

FROM Joel Searby, Data Targeting, Inc.

TO Interested Parties

RE Condoleeza Rice for President

DATE March 10, 2016

Summary

As the group that believes an independent bid for President of the United States is the only acceptable and viable option left at this stage we have engaged in thorough research to fully explore this reality. We have consulted ballot access experts and electoral college experts. We have polled extensively and tested many possible names.

There is only one viable independent candidate: Condoleeza Rice. No other candidate tested even comes close. Her fundamentals such as universal name ID, incredibly favorable name ID ratios, appeal to independent voters, minorities and crossover Democrats are strong and the potential for growth is large. No doubt, it's a big, big lift. But we believe it is possible.

We have been in touch with Dr. Rice through her Chief of Staff. She is reluctant at this stage. We are asking for anyone wanting to assist to encourage her to run. I have shared the polling and work with her. The reality of the matter is that we will have President Trump or President Clinton – if we do not have President Rice.

These two increasingly divisive candidates cannot be the best we can offer to the American people. And with the final weeks of the primary voting on the horizon, we must prepare for that possible reality, and prepare now.

What is perhaps most telling is that when we approached each of you, your first reaction was hesitation, based on this being outside of the norm and for some, outside of your party's thinking. But what leads me to believe that Condoleeza Rice is the best choice for our nation, is that when I mentioned her name as the best candidate based on the research, you all immediately said you were in. No hesitation. No pausing, and with excitement and encouragement in your voices. That sound, quite frankly, has been lacking over the last few weeks.

Simply put, there is a path to victory.

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make toxic the brand to everyone else. It's a recipe for disaster and not a viable option.

The challenge at hand is really a rather simple one, it's just incredibly, incredibly difficult. You have to:

- 1) Get on the ballot in enough states to be viable
- 2) Get enough electoral votes to win outright or take it to congress

Review of work to-date

Viability studied for:

- Ballot access
 - o Several experts consulted
 - o State by state requirements and challenges compiled and ready
 - o STATUS: It is possible.
- Electoral college
 - o Several experts consulted
 - o Variety of vote count scenarios developed
 - o STATUS: There is a path to victory.
- Logistical reality
 - o Signature gathering firms contacted
 - o Direct mail petition gathering planned
 - o Online platform prepared and vetted
 - o Initial team of experts assembled
 - o STATUS: It can be done.
- Candidate
 - o Battleground state polling complete
 - o Focus on Texas and North Carolina as first ballot access states
 - o Variety of current/former electeds and celebrities have been tested
 - o Condoleeza Rice by the numbers
 - The ONLY candidate with viable numbers in three way ballot tests with Trump and Clinton
 - High-water mark – 30% of the ballot
 - Low-water mark – 17% of the ballot
 - Name IDs of Clinton and Trump upside down in every state tested
 - Rice name ID at least +15 favorable to unfavorable or better in nearly every state tested

Informal Advisory Group To-Date

- Matthew Sawyer – Perot and Buchanan Lawyer on ballot access
- [REDACTED] – Pollster & Electoral College Strategy
- Sarah Bascom – Bascom Communications
- David Nolte – Nolte, Inc – Media/Creative
- Mohammad O. Jazil – Attorney
- Data Targeting, Inc. – Strategy and Organizing
- [REDACTED] – Petition Gathering
- [REDACTED] – State by State Organizing
- [REDACTED] – Finance
- Donors

You will note the obvious absence of the beltway pundit set, the super-consultants and 501(c)4 gurus. We have tremendous respect for many of them. And if this goes forward, we'll need many of them. But for now, it's clear from the donors supporting this that they are wanting a lean, mean, clear look at this, without back-channel drama or vendor infighting. The campaign will need to be highly organized and nimble at the same time.

Background & Rationale

We were asked in early February to begin looking at the viability, logistics and specifics of an independent run for President. From the beginning, this has been driven by donors and a small group of us who believed, even then, that it was pretty clear that Trump would be the Republican nominee. This group could not accept a Donald Trump or Hillary Clinton presidency. We have been closely watching the primaries unfold, watching the polls and conducting our own polling. It is clearer than ever today that Trump and Clinton will be the respective party nominees.

This has never been an anti-Marco Rubio or anti-Ted Cruz or anti-any other candidate effort. Nor is it anti-Republican Party. Nor has anyone ever said, "let's just stop Trump, even if it's Hillary." This has been from day one a serious effort to determine if it is possible to win, to lay out the path and to identify a candidate.

This has grown more urgent and more important, we believe, as the prospect of a brokered convention is floated. It is this group's belief that a brokered convention is a recipe for Hillary Clinton's election and the death of the Republican Party. By the convention in July, not only do we believe Trump will have it clinched but even if he doesn't, the contentiousness and chaos will further alienate Republicans who don't support Trump, further entrench Trump supporters and once and for all