

B/F ~~30th~~ Sept.



10 DOWNING STREET

CONFIDENTIAL

20th September 1985

Dear Alistair,

I attach a copy of a note which Bernard Ingham sent to me and to Stephen Sherbourne in June, which is self-explanatory. I thought it might be helpful for you to have a copy of this on your files.

I would be very grateful if we could have a word sometime when you get back to London. Perhaps you, or your secretary, could ring me or Tessa so that we can make a plan?

Yours ever
Michael

MICHAEL ALISON

Lord McAlpine of West Green

CONFIDENTIAL

c: Mr Butler

MR ALISON

MR SHERBOURNE

*v. promising idea: the new Treasurer will want to consider it
MA 26/6*


NOTE FOR THE RECORD

This is to let you know that I met Ian MacGregor, Chairman, NCB, at Royal Ascot. He said that he had discussed with a number of people, including Lord McAlpine and John Selwyn Gummer, money raising on the USA pattern for the next General Election.

He said that the Reagan Administration had hit upon an extremely lucrative method of fund raising. Using computers, they were sending by direct mail letters to known supporters who had benefited from a particular policy or measure, asking them to contribute, say \$10, to Republican Party funds.

He believed this was applicable to this country, but felt that the CCO might be too prim and proper or correct or traditional to introduce it. The Prime Minister should be made aware of it.

I made no comment, but said I had got the point and would pass it on.



BERNARD INGHAM
25 June 1985

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B/f

MR. ALISON

MR SHERBOURNE

Tess TOMALU?

c: Mr Butler

Murail

Can we discuss
how we proceed \$2710

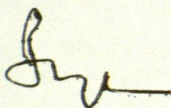
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