

**An Invitation
to become a Charter Member of the**
Century Club

**DEMOCRATIC
STATE CENTRAL
COMMITTEE
of
CALIFORNIA**

**DEMOCRATIC STATE CENTRAL COMMITTEE
Suite 301, 1411 W. Olympic Blvd., Los Angeles**

FACTS CONCERNING THE *Century Club*

The Century Club is an organization formed to advise and help finance the Democratic State Central Committee in its most urgent tasks: revitalizing with fresh ideas and strengthening with organization, the Democratic Party in California.

The Democratic State Central Committee is the legally-constituted official organ of the Democratic Party in California.

"Each State Central Committee shall conduct party campaigns for the party to which it belongs and in behalf of the candidates of its party. It shall appoint committees, appoint and employ campaign directors and perfect whatever campaign organizations it deems suitable or desirable for the best interests of the party." California Election Code, Section 83231.

It consists of elected and appointed members from each assembly district. Its chairman is Assemblyman Charles Warren. The Democratic State Central Committee has, as its principal responsibilities (1) the development of the Democratic Party in California, and (2) assisting Democratic nominees in general elections for state and federal offices.

The Democratic State Central Committee is not to be confused with the numerous volunteer organizations which operate in the field of Democratic politics. The volunteer organizations (including the C.D.C., the D.V.C., Democrats for United Action, etc.) are not legally-constituted official party organs, and they can and do operate in many areas (such as pre-primary endorsement) in which the State Central Committee does not involve itself.

At present, the Democratic State Central Committee has offices in Los Angeles, Sacramento and San Francisco. These offices, staffed on a bare-bones basis by competent personnel, have numerous responsibilities, including the following:

1. Research on the activities, votes and policies of Republican officeholders, primarily in Sacramento.
2. Continuing preparation of materials for Assemblyman Warren to use in public response to Republican proposals in Sacramento.
3. Computer analysis of each assembly, state senate and congressional district to ascertain voter characteristics as an aid to winning and holding marginal districts in 1968. Public polling, where possible, to find most effective means of communicating the fresh ideas of the Party.
4. Liaison with assembly, state senate and congressional district organizations to assist in development and fund-raising.
5. Preparation of voter registration drive for 1968.
6. Development of Women's Division program.
7. Preparation of monthly newspaper and other materials for mailing list of active Democrats.
8. Development of Democratic Advisory Committee, a group of 100 Democrats expert in various substantive areas of state government (education, housing, taxes, pollution, etc.), and preparation of position papers as well as holding of regional conferences.
9. Participation in equal-time television and radio programs, including purchase of time where necessary.
10. Development of war chest for Democratic incumbents in 1968 general election as well as non-incumbent party nominees running in districts that can be won.

To engage in this ambitious program requires that \$164,000 be raised in Southern California in the remainder of 1967. This includes \$8,000 per month for operating expenses, plus \$100,000 for the 1968 campaign war chest. This money will be raised through special events, through the Finance Committee—but mainly through the Century Club.

The Century Club, hopefully, will be the backbone of the fund-raising effort because of its potentially broad base. It is open to those who believe in the Party, who believe its general objectives can be obtained only through unified and continuous organization and who will back up their beliefs with \$100 dues a year.

For those members who seek to participate in shaping Party policy, committees on specific issues and functions (See Application Form) will be created to make recommendations to the Executive Committee of the Democratic State Central Committee. The various committees of the Century Club will meet from time to time with key legislators. The Century Club will have its own program of receptions and other activities.

THE KEY TO SUCCESS IN BUILDING AN EFFECTIVE DEMOCRATIC PARTY
IS THE *Century Club*

FILL OUT AND MAIL THIS APPLICATION FORM TODAY

**HERE ARE THE BENEFITS
OF BEING A *Century Club*
CHARTER MEMBER:**

- You are part of the official Democratic Party structure in California: the financial arm of the State Democratic Central Committee.
- You can shape the growth of your Democratic Party through recommendations on political issues or on organizational policy to the Executive Committee.
- You are directly involved in revitalizing the Democratic Party.
- You participate in social and business sessions with law-makers and advisory experts.
- You enjoy the stimulation of involvement in your government, of fellowship with those who seek a similar commitment and share similar ideals.
- You assure the long-range public benefits of a victorious Democratic administration by promoting research, new ideas, unity and an informed public.



Democratic State Central Committee

Honorable Charles Warren	State Chairman
Robert Coate	No. Calif. Chairman
Honorable Alfred Song	So. Calif. Chairman

Southern Calif. Office (213) 386-3860