TO: David Simas, Kelly Ward, Guy Cecil, Amy Dacey

FR: Missy Kurek, Angelique Cannon, Jordan Kaplan

DT: Thursday, April 24, 14

RE: Proposed Unity ’14 Joint Fundraising Event

We propose forming a joint fundraising committee consisting of the DSCC, DCCC and DNC aimed at raising contributions of $97,200, to be split evenly among the three committees. In order to raise checks of this size, we will hold a unique event this June or July featuring President Obama and President Clinton, along with DNC, House and Senate leadership.

The event would be a half-day briefing on the mid-term elections, culminating in a small dinner with Presidents Obama and Clinton, ideally hosted by President Clinton at his home in Washington. Guests at the event will be asked to make a new contribution of $97,200 in order to attend. If individuals have already contributed to one or more of the party committees, they will need to contribute the maximum amount legally allowable to the joint committee and raise the remainder (up to $97,200).

The event will consist of at least 14 couples (28 donors), plus the two presidents, Leader Pelosi, Leader Reid, Chairman Bennet, Chairman Israel and Chair Wasserman Schultz. 14 contributions of $97,200 will gross a total of $1,360,800 or $453,600 per committee, from which normal event related expenses will be subtracted.

No matter how the contribution is made (contributed entirely by one individual or partially or completely raised by another), the event will be priced at $97,200 per couple. Previous contributions to party committees may not be applied toward this event.

The event will begin with an approximately two to three hour political briefing on the midterm elections featuring representatives (executive directors, political directors, communications directors) from each of the three committees. Additional notable speakers such as pollsters or media advisors may also be asked to participate.

Following the briefing, which will take place at a to-be-determined location in Washington, guests will be transported to Secretary and President Clinton’s home. Guests will mingle with one another and the House, Senate and DNC leadership over cocktails for approximately 30 minutes. Everyone will then line up for a photo line immediate preceding President Obama and President Clinton’s arrival. Both presidents will stand for photos with each couple (10 minutes total), and will then be seated around one large rectangular table.

We propose that Presidents Clinton and Obama be seated opposite one another, each in the center of one of the longer sides of the table. The other surrogates will be interspersed throughout the remaining seats so that each couple will be seated near at least one surrogate.

Presidents Obama and Clinton will emcee an open conversation among the attendees lasting approximately 1 hour and 15 minutes, while dinner is served. Staff will indicate to the presidents when time enough for one question remains. Following the conclusion of the dinner discussion, Presidents Obama and Clinton will thank guests individually around the table and then depart along with the other surrogates.

If the White House agrees to such an event in principal, our next step will be reaching out to President Clinton to secure his sign-off to both appear at and host the dinner at his home. We propose asking Leader Pelosi and Leader Reid to call President Clinton directly. Once President Clinton agrees, the committees will work with both presidents’ offices to find a mutually agreeable date for the event.

We are requesting that President Obama appear at this event, separate from, and in addition to, any other commitments he may have to any of the committees in 2014.