OFFICE OF MANAGEMENT AND BUDGET

ROUTE SLIP

TO Mr. Carlucci

- [ ] Take necessary action
- [ ] Approval or signature
- [ ] Comment
- [ ] Prepare reply
- [ ] Discuss with me
- [ ] For your information
- [ ] See remarks below

FROM Dwight Ink

DATE 6/28/72

REMARKS

I recommend strongly against the "donation for business" option. I think it unlikely to produce significant results and is too susceptible to giving the wrong public image, particularly if funds are solicited from all sectors rather than just business. My only suggestion would be to add as another "CON":

° President "passing the cup" for industry may hit wrong note politically.

OMB FORM 4
REV AUG 70

ASSOCIATE DIRECTOR
OFFICE OF MANAGEMENT AND BUDGET

6/28/72

Mr. Ink

I did a redraft. Please call me after you have read.

FC

Frank Carlucci

Moving Private Resources into Flood Devastated Areas

Objective: A Presidential initiative to encourage citizens and business to make donations for the economic recovery of the devastated areas.

Basic Assumptions:

- Industry to industry relationships, e.g. supplier to customer, will provide motivation for business contributions.
- A Presidential appeal will galvanize a ~~material~~ national response of sufficient proportions to make a difference.

Coordination: If a special task force on recovery and growth is created a close tie in would be required. This could be accomplished by making the Secretary of Commerce the President's agent for the fund raising effort (he would also co - chair the task force on recovery and growth)

Options:

1. Announcement:

a. Independent Presidential announcement

b. Announce with Task Force on Recovery and Growth

2. Organization:

a. None. Secretary of Commerce would follow up.

b. A committee of prominent names to be chaired by Secretary of Commerce with staff support from commerce.

c. A committee of prominent names with its own fund raising staff. Would be self-supporting ~~Would be~~ and created in response to Presidential appeal. Prior to announcement we would have to find someone of stature to take the lead, ~~prior to announcement.~~

3. Mission:

a. Fund raising from all sectors

b. Fund raising from industry only

c. A broader role, e.g. work with local industry in devastated area on financial problems and obtaining access to capital markets

4. Duration

a. Indefinite

b. Fixed period - 6-8 months

Overall Assessment:

Pros:

- Would demonstrate Presidential interest
- Might make a difference

Cons:

- Could be a big bust if appeal falls on deaf ears
- Will arouse expectations in devastated area
- Could lead to increased pressures for federal funding