FROM: Mike Smith

DATE: March 2015

SUBJECT: Nancy Pelosi for Congress Exit Memo

**Summary of the 2014 Fundraising Cycle:**

|  |  |
| --- | --- |
| **PTF** | **Total** |
| 2013 Q1 | $225,100 |
| 2013 Q2 | $99,505 |
| 2013 Q3 | $178,193 |
| 2013 Q4 | $141,700 |
| **2013 Raise Total** | **$644,498** |
|  |  |
| 2014 Q1 | $232,500 |
| 2014 Q2 | $138,135 |
| 2014 Q3 | $173,940 |
| 2014 Q4 | $40,727 |
| **2014 Raise Total** | **$585,302** |
| **PTF Cycle Total** | **$1,229,800** |

|  |  |
| --- | --- |
| **NP4C** | **Total** |
| 2013 Q1 | $344,852 |
| 2013 Q2 | $327,857 |
| 2013 Q3 | $260,461 |
| 2013 Q4 | $361,548 |
| **2013 Raise Total** | **$1,294,718** |
|  |  |
| 2014 Q1 | $283,853.00 |
| 2014 Q2 | $374,287.35 |
| 2014 Q3 | $381,191.20 |
| 2014 Q4 | $592,847.85 |
| **2014 Raise Total** | **$1,632,178.87** |
| **NP4C Cycle Total** | **$2,926,897** |

***\*During the 2014 cycle, a combined total of $4,156,697 was raised for NP4C and PTF.***

**NP4C Year Comparison:**

|  |  |
| --- | --- |
| **Year** | **Total NP4C Raised** |
| 2009 | $1,547,085 |
| 2010 | $1,055,231 |
| 2011 | $1,226,925 |
| 2012 | $1,078,258 |
| 2013 | $1,294,718 |
| 2014 | $1,632,178 |

***\*The 2014 fundraising cycle exceeded the 2012 fundraising cycle by a total of $621,714. The 2014 fundraising cycle exceeded the 2010 fundraising cycle by $324,581.***

**PTF Year Comparison**

|  |  |
| --- | --- |
| **Year** | **Total PTF Raised** |
| 2009 | $655,095 |
| 2010 | $558,919 |
| **Year** | **Total PTF Raised** |
| 2011 | $564,806 |
| 2012 | $549,790 |
| 2013 | $644,498 |
| 2014 | $585,302 |

***\*The 2014 fundraising cycle exceeded the 2012 fundraising cycle by a total of $115,204. The 2014 fundraising cycle exceeded the 2010 fundraising cycle by $15,786.***

**Summary of DCCC Dues Contributions**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Date** | **NP4C** | **PTF** |
| Previous DCCC Dues Contribution | 1/30/2013 | $75,000 | $15,000 |
|  | 3/28/2013 | $160,000 | - |
|  | 6/24/2013 | $150,000 | - |
|  | 9/30/2013 | $181,000 | - |
|  | 11/31/2013 | $219,000 | - |
|  | 3/28/2014 | $85,000 | $15,000 |
|  | 6/18/2014 | $100,000 | - |
|  | 8/25/2014 | $100,000 |  |
|  | 10/16.2014 | $100,000 |  |
| Total |  | $1,170,000 | $30,000 |
| Total DCCC Given in 2014 Cycle: |  | $1,200,000 |  |

**2015 EVENTS:**

**2015 Quarter 1:**

**January**

* N/A

**February**

* **NP4C Catch All Breakfast**

Tuesday, February3, 2015

Goal: $100,000

**March**

* **PTF Catch All Breakfast**

Tuesday, March 3rd, 2015

Goal: $100,000

* **NP4C Breakfast hosted by HealthCare Community**

Tuesday, March 24th, 2015

Goal: $50,000 (typically won’t raise more than $40,000)

**2015 Quarter 2:**

**April**

* **NP4C Breakfast hosted by Real Estate Community**

Friday, April 24th

Goal: $50,000 (will likely raise $40,000 for NP and $10,000 for Frontline Member)

\*\*Coordinate with Abby Jagoda at ICSC

* **NP4C Reception hosted by Tech Community**

Thursday, April 30th, 2015

Goal: $50,000

\*\*Coordinate with Catlin O’Neill and Tom Manatos

**May**

* **TENT: Team Pelosi Planning Meeting (either May or June)**

Date Tentative

\*\*Coordinate with Team Pelosi Members

**June**

* **TENT: Team Pelosi Planning Meeting (either May or June)**

Date Tentative

\*\*Coordinate with Team Pelosi Members

* **TENT: NP4C Physicians Breakfast**

Date Tentative – Scheduling request submitted for June 2, 2015

Goal: $50,000 (typically won’t raise more than $40,000)

\*\*Coordinate with the Thoracic Surgeons

* **TENT: NP4C Catch-All Breakfast**

Date Tentative – Scheduling request submitted for June 4th, 11th, and 12th

Goal: $100,000

* **TENT: PTF-Turquoise Joint Leadership PAC Reception**

Date Tentative

Goal: $100,000 for NP; $75,000 for BRL

* **TENT: NP4C LGBT Reception in San Francisco**

Date Tentative

Goal: $25,000

**2015 Quarter 3:**

**July**

* **TENT: NP4C Tribe Reception**

Date Tentative

Goal: $40,000

\*\*Coordinate with Liz Robertson. Try to attach to DCCC IETAN event on July 21st.

**August**

* **TENT: California Hospital Association Reception in San Francisco**

Date Tentative

Goal: $25,000

\*\*Coordinate with Mark Seklecki at American Hospital Association and Anne O’Rourke at the California Hospital Association. This event alternates annually between raising money for NP4C and raising money for the CA Hospital Association.

**September**

* **TENT: Team Pelosi PAC to the Future Reception**

Date Tentative

Goal: $200,000 (split unevenly between NP4C and PTF)

* **TENT: NP4C Catch-All Breakfast**

Date Tentative

Goal: $75,000

**2015 Quarter 4:**

**October**

* **N/A**

**November**

* **TENT: NP4C Catch-All Evening Reception**

Date Tentative

Goal: $50,000

\*\*Possibly hosted at NP’s condo.

**December**

* **TENT: Holiday Thank You Breakfast Reception**

Date Tentative

**Other Potential Events:**

* **New York Life NP4C Reception in San Francisco**
  + Last occurred in April 2014
* **Salesforce NP4C Reception in San Francisco**
  + Last occurred in October 2014
* **High-Dollar NP4C/PTF Event in San Francisco**
  + Last occurred in September 2013
* **Friedkin/AIPAC Event in San Francisco**
  + Last occurred in June 2013

**Executive/Organizational Raising:**

* American Health Care Association (AHCA) / Norman Estes
  + AHCA/Estes have helped raise for NP4C and PTF over the past several years. AHCA last hosted an event for NP4C in June 2013, which raised approximately $40,000. In February 2015, Mike Smith and Liz Robertson met with AHCA staff. AHCA pledged to raise $50,000 for NP4C/PTF this year during that meeting. Coordinate with Liz Robertson and Stella Ross on this project. Best contact at AHCA is Jennifer Hahs.
* Roger Smith / American Income Life
  + Roger Smith sends out a solicitation letter to American Income’s Life executives nationally each cycle. NP4C staff decides whether it should raise for PTF or NP4C based on need. AIL typically sends out the solicitation towards the end of the off-year, with the bulk of the contributions being raised in Q4 and the subsequent Q1. Best contact are Roger Smith and Ginny Crow –

Ginny Crow, Assistant to Roger Smith  
American Income & National Income Life Insurance   
Mr. Smith 254-761-6601

Ginny Cell 254-744-0099  
gcrow@ailife.com

* DCCC Speaker’s Cabinet Raise Project
  + - Each DCCC region would be responsible for raising between two to four max out checks from their Speaker’s Cabinet donors for NP4C.
    - PTF – NP4C Renewal Mailings
      * Each quarter, NP4C staff would send out renewal mailings for either NP4C or PTF depending on need to current Speaker’s Cabinet members.

**HOW TO’S:**

**• Set-up an NP4C or PTF Event**

1. Book venue and pay deposit to secure event space

2. Confirm guest totals with the venue’s event director prior to the reception

3. Order 4-5 table-top floral arrangements from Jill Medawar of Toulies en Fleur

Phone: 703-868-5939

Email: jmedawar@toulies.com

4. Pay final deposit prior to event date, if applicable

5. Confirm flower delivery & catering the day before event

*\*Please note, most DC venues will recommend A/V equipment for an additional charge that is usually unnecessary for these types of events with the Leader.*

**• Processing Incoming Contributions**

1. Scan copy of check—Make 2 copies

2. Update Event Spreadsheets & Finance Plan with Money-In

3. Email Chris Lazo new spreadsheet of checks being couriered

(*Example Spreadsheet: S:\Pelosi\2013-2014\Money In)*

4. Call Quick Messenger to Perkins Coie

Attn: Chris Lazo

Phone: 240-223-2233

Account: 410

Billing: Nancy Pelosi

**• Candidate Contributions**

1. Add all requests to “Candidate Giving Tracker”

*(Example Spreadsheet: S:\Pelosi\2013-2014\Candidate Giving and Raising)*

2. Draft “Proposed EOQ Contributions & Dues” Memo

*(Example Memo: S:\Pelosi\2013-2014\Candidate Giving and Raising)*

3. Once proposed contributions have been approved by Missy Kurek & Leader Pelosi, Email Chris Lazo request checks & update Candidate Giving Tracker with the checks cut

4. All checks being mailed or hand delivered need to include a contribution letter on applicable NP4C or PTF letterhead and need the recipient’s committee name & address printed on the envelope.

*(Example contribution letter: S:\Pelosi\2013-2014\Candidate Giving and Raising\Q1 Letters (2014)*

**• Candidate Event Drop-Bys**

1. All invites sent for legal approval

2. Send LT update

3. Request Talking Points

*(S:\Pelosi\2013-2014\TP Requests)*

4. Email Event Host the following questions for NP Briefing Materials:

*a. Who is the site contact for the event and their cell phone?  
b. What Members are RSVPd to attend? What Members were invited to*

*attend?  
c. How much is the event expected to raise? What type of event is this?*

*(Seated dinner, standing reception, etc)  
d. Is there a formal speaking program? Who would introduce the Leader?*

*Will there be a podium or microphone? (Please note that she does not*

*require a podium or mic, we just need to note if she'll be using them)*e. Who is attending? Please include an RSVP list with employer.

5. Draft Briefing & Cards

*(Example Briefing & Cards: S:\Pelosi\2013-2014\Candidate MOC Events\11.20.14 Ruben Gallego Breakfast)*

6. Drop-By Checklist of Materials:

1. Briefing

2. Talking Points

3. NP Cards

4. Candidate Contribution, if applicable

5. Blank NP Cards

**• Visa Bill**

1. Log purpose of charges in monthly spreadsheet located in Visa folder

*(S:\Pelosi\2013-2014\Visa)*

2. Email charges to Chris Lazo and mail bills along with checks

**• Check Request for Bills, Reimbursements, etc.**

1. Fill out Check Request Form (note PTF or NP4C)

*(S:\Pelosi\2013-2014\Check Requests)*

2. Print invoice along with Check Request form and give to Missy for signature approval

3. Scan Request & Invoice to Chris Lazo. Save copy in “Sent to PC” folder

*(S:\Pelosi\2013-2014\Check Requests\Sent to PC)*

**• Monthly Thank You Notes to NP4C & PTF Donors**

1. Request updated TY Note Language from DCCC Speechwriter

2. Export a separate Mail-Merged list for NP4C & PTF

3. Ensure NP4C TY Notes are printed on NP4C letterhead and visa versa for

**• FEC Reporting Approval**

1. Perkins Coie will send NP4C staff FEC NP4C and PTF reports for approval. Check the report for any glaring errors before signing off.

2. For quarterly NP4C FEC Reports, Steve Swig is required to sign off on the report. As soon as Perkins Coie sends you the report, start checking in with Mr. Swig to get his approval. There are hard deadlines for when the report needs to be filed, so be cognizant of that in your follow up with Mr. Swig.

**Nancy Pelosi for Congress Limits**

A.) Contribution Limits

1. As of this writing, an individual may contribute up to $2,600 per election to NP4C, with the primary and general elections counting separately. This will most likely be increased in the next few weeks.
2. A federal multicandidate PAC may contribute up to $5,000 per election to NP4C, with the primary and general elections counting separately. This limit is not indexed for inflation.
3. Federally registered non-multicandidate PACs have the same contribution limit as an individual.

B.) Disbursement Limits

1. NP4C may contribute up to $2,000 per election to another candidate committee. Each election counts separately (e.g. primary, general, runoff, special primary, special general, etc).
2. NP4C may contribute up to $5,000 to another PAC **per calendar year**.
3. NP4C may transfer an unlimited amount to the national party committees (e.g. the DCCC) and to a state party’s **federal** account.

**PAC to the Future Limits**

A.) Contribution Limits

1. PAC limits are easy. PTF can accept up to $5k **per calendar year** from individuals, PACs and party committees.
2. This amount is not indexed for inflation.

B.) Disbursement Limits

1. Likewise, PAC disbursement limits are also easy. PTF is a multicandidate committee, therefore it can give up to $5k per election to other candidate committees. Each election counts separately (e.g. primary, general, runoff, special primary, special general, etc).
2. PTF can give up to $15,000 to a national party committee (DCCC) **per calendar year**.
3. PTF can also give up to $5k to state party federal accounts and other federal PACs.

**Misc. Notes**

* Once a contribution has been received, it must be deposited within ten calendar days. For example, if Dan Bernal out in CA receives a check on Jan 1, it must be deposited by Jan 11. The date that we put in NGP and report is the date that the check was received, not the date of deposit. When Becca sent checks, she would create a spreadsheet that included the received date. Please send checks to me at Perkins so that we have enough time to review, process, and deposit.
* A note on nonfederal contribution check requests. These are much more difficult than requests to other federal candidates and PACs. Nonfederal contributions are also subject to state laws, which are different in all 50 states. These always take a while to review, since I have to work with one of the attorneys here to figure out whether or not it’s permissible and if any registration/reporting requirements will be triggered. Quick turnarounds on these aren’t possible.
* NP4C has a credit card. The statements are sent to the DCCC each month. Becca would scan them to me. I would then create a spreadsheet with all the charges, send to her, and she would fill in the purposes. Once that is complete, we’d review here for any compliance/legal issue and pay the card. Sometimes, I have questions on the purposes.