

REAGAN RANCH
HISTORICAL TRUST
A project of Young America's Foundation

June 16, 1999

Steven C. Ethridge
President & Chief Manager
Ethridge & Associates, L.L.C.
751 Walnut Knoll Lane
Cordova, TN 38018

Dear Steve:

I'm writing to let you know what tremendous contribution your research and consulting made to the success of the Ronald Reagan Historical Trust fundraising campaign.

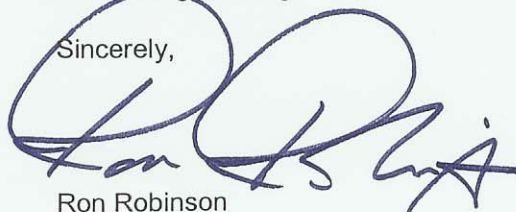
This campaign may be the most successful fundraising campaign this decade. So far, we have raised over \$7 million dollars and the money is still pouring in.

Your research helped us find and tap the "responsive chord" among conservative donors that motivated conservatives to reach deep into their pocketbooks and write very sizeable contribution checks to pay off the mortgage on the Reagan Ranch, restore the trails, and protect the valuable contents of the home. Among other important findings, your research told us that:

- Conservatives felt that they never had a chance to give Ronald Reagan a heart-felt "thank you for being such a great president." This important research discovery enabled us to design a fundraising message that evoked a very powerful emotion and motivated people to give major financial donations to the Trust.
- Out of more than a dozen of Reagan's accomplishments, his greatest accomplishments in the opinion of conservatives were his standing up to communism and winning the Cold War and restoring patriotism and hope to America. Knowing this helped us narrow our message and select film footage that activated the strongest possible favorable emotions toward Reagan in our fundraising video.
- A majority of donors considered it worthwhile to contribute financially to preserve and protect the Reagan Ranch so that future generations of young people can come here to learn the conservative values and principles of this giant of a man who walked among us, Ronald Reagan.
- Out of 18 possible conservatives that could have been used as spokespersons for this fundraising message, the ones that conservatives would most likely respond to were Nancy Reagan and Charlton Heston. Thus, we selected these spokespersons and they helped make the campaign a resounding success.

Steve, on behalf of Ronald and Nancy Reagan, the Ronald Reagan Historical Trust and the owners of the ranch, the Young America's Foundation, I want to express a heartfelt thank you for a job well done. We will heartily recommend Ethridge & Associates to any organization that wishes to use public opinion research to help it craft a winning message.

Sincerely,



Ron Robinson
President