



September 20, 2019

Erin Cruz
RAN Action Fund
8690 Aero Drive, Ste 115-304
San Diego, CA 92123

Dear Erin,

We would like to formally invite you to join our recall campaign as Co-Chair of Californians to Recall Gavin Newsom. We're aware that this is a difficult decision. What you've built with your recall effort has been wonderful, but we assume that by now you've seen the challenges you face with your petition.

We truly want this to be a mutually beneficial arrangement and are prepared to work earnestly with you to ensure a smooth transition into a unified, robust campaign to Recall Gavin Newsom.

Co-Chair

As Co-Chair we would ask that you would be the face of the campaign in the areas encompassed by the 36th Congressional District, and as time permits while you campaign for Congress, that you would be able handle other public and media appearances when Dr. Veltmeyer is unavailable due to his hospital on-call schedule.

Our email and direct mail appeals would include your signature along with Campaign Chairman Dr. Veltmeyer, and we would add your bio and title to the website.

You'd serve as a rallying point and encourager for the loyal volunteers that have joined you in this recall effort.

We want you to be able to focus on your campaign while still maintaining a visible presence in the recall campaign.



Messaging

Perhaps the biggest challenge for you is the messaging during the transition. Our suggestion is that we lay the blame for the petition challenges squarely at the foot of Secretary of State Alex Padilla. You and your team relied on advice from the Secretary of State in the design and formatting of your petitions, and as a result you were left with a petition that simply did not serve the purposes needed for a campaign of this magnitude. It was subtle sabotage.

We will work with you on crafting a joint statement that, hopefully, answers questions and assures disappointed volunteers.

A video statement may be beneficial, or just a written one. We can discuss this further.

Your Organization

Unifying separate campaigns under one banner is challenging. There will be some pushback from zealous volunteers. That's why we believe it's important to draw Alex Padilla into this to give volunteers someone to blame other than you or us. We must rally everyone toward the common goal of qualifying the recall election.

We will need to share resources. We will need your volunteers and donors, and we will reciprocally share ours. All fundraising and coordination must fall under the banner of Californians to Recall Gavin Newsom.

Your Campaign for Congress

There are several ways we can help your campaign.

First and foremost is sharing of our lists of volunteers and donors.

Second, we can help with exposure including targeted Facebook ads and GOP email blasts into your district. We also can work with Cameron on a petition mailing / fundraising package to voters. Our consultants have done similar packages for candidates in the past and they have a mutual benefit.

We understand this is a difficult decision, but we believe we can unify our teams and push this forward to our ultimate goal.