

JESSE HELMS
U.S. SENATE

HELMS for Senate

P.O. Box 26544 • Raleigh, N.C. 27611
(919) 850-0922

RECEIVED
FEDERAL ELECTION COMMISSION
OFFICE SERVICES BRANCH

ELISABETH SMITH
TREASURER

90 DEC 26 AM 10:41
90 DEC 28 PM 12:14

December 17, 1990

Mr. Bradley Litchfield
Associate General Counsel for Policy
Federal Election Commission
999 E Street, NW
Washington, D.C. 20463

Dear Mr. Litchfield:

Request for Advisory Opinion

AOR
1990-30

The Helms for Senate Committee (1990 General Election) ended the 1990 general election with a campaign debt of approximately \$1,000,000.

The Committee relies heavily on small contributions it receives through direct mail fundraising, its primary way of raising funds.

The Committee will be soliciting over 120,000 previous supporters through the mail to seeking contributions to pay its debt.

Helms for Senate Committee estimates it will need a minimum of 30,000 to 40,000 donations to eliminate its debt (including the costs of fundraising).

In mailings since the November General Election, Helms for Senate Committee has asked donors to designate on their checks that donations are for Senator Helms's Campaign debt.

Approximately 50% of the supporters have done so.

When a supporter does not designate his post-election donation is for the 1990 debt, usually he (or she) simply returns a contribution check made out to Helms for Senate Committee -- without writing "debt" on the check.

Helms for Senate Committee has written all their donors who did not specifically designate in writing that their post election contribution was for the debt, sending them a redesignation form to sign and return.

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Mr. Bradley Litchfield
December 17, 1990

However, if a substantial number of supporters responding to future appeals simply make checks to Helms for Senate Committee and do not clearly designate "debt" on their checks, Helms for Senate Committee is faced with a heavy and expensive administrative burden of recontacting tens of thousands of donors to seek redesignations.

Proposal

Helms for Senate Committee will state clearly in all solicitations: 1) That the use of donations will be to pay 1990 general election debts; 2) repeating the same on the contribution slips; and 3) including an additional line on the disclaimer stating funds will be used for 1990 debt elimination. Further, 4) the Committee will solicit funds for no purpose other than to pay 1990 debts (including the cost of fundraising).

We request that the Commission allow Helms for Senate Committee to meet the designation requirements by taking these four steps.

Helms for Senate Committee asks the Commission to concur that if a supporter makes a contribution after receiving solicitations wherein the solicitations, the contribution slips, and the disclaimers all state the purpose of the contribution is to pay debts, that the donor's intention is to contribute to pay debts even if he (or she) does not so note on his (or her) check or by signing a contribution slip or redesignation form.

Further, the Committee is willing to state to the Commission its intention is to raise funds to pay its 1990 debt, wind down its activities and then it will close down. No funds from the 1990 Helms for Senate Committee, will be carried forward to Senator Helms's 1996 Reelection Committee, should he decide to run. The only purpose Helms for Senate Committee has to raise funds is to pay campaign debts.

This would relieve the Helms for Senate Committee of the excessive administrative burden and expense of seeking written redesignations from thousands of donors.

We would welcome the opportunity to meet with the Commission or staff to discuss this request.

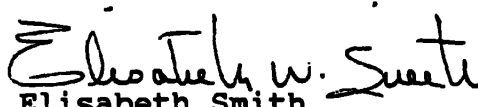
And we would welcome any other solution the Commission or staff might suggest.

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We respectfully ask the Commission consider our proposal as quickly as possible.

Thank you.

Sincerely,


Elisabeth Smith
Treasurer

ES/p

Helms for Senate

Jonathan Hill
Finance Chairman

December 7, 1990

Mr. Doug Q. Sampler
4505 Falls of the Neuse
Suite 600
Raleigh, NC 27609

Dear Mr. Sampler,

TIME magazine's headline slammed Senator Helms: "RACE-BAITING WINS AGAIN".

Jesse Jackson blasted: Senator Helms won because of "race-baiting."

Virginia Governor Doug Wilder attacked: ". . . a president [George Bush] who stands up to the intimidation of Saddam Hussein must stand up to the intimidation of extremists like Jesse Helms."

To read the sour grapes comments from the liberals, you would think that the election was still going on!

Because their vicious attacks continue.

And I'm worried, because their attacks are hurting our raising the money Senator Helms needs to pay his campaign debts.

That's why I hope you can help with a special contribution of \$100 today -- to help retire Senator Helms's campaign debt.

The radical liberals who swooned over Harvey Gantt's candidacy have quickly tried to paint Jesse's election victory as "racist" -- rather than admit the simple fact that they lost because voters rejected their liberal stands.

It was the liberals who ran ads solely designed for black radio stations -- to defeat Senator Helms.

But you won't hear about that from the liberal press.

No sir.

The liberal press is gnashing its teeth claiming a TV ad about Harvey Gantt's support of hiring quotas was "racist".

But you will not hear from the major news networks that it was Harvey Gantt who first attacked Senator Helms for voting against Ted Kennedy's Civil Rights bill -- the bill President Bush said would lead to "quotas".

No, the liberals want to smear Jesse Helms all they can now -- to destroy his effectiveness in the Senate.

To tarnish his victory -- and discredit conservatives.

And leave him hobbled with a huge campaign debt.

Jesse Jackson, Washington, 'D.C.'s newly-elected "shadow senator", did just that on his new TV show, stating "Does he [Jesse Helms] have the right to traffic in racism and gay bashing...?"

So did Governor Wilder, who told the press, "The White House has abdicated its responsibility by serving as the leading apologist of the unconscionable actions of Sen. Jesse Helms."

Well, attacking Jesse Helms may get Doug Wilder liberal votes in seeking the Democrat nomination for President or Vice President. . .

. . .but listen to what another liberal Democrat, former New York Mayor Ed Koch, said about Ted Kennedy's quota bill: "They will denounce you as a racist when they are the racists."

That sums it up.

And Jesse Helms's reelection proves it -- the liberals' tax and spend, anti-family, blame-America-first policies are failing.

So once again they are targeting all their venom on Jesse Helms.

And I'm afraid they will cripple our effort to pay off Senator Helms's campaign debts.



REPLY TO SENATOR JESSE HELMS

Mr. Doug Q. Sampler
4505 Falls of the Neuse
Suite 600
Raleigh, NC 27609

To: Senator Helms

The liberals' continuing attacks are not only unfair, they are outrageous!

To help you pay your campaign debt, and meet your December 31st FEC deadline, I have enclosed:

_____ \$100

_____ \$ _____ Other

Please make your check payable to:
HELMS for Senate -- Debt Retirement

00001818

The foregoing material together with all attachments and enclosures is authorized and paid for by Helms for Senate, Elisabeth Smith, Treasurer. Donations are not tax deductible as charitable contributions. All contributions will be applied to Senator Helms 1990 General Election Campaign.

SENATOR JESSE HELMS

Jonathan Hill
Finance Chairman

November 16, 1990

Dear Friend,

The shouting and tumult of election night has died away.

And even though you were not there in the flesh, you were there in spirit -- you made it possible.

Your financial help made the difference. It paid for the key television, radio and newspaper ads that made the difference in those last few days of the campaign.

We came from 8 points down in just 10 days! An incredible comeback! Nothing short of a political miracle!

And it has liberals all over the country gnashing their teeth. As Senator Helms said Election Night, "There is no joy in Mudville tonight."

Victory was sweet, and hard-fought -- a blessing we can be grateful for.

But now, Helms for Senate Committee's creditors are calling and demanding that we begin paying off the almost one million dollar campaign debt we owe.

I can't fault them. They're small businessmen who need the money. And we owe it to them.

We would have paid it already -- but that last 10 days I had to put every penny I had into paying for Senator Helms's comeback.

If I hadn't, he would have lost.

So rather than pay these bills, I used every penny to win the election.

So, can you send another special contribution to help Senator Helms pay this debt?

We had to make a tough decision: Stay out of debt and take the chance that Jesse Helms would lose? Or do the best we could to win. Because the liberals would have four ads for every one of ours.

Here's the bottom line, we held our bills the last few weeks, and poured all our money into television and radio --to give it all we had.

It was an agonizing decision.

But with the future of the Conservative Movement at stake, we had to win.

Well, you can see why we went into debt.

And it paid off.

But now, we must begin to pay these unpaid bills, to printers, television ad production people, and to dozens of small businesses.

We still need you to help until we clear this dark cloud of debt that hangs over Senator Helms's campaign.

The liberal media will use this debt to malign Senator Helms even more than they already have.

So we need to move fast.

To make payments we have promised, we have to pay \$90,000 by November 30th. I'm afraid if we don't make good on these commitments, someone may panic and take legal action against the Helms for Senate Committee -- and that would be disastrous.

I hope we can count on your help.

A million dollars sounds like a lot of money, and it is.

REPLY

Mr. Doug Q. Sampler
4505 Falls of the Neuse
Suite 600
Raleigh, NC 27609

Dear Jesse:

I was proud to be on your campaign team!

I know you had to put all your resources into TV those last critical days. But I believe it was the right decision.

I've enclosed the most generous contribution I can to help get your campaign debt paid off:

_____ \$100

_____ \$ _____ Other

Make checks payable to: 21 00001842
HELMS for Senate— Debt Retirement

The foregoing material together with all attachments and enclosures is authorized and paid for by return to Helms.
Unauthorized Transfer. Donations are not to be made to an alternate contribution. All contributions will be made to
Senator Helms 1988 General Election Campaign.

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Jesse Helms
Raleigh, N.C. 27611

Jonathan Hill
Finance Chairman

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MR. DOUG Q. SAMPLER
SUITE 600
4505 FALLS OF THE NEUSE
RALEIGH NC 27609

November 9, 1990

The pollsters said Jesse Helms was going to lose.
The liberal commentators said he would lose. The liberal establishment poured millions into negative TV ads during the last 7 days . . . and was hoping for a knockout blow.
Their dream: the utter and total defeat of Jesse Helms.
But we won! And words can't express the thanks we owe you.
Jesse Helms owes this victory to you because you helped him come from 7 points behind in the last week.
Thank you. And God bless you.

Your contribution made the crucial difference in paying for the TV and radio commercials Jesse needed to pay for in the last critical week.
I wish I was writing just to thank you. But I do have a problem: I hope you will help Senator Helms's campaign was forced to go \$1,000,000 into debt.

Now we have to pay off unpaid bills to printers and TV production people - bills we had to put on hold the last two weeks.
I know it's an imposition on you - and I feel uneasy asking you to help again - but can you send another \$100 contribution to help retire Senator Helms's campaign debt?

Let me explain:
As you know, the Senate did not adjourn until late Saturday, October 27. Senator Helms didn't hit the campaign trail until October 29 - just eight days before the election! We had to cancel 24 fundraising events - because the Senate was late adjourning - wiping out hundreds of thousands of dollars in income.
At the same time, Senator Helms's opponent was spending \$250,000 a day on negative, untruthful TV ads attacking Jesse.

And nine out-of-state liberal hate groups spent tens of thousands of additional dollars worth of ads every day.
At the beginning of the week, Senator Helms trailed 7 points in the polls. With Jesse's opponent prepared to blast him with ONE MILLION DOLLARS in the bank, we had to make a decision.

Go into debt - or lose the strongest conservative voice in the U.S. Senate. To a liberal who could make Ted Kennedy look lame.

Really we had no choice. We had to match Harvey Gantt's warchest.

That's why I'm looking at a million dollar debt. But we got the job done - with your help.

And that's why I need your contribution to get this burden off Senator Helms's shoulders.

I am extremely proud of our campaign effort.

Running against the anti-Republican tide, running against the darling of the left who had \$7 million to spend, we not only beat the liberals - but also the liberal newspaper editors who had made Jesse's defeat their holy crusade!

But now we must face this debt - and make our payments to creditors - mostly small businesses, who extended us credit for last minute voter mailings, and like the TV studios who produced crucial last minute ads.

Now they are calling, and we want to make every effort to pay them immediately.

We can never say enough - never thank you sufficiently for your help in this campaign.

Without your unwavering support, we wouldn't have had a prayer - and Senator Helms would have been politically dead long ago.

We appreciate what you've done. Senator Helms is so grateful for all your faithfulness.

And after all the analyses are done, we'll write and give the full details on what happened.

But right now, I hope you can lend a hand with this campaign debt. After you enclose your check, feel free to write a note to Senator Helms on the back of this page, congratulating him on his great victory.

I'll be sure he gets it. Thank you again for all your help. Jonathan Hill, Helms for Senate, Finance Chairman.

PLEASE REFOLD THIS ENTIRE PAGE SO THAT RETURN ADDRESS AND PERMIT NUMBER SHOW THROUGH WINDOW OF BUSINESS REPLY ENVELOPE. NO POSTAGE NEEDED.

URGENT REPLY

FROM: MR. DOUG Q. SAMPLER
SUITE 600
4505 FALLS OF THE NEUSE
RALEIGH NC 27609

TO: SENATOR JESSE HELMS
P.O. BOX 25644
RALEIGH, NC 27611-9921

0000 00001842

DEAR SENATOR HELMS:

CONGRATULATIONS ON YOUR VICTORY. I'M RUSHING MY SPECIAL CONTRIBUTION OF:

\$100 \$ _____ OTHER

PLEASE MAKE CHECKS PAYABLE TO: HELMS FOR SENATE - DEBT RETIREMENT

FIRST CLASS MAIL PERMIT NO. 3211 RALEIGH, NC
POSTAGE WILL BE PAID BY ADDRESSEE

SENATOR JESSE HELMS
DEPT. 04
P.O. BOX 26544
RALEIGH, NC 27611-9921