

**FROM** Data Targeting Staff

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**TO** [REDACTED]

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**RE** Independent Candidate Ballot Access Feasibility Study

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**DATE** 26 February 2016

### **Purpose of Memo**

Data Targeting staff was asked to prepare a memo outlining the possibility of a true independent run for President of the United States in 2016. The purpose of this memo and this project is to:

- 1) Determine if this option is technically, legally and logistically viable and,
- 2) Embark on specific survey and other research to test a short list of possible candidates in battleground states.

***Initial analysis: It is possible to mount an independent candidacy but will require immediate action on the part of this core of key funding and strategic players. The first two states in the qualifying process are ideally scheduled to test the viability of any independent candidate and a serious effort should be launched to do just that.***

**The key elements for feasibility are:**

- 1) Getting on the ballot in the first two, most difficult states: Texas and North Carolina.
- 2) Identifying a candidate who is immediately viable, widely known and ideologically compatible with the disenfranchised electorate.
- 3) Coalescing enough funding support in a very short window of time.
- 4) Running an incredibly lean and mean operation in the face of a lot of hungry consulting and donor "mouths to feed." An operation of this scale would be massive and by necessity for speed could not be lumbering.

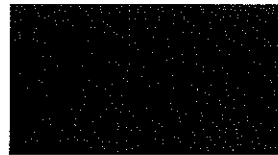
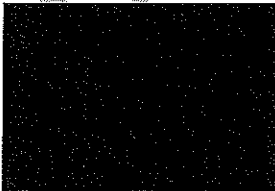
## **Executive Summary**

- The first two states with filing deadlines are two of the four hardest states on signature requirements (Texas and North Carolina)
- Texas has a high signature requirement (79,939) and particularly strict limits on which voters are eligible to sign petitions
- North Carolina has an even higher signature requirement (89,366) and a one month gap between Texas's filing deadlines
- With 38 Electoral Votes in play in Texas and North Carolina's true swing state status, failing to qualify in either or both states would render any independent candidacy non-viable
- Through July 15, a candidate would need to obtain **460,523** valid signatures in 11 states that have filing deadlines between May 9<sup>th</sup> and July 15<sup>th</sup>, 2016
- Assuming a start date of April 1<sup>st</sup>, a campaign would have 106 days to collect and submit petitions in these states by these deadlines
- On average the campaign would need to collect an average of **4,345** verified petitions per day to stay on pace – or **363** verified petitions per hour per day (assuming 12 hours' work per day)
- We determine this is logistically possible but will require immediate action.

Any candidate who can get on the ballot in Texas and North Carolina without being nominated by a registered political party, and assemble necessary campaign infrastructure within this time frame to accomplish this goal, is a candidate who can at least get on the ballot in the remaining 48 states plus Washington, DC – and a candidate worthy of serious attention in the eyes of the media and the American people as a whole.

\*\*\*See appendix for NASS ballot access comprehensive document.

## **Recommendations for Short List**



## **Key Petition Deadlines**

May 9, 2016

Texas – Petition and Paperwork Deadline

- 79,939 verified signatures from registered voters who *did NOT* vote in the presidential primary of either the Democrat or Republican Party
- Running mate selected with consent form signed
- Signed consent forms for 38 Electoral College candidates

June 9, 2016

North Carolina – Petition Deadline

- Petitions submitted to County Board of Elections Office by 5 PM on this date
- 89,366 verified signatures needed
- No running mate or Electoral College candidate slate required on this date (due August 5<sup>th</sup>, 2016)
- All verified petitions must be delivered to the State Board of Elections by 12 PM on June 24, 2016

June 27

- Illinois – 25,000 Signatures

June 30

- Indiana – 26,700 Signatures
- New Mexico – 15,388 Signatures

July 8

- Nevada – 5,431 Signatures

July 12

- Georgia – 49,336 Signatures

July 15

- Florida – 119,316 Signatures
- Oklahoma – 40,047
- South Carolina – 10,000
- Delaware – 6,500