

Brown

State Chair

January 27, 1989

Jane McCormick Tolmach

Oxnard, CA 93030

Dear Jane:

No governor in U.S. history has ever returned to serve his state party as its chair. But then, these are history-making times for California Democrats.

Governor Jerry Brown's offer to serve California Democrats coincides with a unique set of political circumstances:

- The ability of the Party to make pre-primary endorsements allows the Party to play a stronger role in determining which candidates wear the mantle "Democrat" in general elections.
- The growing movement toward grassroots participation, dramatically demonstrated by 11,000 precinct leaders in the Dukakis campaign, shows a renewed desire of Democrats to take part in politics -- **given strong leadership**.
- Changes in campaign finance law through Proposition 73 make it possible for the Party to greatly strengthen its role in assisting Democratic candidates in elections.
- The drop in Democratic registration to a fifty-year low of 50.3% demands an immediate and powerful effort to recruit enough Democrats to pave the way for a gubernatorial, legislative and reapportionment victory in 1990.

As former state chairs, we understand how important experience and leadership are in contributing to the success of the state Party. And we wholeheartedly endorse Gov. Jerry Brown as the candidate who possesses that experience and leadership which will carry the California Democratic Party through the next four years.

Gov. Brown is committed to a grassroots mobilization of thousands of precinct leaders to participate in voter registration, voter education and get-out-the-vote drives. In his past campaigns, he has shown tremendous leadership ability to excite, energize, and bring people into the political process.

This may well be the most ambitious program of any past chair.
But if anyone can deliver, Gov. Brown can.

While many people know of Jerry Brown's record as governor, many are unaware of his past record as a political fundraiser and contributor. He raised more than \$18 million for his own political campaigns. In 1983-84, his USA Committee and its supporters raised and contributed more than \$1 million to Democrats throughout the nation, including Sen. Bill Bradley, Sen. Al Gore, Gov. Jim Hunt against Jesse Helms, Sen. Tom Harkin, and the Democratic efforts to protect the California reapportionment plan. And in 1988, the USA Committee raised and contributed \$48,000 to California Democrats.

The potential for the Democratic Party has never been greater. And we hope you'll join us in supporting the best candidate for the job: Gov. Jerry Brown.

Sincerely,

Nancy Pelosi Dick O'Neill Betty Smith

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