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CONCEPT OF "REAGAN ROUNDUP"

PURPOSE: Register Reagan/GOP Voter  
Campaign Presence in 50 States  
Mobilization of volunteer work force

TARGET: Neighborhood Canvassing of selected/targeted precincts  
statewide using door-to-door effort (in states allowed)  
buses to satellite locations  
(where required by  
by law)  
man satellite locations w/Reagan  
deputy registrars (in states allowed)  
for purposes of registering new supporters

GOAL: 100,000 new registrants  
200,000 Reagan Volunteers recruited

TIME-FRAME: Second week in June - (June 9 through June 16)  
(After primaries and before National Convention)  
Allows maximum time to provide pre-screening of  
unregistered to assure a "most likely" Reagan/GOP  
voter.

SCHEDULE:

May 7 - June 8 --Reagan/GOP volunteers recruited  
--Individual groups recruited and mobilized  
for one (1) week effort of neighborhood  
blitz (see attached list).

June 9  
Saturday 1:00 p.m. --Teleconference with President  
using private homes  
Reagan-Bush Headquarters  
GOP Headquarters  
Holiday Inns  
Combinations of all of the above  
depending on size of state

2:00 p.m. --Immediately following teleconference,  
5:00 p.m. volunteers teamed to participate in door-to-  
door blitz in targeted precincts

6:00 p.m.  
8:00 p.m. Neighborhood blitz

June 10  
Sunday

"Voter Registration Sunday" in 200 key churches  
for mass registration efforts using major  
cities for impact

1:00 p.m. Neighborhood Blitz/targeted precincts  
5:00 p.m.

June 11  
Monday

5:30 p.m. Neighborhood Blitz/targeted precincts  
8:30 p.m.

June 12  
Tuesday

5:30 p.m. Neighborhood Blitz/targeted precincts  
8:30 p.m.

June 13  
Wednesday

5:30 p.m. Neighborhood Blitz/targeted precincts  
8:30 p.m.

June 14  
Thursday

5:30 p.m. Neighborhood Blitz/targeted precincts  
8:30 p.m.

June 15  
Friday

5:30 p.m. Neighborhood Blitz/targeted precincts  
8:30 p.m.

June 16  
Saturday

1:30 p.m. Neighborhood Blitz - Week-end Warriors w/YR's  
5:30 p.m. targeted precincts

7:00 p.m.

Headquarters Blitz Parties

GOALS ACHIEVED - RESULTS OF BLITZ WEEK RELEASED

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Promotional Aids to complement the one (1) week of Neighborhood Blitz  
should include:

- 2 weeks prior to Blitz Week--radio spot announcements
- 30 sec. T.V. spots
- Media overlay during Blitz Week
- Public service announcements on right/duty/privilege  
to register & vote  
sponsored by local civic clubs/business firms

Volunteer kits prepared for campaign blitz week to include:

- campaign literature
- bumper strips/button
- volunteer recruitment cards
- voter registration pledge cards

Door-Hangers prepared for use in blitz week to be left at home where  
there is no answer; hangers to have motivational letter urging  
the crucial need to register and instructions on where to register.  
If mail state, a voter registration affidavit can be left for signature  
and mailing by individual.

Recruitment process to include:

1. Direct mailings to individual groups to be mobilized  
(see attached list)
2. Direct mailings to GOP and Reagan-Bush organizations
3. Direct mailings to Volunteers listed on "Volunteer Plan" under Reagan Finance operation
4. Telephone recruitment calls by state and local GOP and Reagan Headquarters to party activists
5. Telephone recruitment calls to individual (state) memberships of groups e.g. realtors  
Pro-Life network  
Trade associations  
National Rifle Association
6. RNC to direct mail on contributors' list
7. NRSC and NRCC to direct mail on finance list
8. Co-Ordinator assigned to incorporate Senatorial and Congressional campaigns' work force of volunteers for this week's blitz
9. All direct mailings to have a return response card to allow for a count.

Note: The above process should be on-going from May 7th to June 8th in order to provide the volunteer work force to implement a successful "Nationwide Neighborhood Blitz Week" REAGAN ROUNDUP

Groups to Mobilize to develop Reagan Roundup:

Fundamentalists

Hispanics/Asian Americans/Ethnic/Heritage Council (RNC)

Business Groups

---Trade Associations

---Professional Societies

---Chamber of Commerce

---Realtors

---National Retailers

---National Homebuilders

---National Wholesaler/Distributors

JayCeers

Pro-Life Network

Farm Bureau

National Rifle Association members

Students

Senior Citizens

Auto Dealers

Financial/Banking Institutions

Unions

State & County GOP organizations

Young Republican Clubs

GOP Federated Women

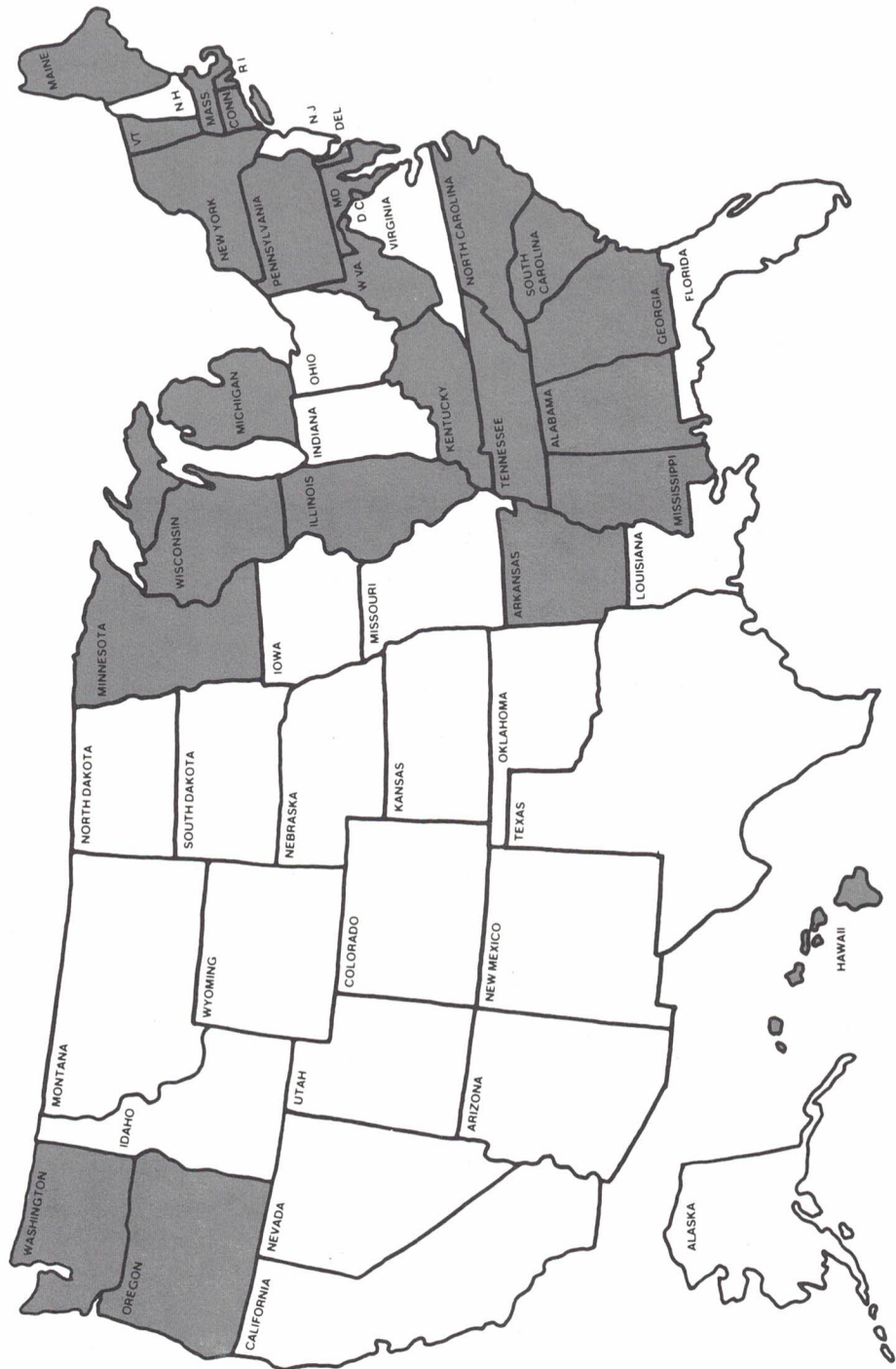
GOP VOTER REGISTRATION 1984

AN OVERVIEW

Helen Cameron  
Reagan-Bush '84  
February 22, 1984

I. The Challenge Ahead

# REAGAN 1980: LESS THAN 50%



■ 276 ELECTORAL VOTES





RONALD REAGAN'S MARGIN OF VICTORY IN 1980

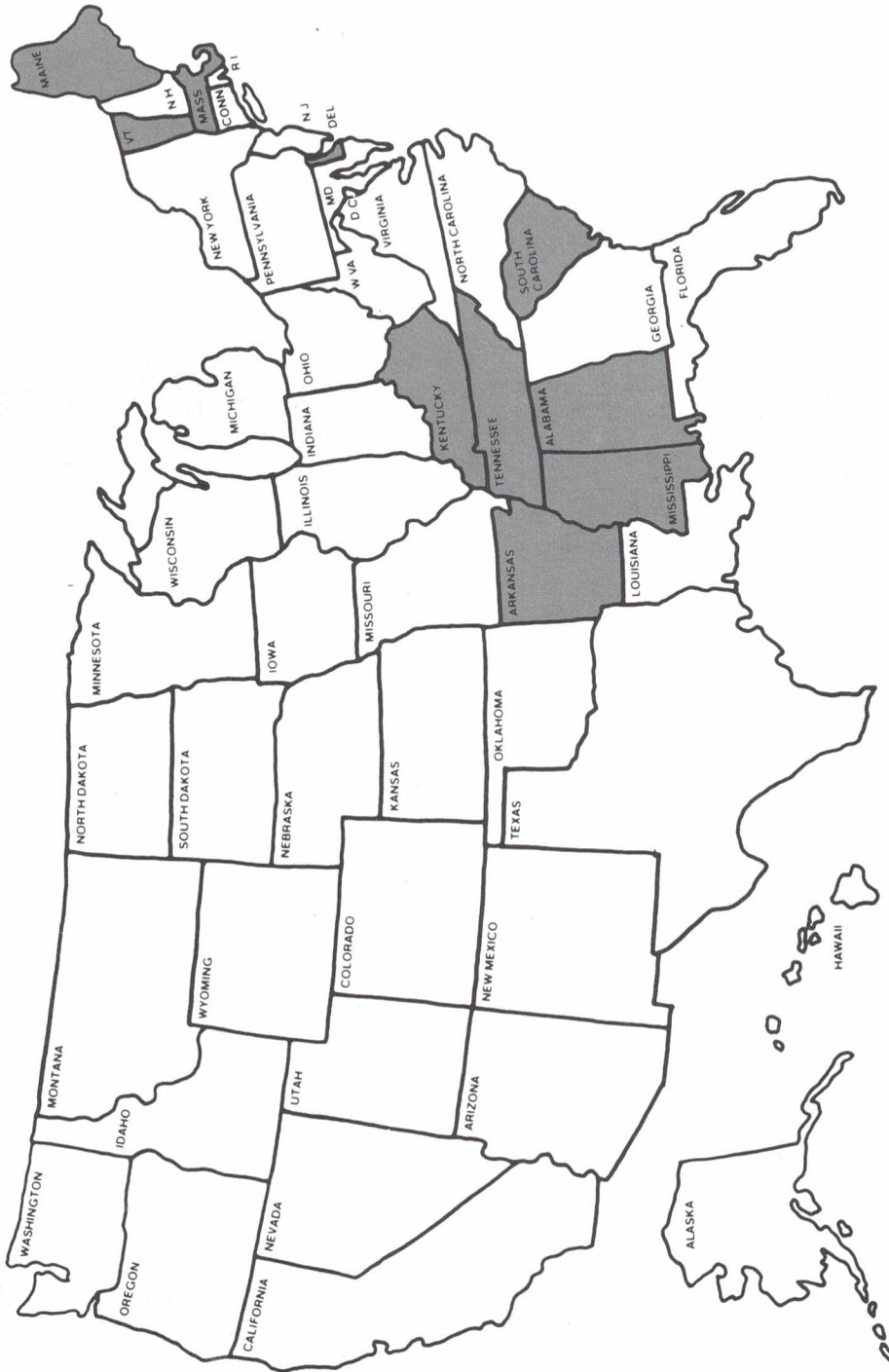
(% Difference between Reagan and Carter vote)

1. Utah	53.1%
2. Idaho	42.2%
3. Nebraska	40.1%
4. North Dakota	38.6%
5. Nevada	36.9%
6. Wyoming	35.6%
7. Arizona	33.2%
8. Alaska	31.8%
9. New Hampshire	29.7%
10. South Dakota	29.2%
11. Oklahoma	25.8%
12. Kansas	25.1%
13. Montana	25.1%
14. Colorado	24.7%
15. Indiana	18.6%
16. New Mexico	18.5%
17. California	17.3%
18. Florida	17.2%
19. Texas	14.0%
20. New Jersey	13.6%
21. Virginia	13.0%
22. Iowa	12.9%
23. Washington	12.7%
24. Ohio	10.8%
25. Oregon	10.0%
26. Connecticut	9.7%
27. Illinois	8.0%
28. Pennsylvania	7.2%
29. Missouri	6.9%
30. Michigan	6.6%
31. Vermont	6.1%
32. Louisiana	5.5%
33. Wisconsin	4.8%
34. Maine	3.4%
35. New York	2.7%
36. Delaware	2.4%

RONALD REAGAN'S MARGINS (continued)

37. North Carolina	2.1%
38. South Carolina	1.6%
39. Kentucky	1.4%
40. Mississippi	1.4%
41. Alabama	1.3%
42. Arkansas	.6%
43. Tennessee	.3%
44. Massachusetts	.1%
45. Hawaii	-1.9%
46. Maryland	-3.0%
47. Minnesota	-4.1%
48. West Virginia	-4.5%
49. Rhode Island	-11.0%
50. Georgia	-15.0%

# REAGAN 1980: WINNING MARGIN OF 20,000 VOTES OR LESS



REAGAN 1980: STATES WITH WINNING MARGINS OF 20,000 VOTES OR LESS

Massachusetts	2,000 votes
Tennessee	4,000 votes
Arkansas	5,000 votes
Delaware	5,000 votes
South Carolina	11,000 votes
Mississippi	12,000 votes
Alabama	13,000 votes
Vermont	13,000 votes
Maine	17,000 votes
Kentucky	18,000 votes

STATES WHERE UNREGISTERED BLACKS EXCEED RONALD REAGAN'S 1980 MARGIN

<u>State</u>	<u>Number of adult blacks</u>	<u>Number of unregistered blacks</u>	<u>RR 1980 Margin</u>
New York	1,631,000	894,000	90,672
North Carolina	897,000	506,000	39,383
Virginia	714,000	331,000	237,435
South Carolina	625,000	292,000	11,057
Alabama	644,000	272,000	17,462
Louisiana	813,000	256,000	84,400
Tennessee	479,000	158,000	4,710
Mississippi	541,000	131,000	11,808
Arkansas	233,000	85,000	5,123
Massachusetts	149,000	64,000	3,829
Kentucky	176,000	62,000	17,857



## TOP TWENTY STATES

### Blacks

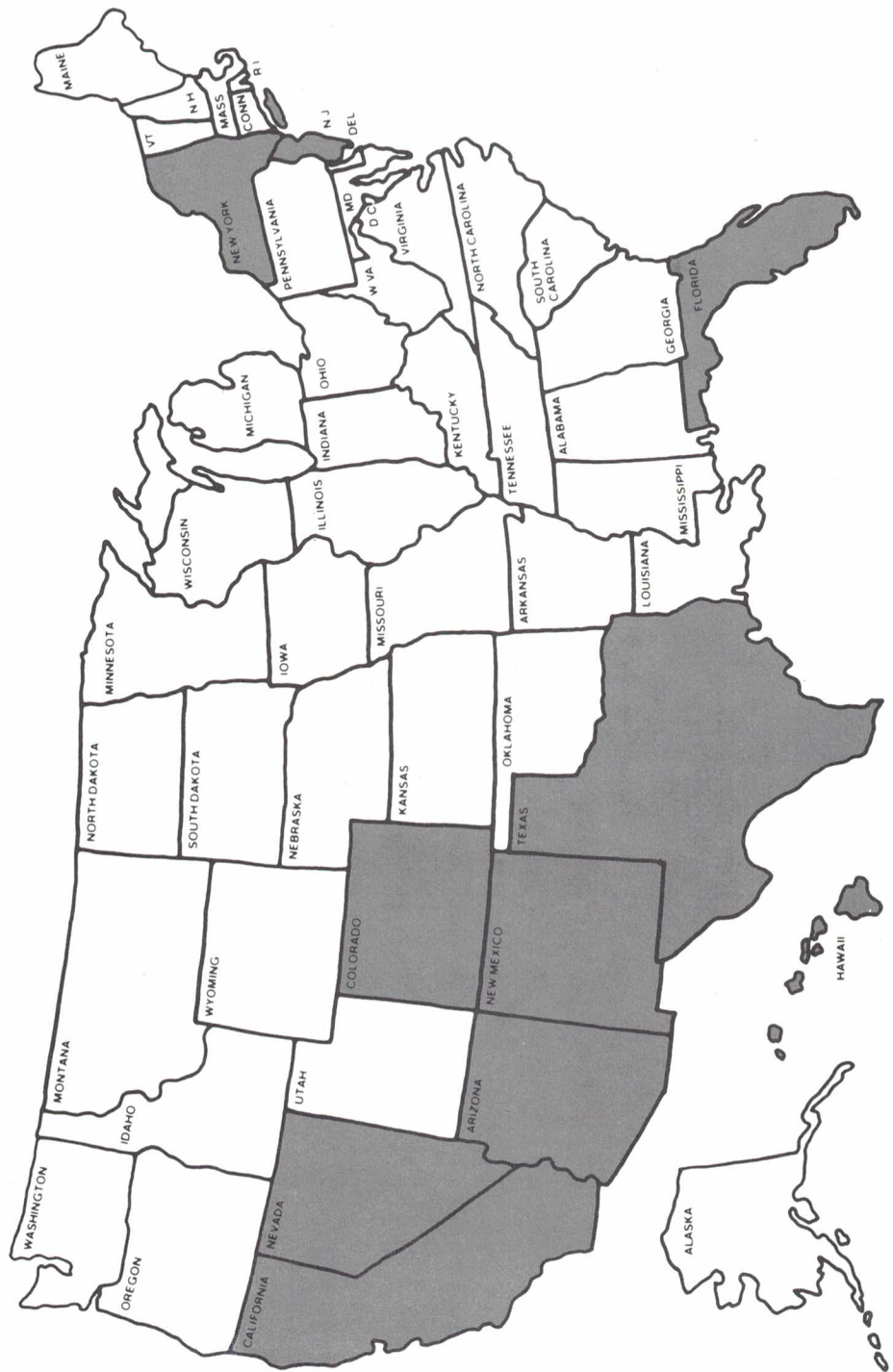
<u>Percentage of population</u>		<u>Aggregate number (millions)</u>	
1. Mississippi	35%	1. New York	2.40
2. South Carolina	30%	2. California	1.81
3. Louisiana	29%	3. Texas	1.70
4. Georgia	27%	4. Illinois	1.67
5. Alabama	26%	5. Georgia	1.46
6. Maryland	23%	6. Florida	1.34
7. North Carolina	22%	7. North Carolina	1.31
8. Virginia	19%	8. Louisiana	1.23
9. Arkansas	16%	9. Michigan	1.19
10. Delaware	16%	10. Ohio	1.07
11. Tennessee	16%	11. Pennsylvania	1.04
12. Illinois	15%	12. Virginia	1.01
13. Florida	14%	13. Alabama	.99
14. New York	14%	14. Maryland	.95
15. Michigan	13%	15. South Carolina	.94
16. New Jersey	13%	16. New Jersey	.92
17. Texas	12%	17. Mississippi	.88
18. Missouri	10%	18. Tennessee	.72
19. Ohio	10%	19. Missouri	.51
20. Pennsylvania	9%	20. Indiana	.41

● According to the 1980 Census, 26.4 million blacks live in the United States.

● Blacks comprise 12% of the nation's population.



# HISPANICS: TOP 10 STATES



TOP TEN STATES

Hispanics

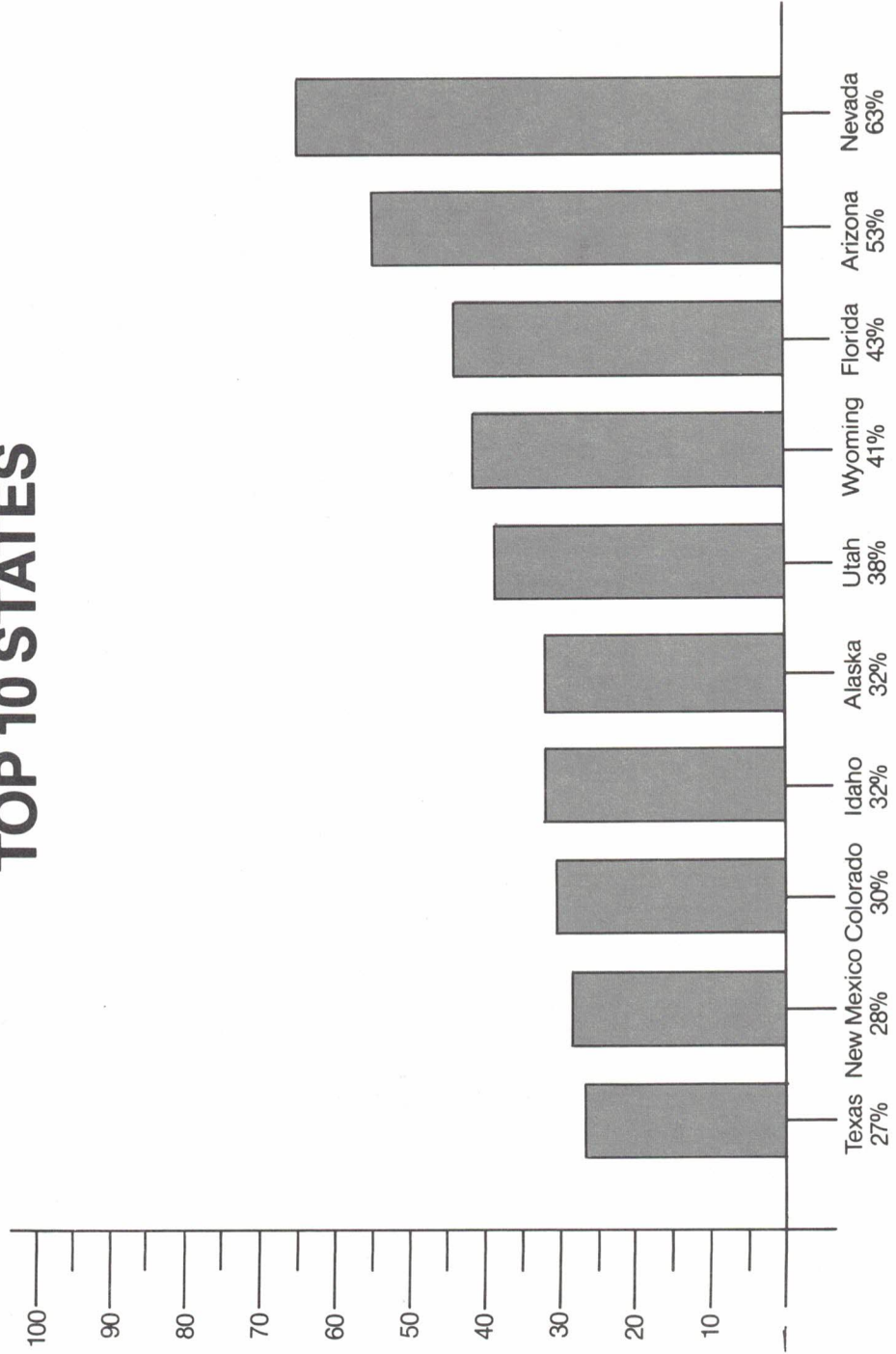
<u>Percent of population</u>		<u>Aggregate number (millions)</u>	
1. New Mexico	37%	1. California	4.54
2. Texas	21%	2. Texas	2.98
3. California	19%	3. New York	1.66
4. Arizona	16%	4. Florida	.85
5. Colorado	12%	5. Illinois	.63
6. Florida	9%	6. New Jersey	.49
7. New York	9%	7. New Mexico	.47
8. Hawaii	7%	8. Arizona	.44
9. Nevada	7%	9. Colorado	.34
10. New Jersey	7%	10. Michigan	.15

● According to the 1980 Census, 14.6 million Americans are of Spanish origin, 6% of the total population.

II. The Opportunity

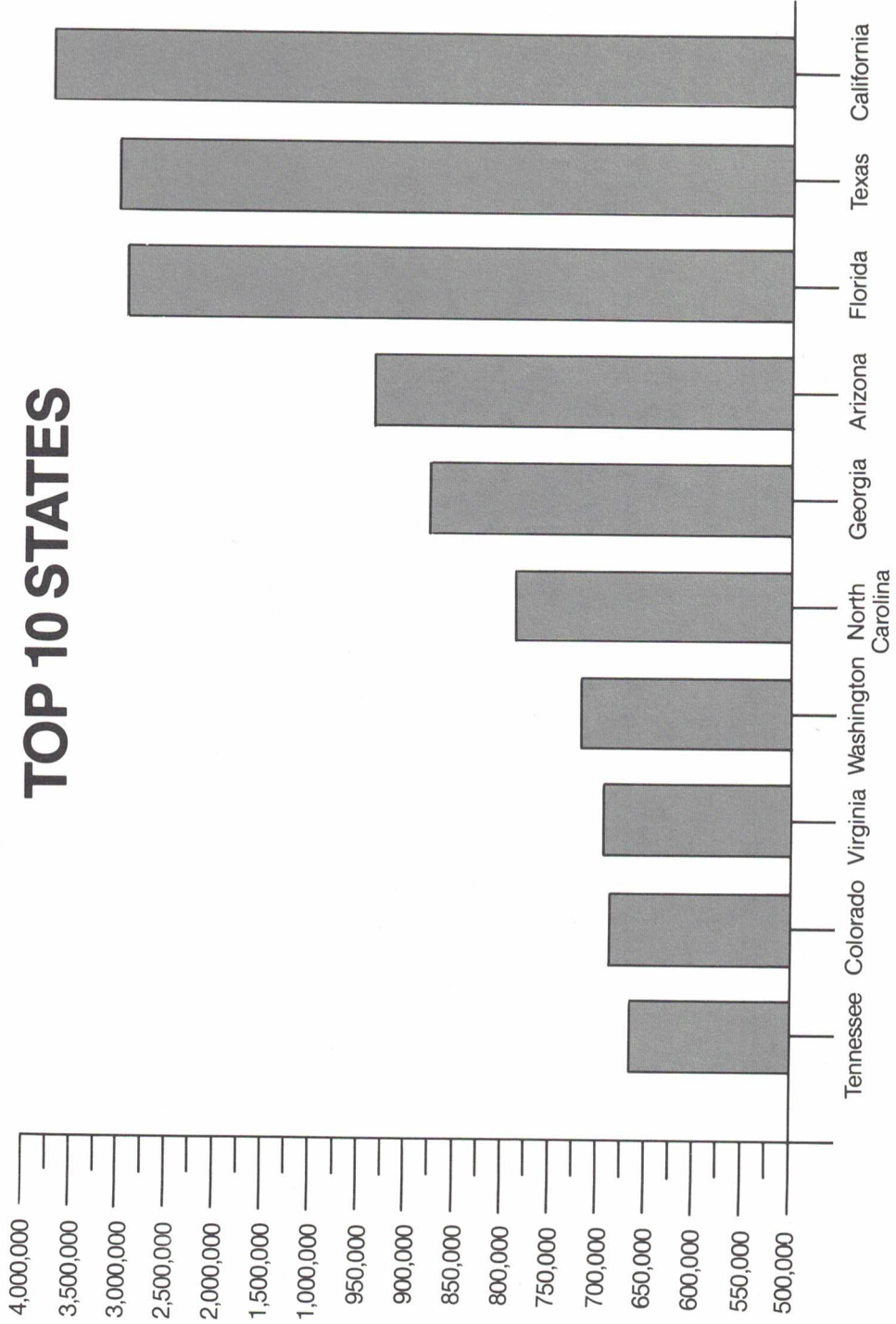
# PERCENTAGE INCREASE IN POPULATION, 1970-80

## TOP 10 STATES



# ACTUAL INCREASE IN POPULATION, 1970-80

## TOP 10 STATES



# **REGISTERING VOTERS: STATE RULES OFTEN VARY**

**27 states have partisan registration**

**24 states require registering to vote *in person*,  
*away from home***

**9 states allow *door-to-door* registration of voters**

**4 states allow *Election Day* registration**

**20 states allow some form of *mail-in* registration**

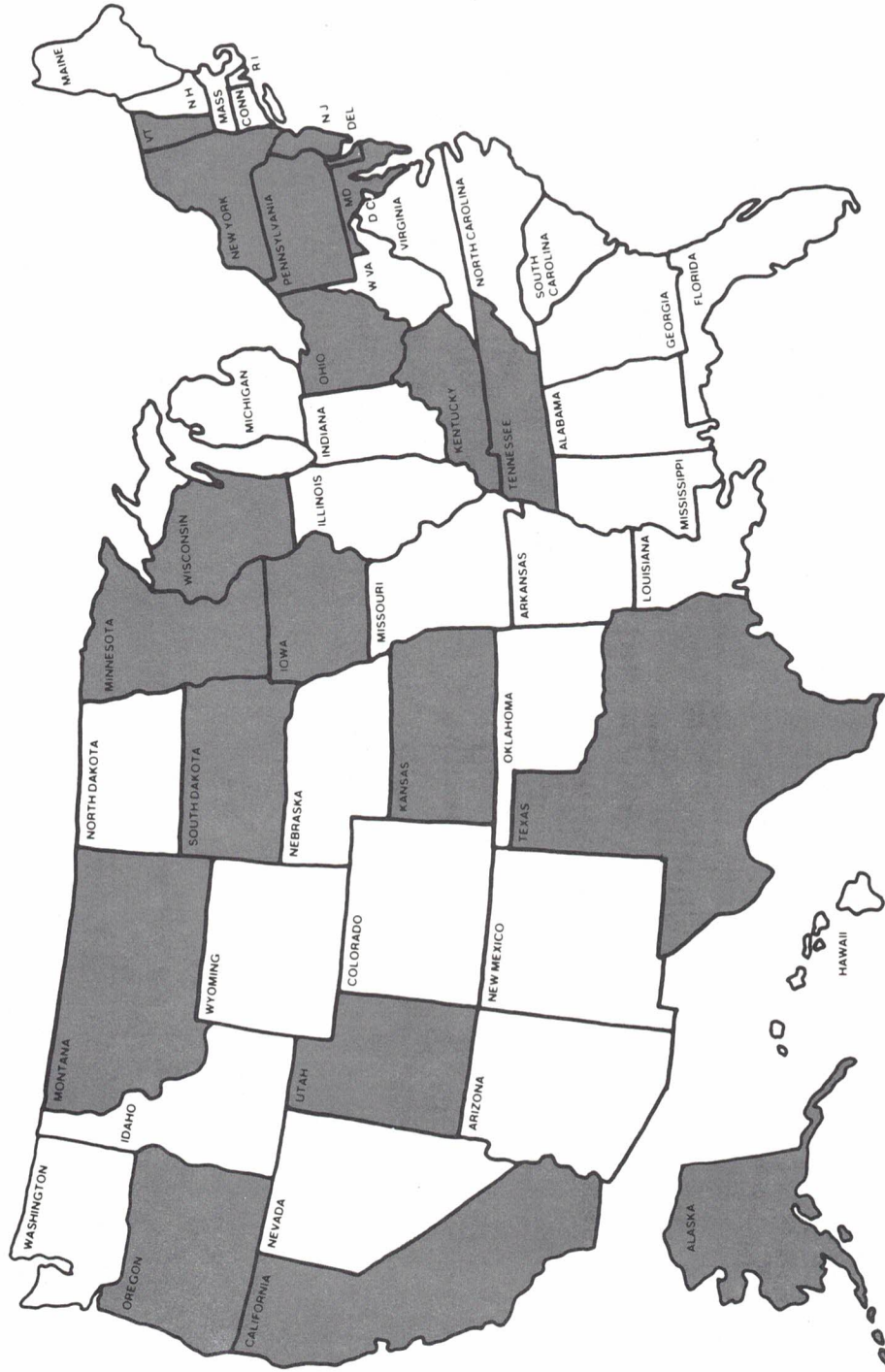
STATES THAT ALLOW PARTISAN VOTER REGISTRATION

Alaska	Massachusetts
Arizona	Nebraska
California	Nevada
Colorado	New Hampshire
Connecticut	New Mexico
Delaware	New York
Florida	North Carolina
Hawaii	Oklahoma
Iowa	Oregon
Kentucky	Pennsylvania
Louisiana	South Dakota
Maine	West Virginia
Maryland	Wyoming
District of Columbia	

STATES THAT ALLOW ELECTION-DAY REGISTRATION

North Dakota	Minnesota
Wisconsin	Maine

# REGISTRATION BY MAIL





III. The Plan



PRIORITY STATES

Republican National Committee

Arizona  
California  
Colorado  
Connecticut  
Delaware  
Illinois  
Iowa  
Michigan  
Missouri  
New York  
Ohio  
Oklahoma  
Pennsylvania

Reagan-Bush '84 Program

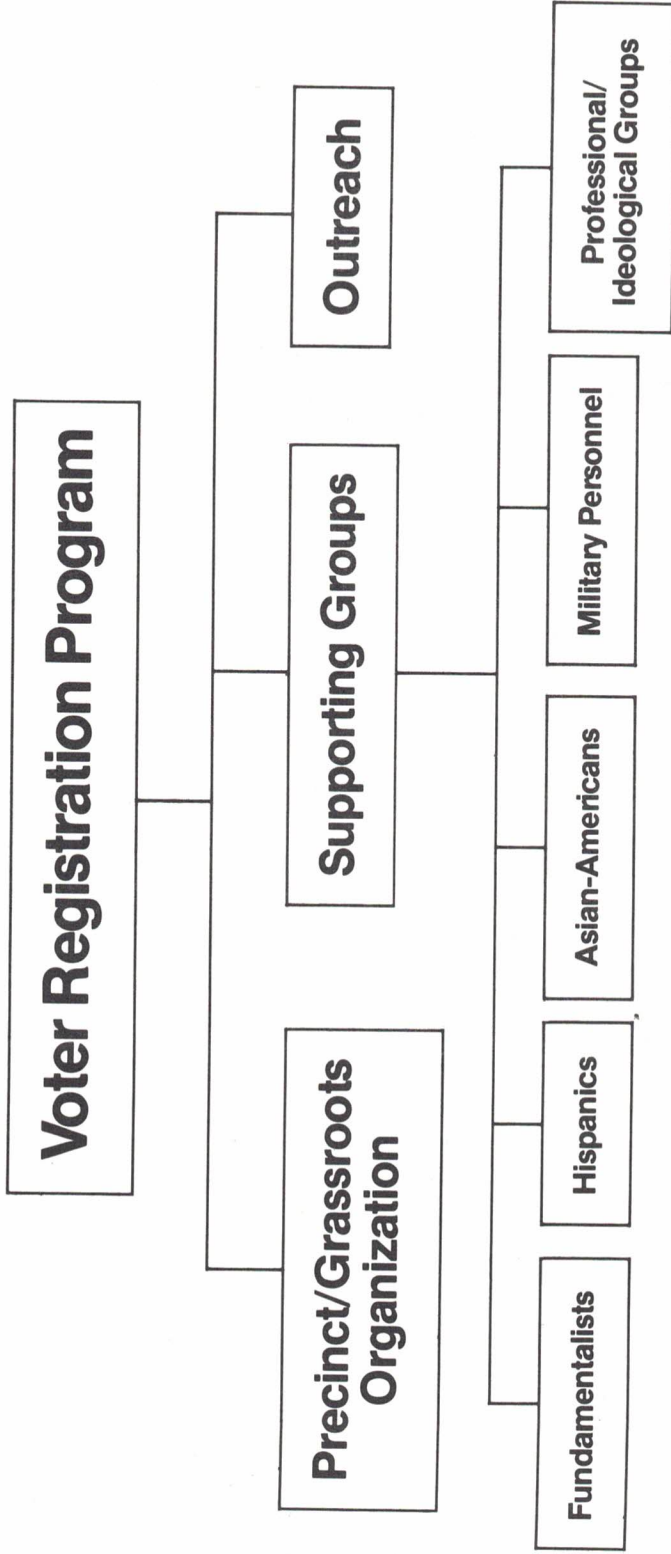
Alabama  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
New Jersey  
New Mexico  
North Carolina  
Oregon  
South Carolina  
Tennessee  
Texas  
Virginia  
Washington

**Voter Registration Program Budget = \$8 million**

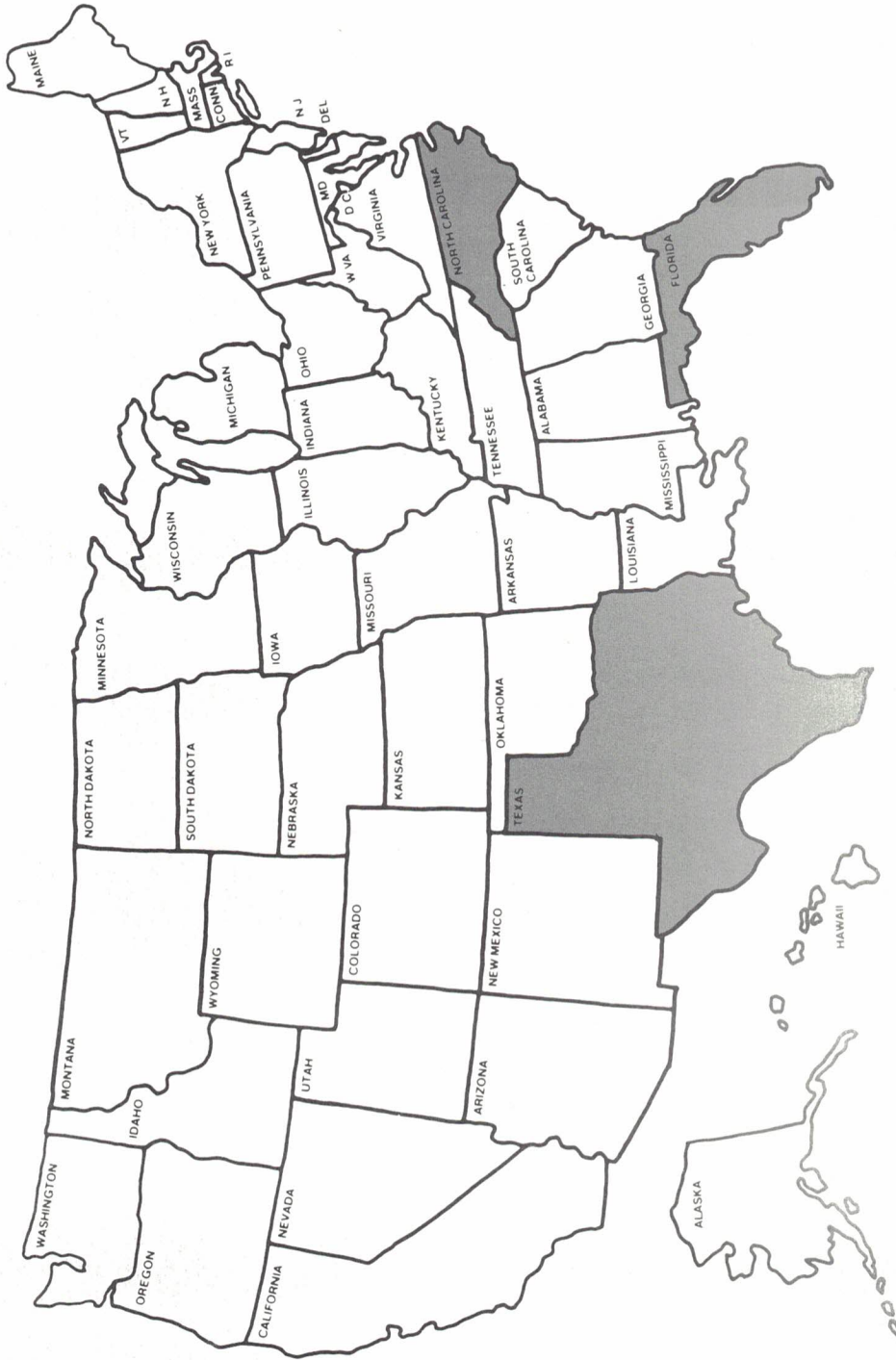
**Reagan-Bush '84 Share = \$4 million**

**Republican National Committee Share = \$4 million**

# VOTER REGISTRATION PROGRAM: ORGANIZATION CHART



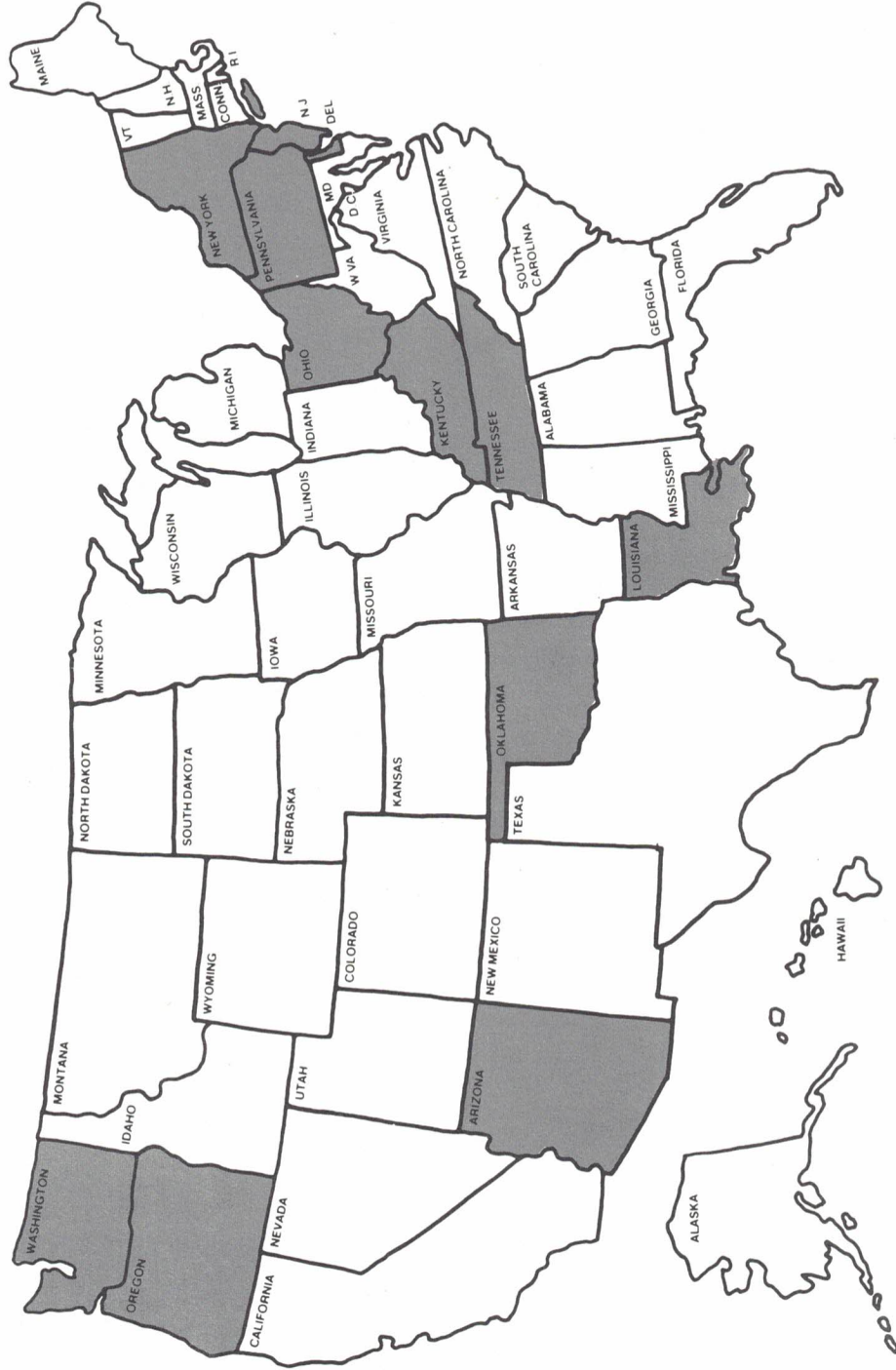
# VOTER REGISTRATION PROGRAM ALREADY UNDERWAY





# VOTER REGISTRATION PROGRAM

## APRIL







TARGETED STATES FOR SUPPORTING GROUPS

Hispanics (6 states)

California  
Florida  
Illinois  
New Jersey  
New Mexico  
Texas

Military Personnel (8 states)

California  
Florida  
Georgia  
Hawaii  
North Carolina  
South Carolina  
Texas  
Virginia

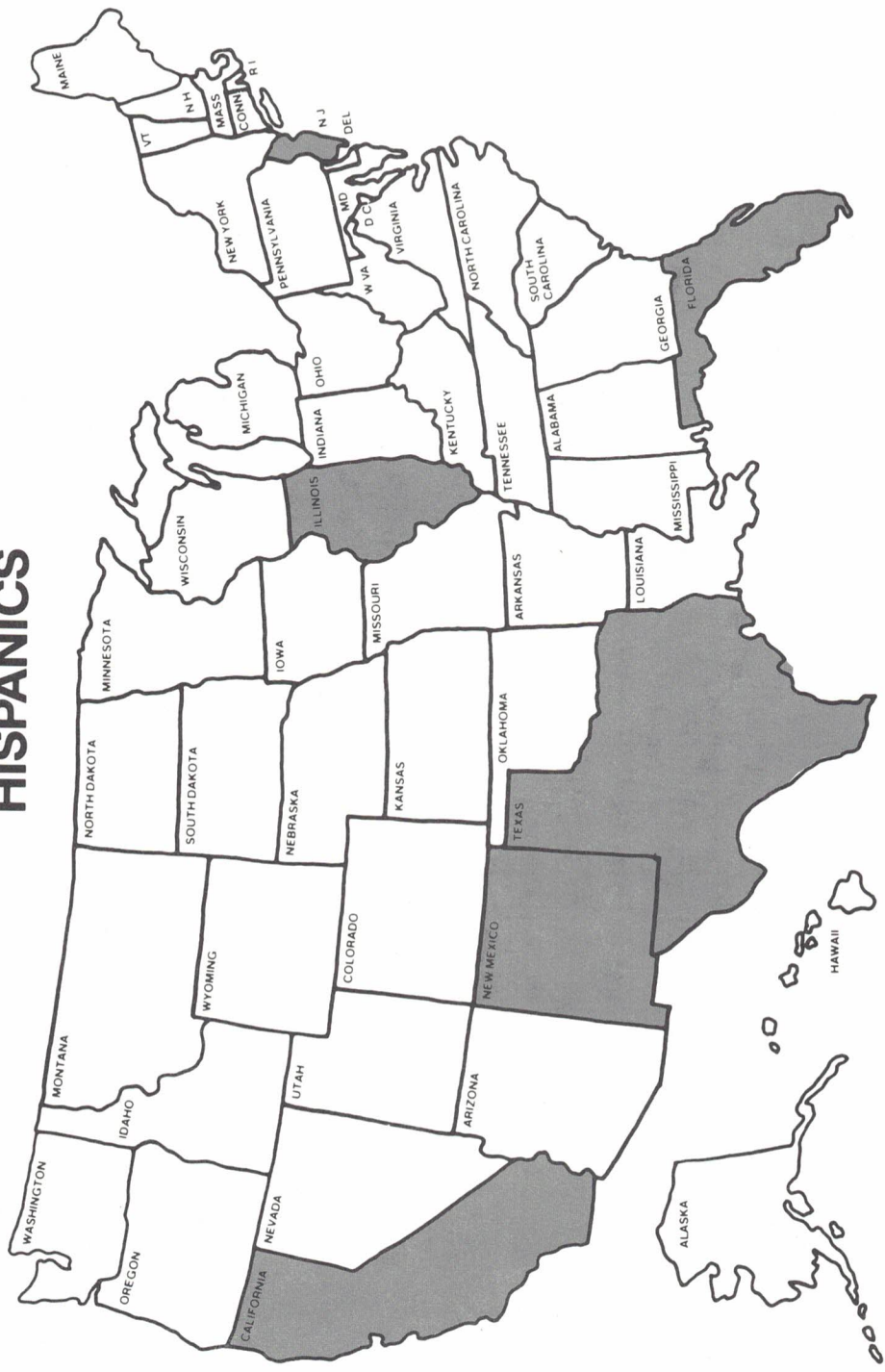
Christian Movement (12 States)

Alabama  
Florida  
Georgia  
Louisiana  
Mississippi  
Missouri  
North Carolina  
Oklahoma  
South Carolina  
Tennessee  
Texas  
Virginia

Asian-Americans (7 states)

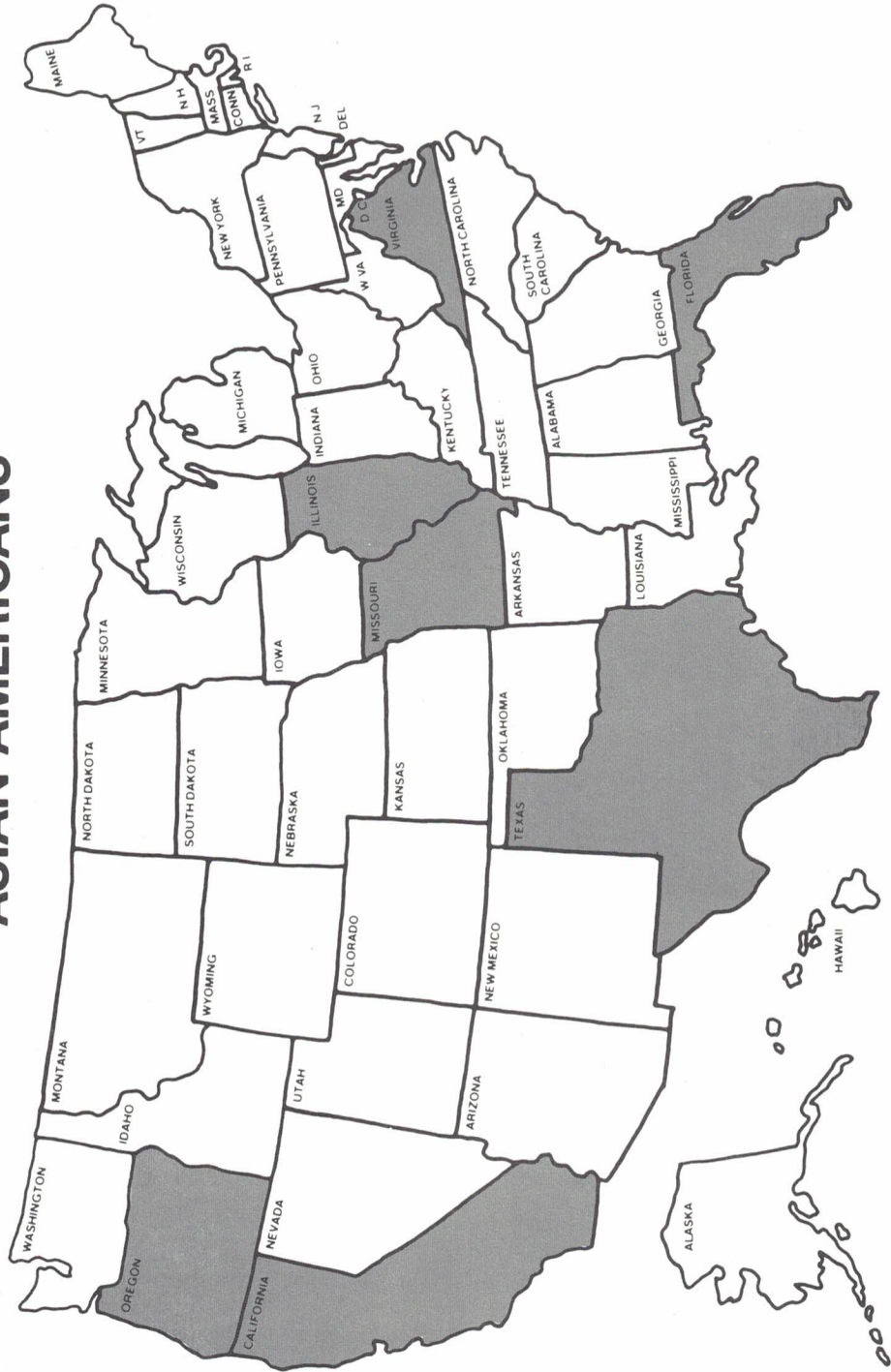
California  
Florida  
Illinois  
Missouri  
Oregon  
Texas  
Virginia

# VOTER REGISTRATION PROGRAM/ TARGET STATES HISPANICS

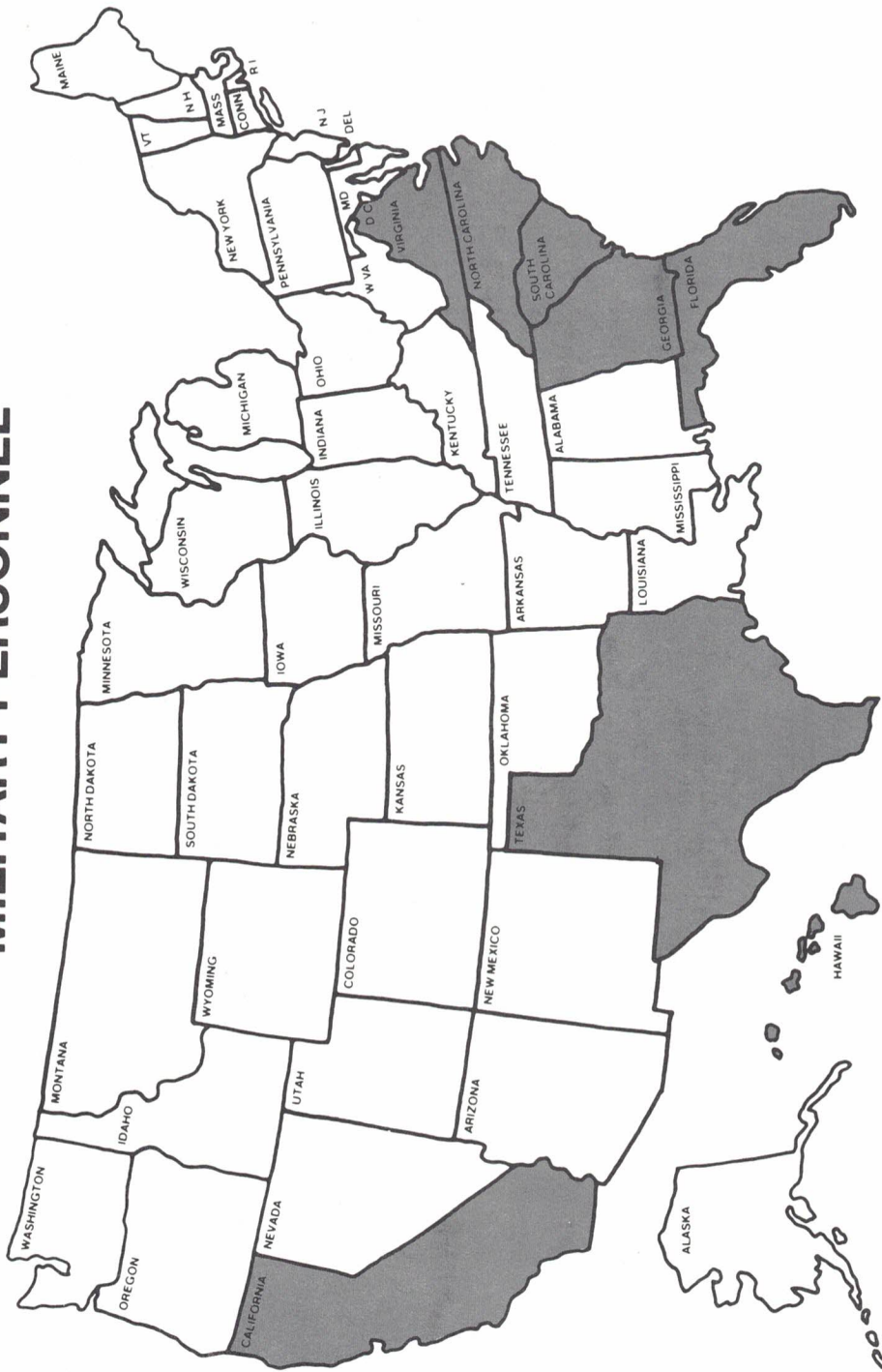




# VOTER REGISTRATION PROGRAM TARGET STATES ASIAN-AMERICANS



# VOTER REGISTRATION PROGRAM TARGET STATES MILITARY PERSONNEL



IV. The Goals

# **THE BOTTOM LINE: VOLUNTEER ORGANIZATION**

## ***Today:***

- 91 volunteers on the street in Lee County, Florida**
- 169 volunteers on the street in Palm Beach County, Florida**
- 200 volunteers on the street in Dallas County, Texas**
- 118 volunteers on the street in Harris County, Texas**

***In November: Get-out-the-vote operation  
already in place***



RESULTS OF CURRENT VOTER REGISTRATION EFFORTS

Florida

Palm Beach County 11,915

Lee County 3,309

Florida Total 15,224

voters registered

(all Reagan supporters)

Texas

Preliminary data only is available  
from Dallas County.

Results from one weekend's efforts:

302 voters contacted

129 voters registered

Number of Reagan supporters identified  
in 12 targeted counties:

17,422

Will register to vote 12,869

# **NATIONAL VOTER REGISTRATION GOALS**

**Reagan-Bush '84 and  
RNC efforts = 1 million new voters**

**Supporting Groups = 1 million new voters**

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***Vote Goal for 1984: 2 million new voters***

# THE BIG PICTURE

**55.3 million** unregistered voters in the U.S.

**Democrats' Goal:** *3 - 5 million new voters*

**Our goal:** *2 million new voters*