Finding aid for the Robert Kaplan political campaign, ballot measure, and fundraising papers 6123

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2016 September
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Robert Kaplan is known internationally for his skills as a campaign, communications and fundraising consultant and advisor. Clients have included initiative campaigns, political action committees, special interest groups, trade associations, not-for-profit organizations and foundations, candidates and independent expenditure efforts. Kaplan is widely viewed as an expert in these areas. Kaplan has planned, designed, positioned, directed and executed more than 250 fundraising and capital campaigns, grassroots, voter outreach and other communications programs for a variety of interests. His experience includes more than 30 statewide initiative campaigns. Kaplan has worked with public and private sector groups and clients on a wide range of issues, including renewable energy, environmental preservation and natural resources management, public safety, transportation, public school finance, public employee pensions, land-use, auto and health insurance, public-private partnerships and capital campaigns for the construction of buildings and public parks. The Robert Kaplan political campaign, ballot measure, and fundraising papers consists of correspondence, memorandums, reports, audio visual materials, and ephemera, created and collected by Robert Kaplan during the course of his professional fundraising activities. Included are materials for many of the campaigns on which Kaplan worked, which include ballot initiatives (primarily in California but some in other states) and political campaigns (primarily in California but some in other states); political action committees; and general fundraising.

Robert Kaplan has been published more than a dozen times and is a frequent speaker at conferences, training programs and other community events. His activities and clients span the United States, Israel, Mexico, Canada and the former Soviet Union. In 1990 Kaplan was among the first twelve American political consultants invited to the former Soviet Union to train government and party officials on the role of politics and political campaigns in building a democratic government. Following a degree in Rhetoric from the University of California at Berkeley, Kaplan was awarded a CORO Foundation Fellowship in Public Affairs. He then completed his Fellowship and studies in Public Policy at the Claremont Graduate School.

Kaplan spent more than a decade as a Director of the American Association of Political Consultants where, as Chair of both its 2008 and 2009 National Pollie Awards Conferences, he reworked their programs and awards. Kaplan was a member of the Board of the CORO Foundation of Southern California, the Board of Hillel at UCLA and on the United Jewish Appeal National Leadership Cabinet representing the Los Angeles Jewish Federation. Robert was instrumental in the creation of, and serves as a Co-Chair of, the Los Angeles Political Roast benefiting the American Diabetes Association.

Kaplan began his political, public affairs and fundraising career in 1966 at the ripe age of 9 when he was dragged by his older brother Allan to “volunteer” for a California State Assembly campaign. Robert was the youngest envelope stuffing, precinct walking, lawn sign planting and telephone soliciting for votes and money volunteer on that campaign, which set the stage for a lifetime of activities devoted to public and community service.
fundraising activities. Included are materials for many of the campaigns on which Kaplan worked, which include ballot
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states); political action committees; and general fundraising.

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Political campaigns -- California -- 20th century -- Archival resources
Political campaigns -- United States -- Archival resources
Referendum -- California -- 20th century -- Archival resources

Audiocassettes
Brochures
Letters
Memorandums
Pamphlets
Reports
Videocassettes
Kaplan, Robert -- Archives

Political office races

Box 1, Folder 1  Dan Whitehurst for U.S. Senate 1981
Scope and Contents
Jerry Brown opposition research.

Box 3, Folder 12  Dianne Feinstein for Governor 1990
Box 3, Folder 7  Diane Watson for Supervisor 1992
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Box 3, Folder 4 California Chiropractic Association/Back the PAC 1992
Box 5, Folder 3 Jobs Through Workers Comp. Reform 1993
Box 5, Folder 4 CSEA PAC--Victory Club (A School Employees Assn.) 1993
Box 5, Folder 22 Nurse Practitioners PAC Fundraising 1995
AMGA Plan/Timeline (Unified Medical PAC) 1996
NJ Society of Optometric Physicians 2000
Santa Monica Chamber of Commerce/No On Living Wage/Fair Initiative Chamber PAC 2001
California Indian Health Partnership 2002
New Jobs--NJBIA 2003
Los Angeles Area Chamber of Commerce Jobs PAC 2012
Tel Aviv Foundation 1986
American Friends of Tel Aviv University 1986
Friends of Tel Aviv University--INFA (Information for Americans) 1983
California Democratic Party 1991
Capitol Focus 1993
California Fabricare Institute 1993
Operation Secure Fund for Fail Safe Jail Systems 1998
Sample Fundraising Plans (Redacted) 1997, undated
Sample letters packet 1993-2000
Sample Organization and other charts undated
Foundation for Community Service/Cable Television 1982
California Public Broadcasting Commission (Testimony) 1982
California Association of Realtors Initiative Handbook 1985
Campaigns and Elections, "Rising Stars" (Article includes RK) 1991
Campaigns and Elections--various seminar tapes 1991-2002
Campaigns and Elections, "How to Win Phone Tag" 1993
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Campaigns and Elections Book: Filling the War Chest, 2 chapters by RK 1993
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Iron Press, Inc., "Raising Money During Phase I & Phase II" 1995
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Campaigns and Elections, "LA Fire Alarm", "Bonds of Trust" 1997
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Campaigns and Elections, "Raising Money: New Trends and Tips" (Interview with RK) 2003 April
Winning Campaigns, "Use Practical Talk to Ask for Money" 2006
Democratic National Committee/Western Regional Caucus 2007
"Key Fundraising Points and Solicitation Notes" 2015