

Jesse Jackson

'88

EXPLORATORY COMMITTEE

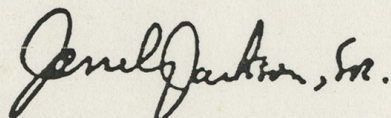
October 10, 1987

Dear Supporters:

I would like to thank each of you for joining me in this historic moment in Raleigh, North Carolina, as we kick off my campaign for the 1988 Democratic nomination -- and for the Presidency of the United States.

Last summer, in a speech I gave in Chicago, I gave six practical reasons why I was leaning towards running for President. Those reasons were: (1) More than any other candidate I can register the unregistered and get them out to vote; (2) more than any other candidate I can stimulate interest in politics among those who are usually not interested; (3) more than any other candidate I can contribute mightily to the election of progressive candidates to office; (4) more than any other candidate I can contribute to state power among the disenfranchised; (5) more than any other candidate I will discuss the issues that most directly affect the majority of the American people and the ones that they are most interested in -- and I will discuss them with clarity; (6) more than any other candidate I can stimulate hope.

I believe more than ever that I can do these things...which is why I have today officially announced my candidacy. But I can't do them alone. That's why I hope each of you will join with me to make this campaign a success. Your efforts, in registering voters, in persuading voters, in bringing out voters to the polls on election day, in raising money, in organizing and coordinating this campaign in your states, your Congressional Districts, your precincts, will in large part determine how well we fulfill the vision and the mission of this campaign. We can win. Our coalition is growing. We are reaching out and the people are responding. If we don't lose hope, and if we don't lose faith, we can win.



REVEREND JESSE L. JACKSON

CAN JESSE REALLY WIN THE NOMINATION?

All the "experts" seem to agree that Reverend Jackson has the ability to run a strong campaign in 1988. Some of them even argue that he has the ability to force a brokered convention. All of these "experts" agree, however, that he can never win the nomination.

Are they right? First, consider that in 1984 these same experts confidently predicted that Jesse would win at most 150-200 delegates. He received 465 at the convention, more than double their predictions. Second, think about the fact that these same experts were sure that Ronald Reagan's political career was over after he lost the Republican primaries in 1976. Instead, he came back to win two landslide elections. Third, think about the many other examples where these experts have been totally wrong--that Muskie was a "sure thing" in 1972; that Carter could never become President; that Hart would never catch on with the public; etc.

The fact is, Jesse Jackson has the potential to win this nomination. If we do our jobs right; if we educate our supporters to the importance of Jesse's election; if we reach out to potential allies, and build broad coalitions around issues of common concern; if we register our vote, and turn it all out to vote on election day--we can win.

During the 1984 primaries, Walter Mondale won the nomination with only 6.8 million votes; Gary Hart received 6.2 million; Jesse Jackson received 3.2 million votes. There are 6 million registered Black voters in the Super Tuesday states alone, along with 3 million more unregistered Black voters! There are 18 million potential Black voters in America; 12 million of whom are already registered--in other words, there are almost twice as many Blacks already registered to vote as the amount of votes Mondale needed to win the nomination!

In November of 1984, Mondale actually won 10 million Black votes in the general election--50% more than he needed to win the nomination. If we work to turn out Blacks in the primaries, when their votes count so much more, we can win this nomination--this is especially true when you consider the extra Hispanic, Asian, Native American, and White votes Jesse Jackson is going to receive in 1988--much higher percentages than he got in 1984!

In a recent Atlanta Journal-Constitution poll, Jesse Jackson holds a 2-1 lead over his nearest opponent (Jackson--27%; Gore--13%); Jackson is ahead in 9 out of 12 Southern states (Alabama, Arkansas, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Texas, and Virginia), and running even in Florida with Dukakis; and Jackson is polling 65% of the Black vote, and 10% of the White vote already, outpolling three of his opponents among the White vote alone!

In addition, Jackson leads in all recent national polls, including scoring 26% in Time magazine's poll. Considering that George McGovern won the nomination in 1972 with only 25% of the Democratic primary votes, this 26% figure is very significant! Jimmy Carter won the nomination in 1976 with only 35% of the primary voters; and even Mondale received only 39% of the primary voters in 1984!

In other words, the Jackson campaign is already at or near the vote percentage levels that have historically have been

enough to win the Democratic nomination! If we do our jobs right, Jesse can turn this support into primary and caucus votes, then into delegate votes, and then win the nomination.

The fact is, Jesse does not have all that far to go. He won almost 20% of the primary voters in 1984, and carried 5 states (D.C., Louisiana, Virginia, South Carolina, Mississippi). Jesse ran second in Texas, Arkansas, Kentucky, and Maryland; and he finished a strong third in North Carolina, Tennessee, Georgia, New York, Illinois, California, and New Jersey. All of these results can be improved upon in 1988.

In short, we can win in 1988. We really can. To make it happen, we need to carry out certain specific tasks in our home communities, to register voters, build coalitions, educate our potential friends, and turn out our voters on election day. If we do these simple, but critical, tasks--we will win!

TASKS TO HELP JESSE WIN THE NOMINATION!

- *Register to vote.
- *Register your family to vote.
- *Register your neighbors, your church, your union, your friends, your community.
- *Organize your friends and contacts for a door-to-door voter registration drive.
- *Set up registration tables at unemployment offices, cheese lines, shopping centers frequented by Blacks and Hispanics.
- *Contact your state Jackson headquarters for issue papers. Distribute these to your neighborhood, your friends.
- *Organize a small fundraiser for Reverend Jackson, with your church, your neighborhood, your organization. Hold a dinner, an auction, a dance, or a coffee at your house.
- *Contact community leaders to begin to build a strong coalition for Jackson in your town. Begin meeting regularly to organize activities which will help raise money, publicize the campaign, register voters, or contact voters.
- *Find and organize volunteers to conduct phone banks or door-to-door efforts to register voters or contact voters.
- *Set up a group to begin planning a comprehensive GOTV (Get-Out-The-Vote) effort now.
- *Coordinate with your state chairs or state coordinators to insure that delegate positions are filled in your area.
- *Vote. Help your family, friends, and neighbors vote. Work on election day to help Reverend Jackson's identified supporters to vote.
- *Celebrate our history-making victory on election night!

HOW TO BECOME A DELEGATE--OVERVIEW:

The 1988 Democratic National Convention will be held July 18-21 in Atlanta. It will be the largest convention in the history of the Democratic Party, with almost 5,400 delegates and alternates scheduled to attend.

Three categories of delegates and alternates are chosen in each state and territory:

(1) The district level delegates are pledged to candidates, and are elected at the congressional district level (or lower) in primaries or caucuses.

(2) The at-large delegates are pledged to candidates, and are allocated in accordance with the statewide vote. At-large delegates are used to meet affirmative action guidelines.

(3) The pledged party and elected official delegates are created for party and elected officials who pledge their support for the various candidates, and are allocated on the basis of the statewide voting results.

There is a fourth category of delegate which will be present at the convention, the superdelegates, who may remain unpledged to any candidate, and who receive a delegate vote due to their positions as Democratic Governors, Senators, or Representatives, or their membership on the Democratic National Committee.

The first three categories of delegates are divided up among those Presidential candidates who receive more than 15% of the votes, the threshold level. Each state has a set number of delegates, a so-called "base level," depending on its Democratic performance in recent elections. The district level delegates make up 75% of the base level; the at-large delegates make up another 25%; and the pledged party and elected officials are considered an "add-on" category, making up 15% of the base level. The superdelegates are considered another add-on category, and will total about 15% of the convention delegates.

Most delegate candidates will try to win election at the district level, and secondarily at the at-large level. If you are interested in running for delegate, please send in one of the delegate forms to the national headquarters, which will be passed on to the state headquarters. (Delegate Selection Unit; Jesse Jackson Exploratory Committee; 733 15th St., N.W.; Suite #326; Washington, D.C.; 20005.)

Each state has its own unique method for selecting its delegates. Most states use primary elections to allocate their delegates, but many states use caucus systems.

The basic primary system is a proportional representation system, with a 15% threshold limit, in which every candidate who receives more than 15% of the votes divides up the delegation proportionally. States which will hold basic proportional representation primaries include New Hampshire, Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Oklahoma, Rhode Island, Tennessee, Texas, Virginia, Wisconsin, Democrats Abroad, Connecticut, D.C., Indiana, Nebraska, Oregon, California, Montana, New Jersey, New Mexico, and South Dakota.

There are two specialized types of primary systems:

(1) direct election primaries (Maryland, Illinois, Puerto Rico, Pennsylvania, New Jersey, West Virginia)--the delegates are listed directly on the ballot, and elected directly by the voters; these are also known as "winner-take-all" by district elections, or "loophole" elections.

(2) bonus election primaries (Georgia, North Carolina, Florida, Massachusetts, Missouri, New York, Ohio, Montana)--the winner in each district receives the first delegate; the rest are then divided proportionally among all those who receive more than 15% of the votes.

Caucuses take place in several stages, in which local voters meet to elect representatives to a next higher stage meeting, and this process continues up to the state level; delegates are allocated according to Presidential preference. States which will hold caucuses include Iowa, Maine, Wyoming, American Samoa, Hawaii, Idaho, Nevada, Washington, Alaska, South Carolina, North Dakota, Kansas, Michigan, Virgin Islands, Colorado, Arizona, Vermont, Guam, Utah, Delaware, and Minnesota.

BECOMING A DELEGATE--SUMMARY:

The most important factors a potential delegate candidate needs to keep in mind are:

*You must make sure you are registered to vote, as a Democrat, and that all your potential supporters are also registered. Contact your local board of elections for further information.

*You need to learn your state's delegate selection rules. Call or write your state party headquarters and request a copy of your state's delegate selection plan. You must make sure that you meet all deadlines; there are people around who can help you in this process, but no one is going to care about it as much as you do. Make sure you know the rules, and are following them, on time. For instance, all states require a declaration of candidacy from delegate candidates, with different deadlines for each state. In some states, this declaration must be accompanied with petition signatures of registered Democratic voters in your area. Check with your state party for details. All filing requirements must be met, or you will not be allowed to run.

*You must make sure that you are working hard in the campaign. Let your local Jackson campaign organizers know that you are interested in running for delegate. Those delegate candidates who put the most effort and commitment into the Jackson campaign will naturally receive extra consideration when the time comes to select delegates.

*You must do everything you can to make sure that your candidate wins, in your community, in your district, and in your state. The better Jesse Jackson does in your area, the more delegate slots he will win, and thus, the more opportunities there will be for you to be selected. It is critical to turn out Jesse's support on election day. If Jesse's supporters vote, he wins--and so do you.

DELEGATE CANDIDATE NOMINATION FORM:

Yes, Jesse, yes--I would like to run for delegate to the Democratic National Convention in Atlanta next July. I pledge to support your candidacy, and to work hard for your campaign from now until the convention is over.

I understand that sending this form in to your national headquarters only insures that my name will be considered as a delegate candidate, not that I will be selected. To increase my chances of actually becoming a delegate, I will also contact my state Jackson campaign headquarters about my candidacy (this form will be xeroxed at the national headquarters, and sent on to the state headquarters).

I will also keep in touch with my local Jackson campaign, do my best to understand the delegate selection rules early on, and work to turn out the Jackson vote on election day in order to increase the odds that we will win more delegates.

(Please Print!)

Sincerely,

Name: _____

Address: _____
 Street Address or Post Office Box

City or Town	State	Zip Code
--------------	-------	----------

Home Phone Number: _____

Business Phone Number: _____

Congressional District (if you don't know the number, list your Congressperson, or the nearest city): _____

Race/Ethnic Background: _____ Sex: _____

Party Registration: _____ Age: _____

List Your Significant Community/Political Activities, Or Rainbow Constituency Affiliations (if any):

List Your Past Work With Jesse Jackson (if any):

Mail this form to: Jesse Jackson Headquarters
 Delegate Selection Unit
 733 15th St., N.W.; Suite 326
 Washington, D.C. 20005

PRINCIPLES FOR DELEGATE SELECTION:

Delegates are a tool of the campaign, not just a reward for good service. The Jackson delegation needs to be unified, and representative of all our constituencies, to help us win the nomination, take a first big step towards winning the general election, and continue to build progressive strength for the 1990s.

The campaign will use seven basic principles as guidelines during the delegate selection process:

(1) Slate Balance--the Jackson campaign will take into account all forces helping us win; no single force should dominate the process.

(2) "Rainbow" Makeup--the state delegations should represent, symbolically, all the constituencies in the campaign, as much as possible.

(3) Winnability--delegates should be selected who can best carry their districts for the campaign, both as individuals and as members of slates.

(4) Leadership--delegates who can influence or convert others at the convention, through their positions, reputations, or organizational affiliations, are very valuable.

(5) Resources--delegates who can bring extra resources into the campaign, through their positions, reputations, or organizational affiliations, are valuable.

(6) Loyalty--the campaign needs delegates who are willing to follow Reverend Jackson's leadership at the convention.

(7) Dedication--delegates who have worked hard for the Jackson campaign, at all levels, deserve extra consideration.