the White House for \$10,000 and up contributors, and (4) fulfillment items. The RNC Eagle program fundraising costs run approximately 10%. We are projecting 5% in this major donor area.

BREAKDOWN OF INCOME/COST/NET

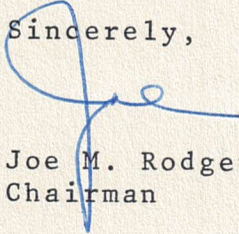
<u>Group</u>	<u>Income</u>	<u>Cost</u>	<u>Net</u>
PSA's (18-3/4%)	\$1,200,000	\$225,000	\$ 975,000
Direct Response (30%)	2,500,000	750,000	1,750,000
Trustees (5%)	2,500,000	125,000	2,375,000
Overhead (1.6%)	_____	<u>100,000</u>	<u>100,000</u>
TOTAL	\$6,200,000	\$1,200,000	\$5,000,000

To date, we know that the legal, accounting and banking services are being contributed to the Trust, as well as the services of the co-chairmen and director of the fundraising program. Again, we will ask companies to contribute various resources to maximize the net dollars available for the fund.

Mr. Michael K. Deaver
April 12, 1982
Page 7

I personally am excited about the prospects for raising the money we need to fund the Trust. I think we're going to find a very receptive public eager to help us provide an important service to Jim Brady and others who place their lives in danger and risk such sacrifice in service to their country. I'm honored to have been asked to take a leadership role in this important project.

Sincerely,



Joe M. Rodgers
Chairman