



BRIEFING BOOK FOR CANDIDATES AND DRAFT COMMITTEES 2012 PRESIDENTIAL NOMINATION PROCESS

Version 1.0

THE MISSION OF AMERICANS ELECT

In order for Americans to enjoy the governance they deserve, Americans Elect is organizing an Internet-based convention to nominate a presidential ticket in 2012 that will bridge the vital center of American public opinion.

The winning presidential and vice presidential nominees will be on the ballot in all 50 states and will be a competitive alternative to candidates put forward by the Democratic and Republican parties.

Any registered voter can become a delegate and decide who will run for and who will win the Americans Elect nomination.

Our mission is not to create a permanent third party but instead to empower Americans with a new way to nominate future presidential tickets comprising the most qualified Democrats, Republicans, and independents. Beyond 2012, Americans Elect's innovations in technology will assist those seeking to reform how leaders are held accountable to the vast majority of citizens while remaining independent of the partisan interests of either major political party.

NOTE:

Americans Elect is not a traditional political party, nor is it a "political committee" under the Federal Election Campaign Act of 1971. Pursuant to the unanimous March 2010 opinion of the U.S. Court of Appeals for the D.C. Circuit in *Unity08 v. FEC*, the organization, its directors, officers, and its paid staff do not and will not support, or oppose, any particular candidate or particular draft effort for a candidate for the presidential or vice-presidential nominations of Americans Elect. That impartiality will continue until the Delegates have made their choice in June 2012.

This briefing book is for the purpose of informing prospective candidates and draft efforts about the Americans Elect nominating process. It is based on draft convention rules that will be posted for delegate review, comment and improvement on the website at www.AmericansElect.org. It is the responsibility of each declared candidate and draft committee to review and be familiar with the draft convention rules. This briefing book is a public document and is posted on the website in its entirety.

The staff of Americans Elect will, upon request, brief all potential candidates and draft efforts on the processes described in this briefing book. All briefings will be confidential as far as the Americans Elect staff is concerned. The purpose of the confidentiality of the briefing meetings is to protect the interests of those being briefed. Those being briefed may share any details of the briefings with whomever they choose. Americans Elect will restrict its public comments on these briefings, except to correct any misstatements.

The Rules Committee will have final and binding authority to interpret and enforce the Americans Elect rules. In the event of any discrepancy between the procedures described in this briefing book and the rules, the rules will prevail.

OVERVIEW 6

HOW TO QUALIFY AS A CANDIDATE 9

- Submit a Statement of Candidacy 10
- Take the Candidate Pledge 10
- Answer the “Core Questions” and Find Your “True Colors” 11
- Secure a Spot on the Website 11
- Get Delegate “Support” Clicks 11
- Get Automatic Qualification 11
- Get Contingent Qualification 12

HOW TO QUALIFY AS A DRAFT MOVEMENT 13

- Establish a Draft Committee 14
- Submit a Statement of Draft Committee Organization 14
- Take the Draft Committee Pledge 14
- Create a Presence on the Website for the Draft Candidate 15
- Get Delegate “Support” Clicks 15
- Get Automatic Qualification 15
- Get Contingent Qualification 16
- Multiple Draft Committees 16

HOW TO BUILD SUPPORT 17

- Get “Support” from Existing Delegates 18
- Enroll New Delegates 18
- Engage in the Platform of Questions 18
- Take Advantage of www.AmericansElect.org 19
- Fundraising 20

DETAILS OF THE CONVENTION VOTING PROCESS 21

- How to Get on the Qualifying Ballots 22
- Order of Names on Qualifying Ballots 22
- Timing and Schedule for Voting on Qualifying Ballots 23
- How the Qualifying Ballot Voting Works 23
- Drafted Candidates in the Final Six 23
- Vice Presidential Selection 23
- Order of Names on Nominating Ballots 24
- Timing and Schedule for Voting on Nominating Ballots 24
- How the Nominating Ballot Voting Works 24
- Ballot Security 24

WHAT NOMINEES CAN EXPECT AFTER THE CONVENTION 25

- The Campaign Belongs to Its Leaders, not to Americans Elect 26
- Federal Regulation 26
- Help from the Americans Elect Community 26
- Traditional Campaign Elements 26
- Nontraditional Campaign Elements 26
- Participation in Debates 27
- Chances of Winning 27

WHY AMERICANS ELECT CAN ELECT THE NEXT PRESIDENT 29

FREQUENTLY ASKED QUESTIONS 35

WHAT IS AMERICANS ELECT?

Americans Elect will host the first-ever secure online nominating process that is independent of the major political parties.

Americans Elect is not a traditional third party. We are a second nominating process for the people to pick a presidential ticket to go on the November 2012 ballot. As a result of our Ballot Access program, the ticket selected by Americans Elect Delegates will be on the ballot in all 50 states.

The goal of Americans Elect is to nominate a balanced presidential ticket that answers directly to voters—not to the political system.

Americans Elect itself does not and will not support or oppose any candidate or draft effort—it simply provides the nominating process.

THE NOMINATION PROCESS

Any registered voter may become an Americans Elect Delegate by signing up at www.AmericansElect.org.

Any person constitutionally and professionally qualified to serve as President may seek the Americans Elect nomination as long as he or she agrees to reach across the political space and pick a running mate from another party.

As of November 6, 2011 (exactly one year before the 2012 election), candidates may formally file on the website and the Delegates may start draft efforts for any leaders they think should run.

Millions of Americans Elect Delegates will vote in a series of online ballots to be held during the spring and summer of 2012.

The Delegates will have their first opportunity to vote during April 2012 in the first and second Qualifying Ballots. A third and final Qualifying Ballot will be held in May 2012.

The top six candidates for President to emerge from these three Qualifying Ballots will be placed on the Nominating Ballot to be voted on in June 2012. At that stage, candidates who have been drafted will officially declare their candidacies or they will be dropped from the ballot. All candidates will name their vice presidential running mate. The Americans Elect rules state that no ticket will consist of two people from the same political party. Independent candidates must also ensure that their ticket is ideologically balanced.

In June 2012, the top six tickets to reach the Nominating Ballot will compete for the Americans Elect nomination.

The first ticket to achieve the support of a majority of the Delegate votes will become the nominee of Americans Elect.

By June 26, 2012, the Delegates of Americans Elect will have nominated a presidential ticket for inclusion on the November 2012 ballot for President and Vice President in all 50 states.

WHO CAN RUN?

Anyone who is constitutionally and professionally qualified to serve as President of the United States may seek (or be drafted by others to seek) the Americans Elect nomination.

Prospective candidates and/or Draft Committees will also meet the following criteria and be certified by the Americans Elect Candidate Certification Committee:

- Provide detailed information to the website about the candidate.
- Take the Americans Elect Candidate Pledge.
- Achieve significant Delegate support.
- Provide specific text and (direct-to-camera) video answers to the Delegate-approved Platform of Questions.

WHO ARE THE DELEGATES?

Any registered voter may become an Americans Elect Delegate by signing up at www.AmericansElect.org. The Delegates will do three things: (1) consider and recommend improvements in the rules (found on the Americans Elect website); (2) craft a Platform of Questions that all candidates will address in direct-to-camera videos on the website; (3) pick the 2012 Americans Elect ticket.

GETTING DELEGATE SUPPORT

The challenge for each candidate and/or draft effort, both in the original certification process and in building support for the convention voting, is to get as much Delegate support as possible. Successful efforts will concentrate on both winning support of existing Delegates and bringing new Delegates on board. Americans Elect expects to recruit close to a million delegates in 2011, and we expect millions more to be brought in by the declared candidates and Draft Committees.

For both declared candidates and Draft Committees, there will be opportunities to use the www.AmericansElect.org website to interact with the Delegates. All candidates and Draft Committees will have a page where they can present themselves, their answers to the Core Questions and the Platform of Questions, their backers' reasons for supporting them, and additional information regarding the candidate.

THE TIME IS NOW

This is a unique moment in American history. A solid majority of American voters are tired of politics as usual and want a third choice on the ballot for President. They want leaders who will put their country before their party, and American interests before special interests. The current system and the choices it offers are inadequate.

By using the Internet to open up the process, Americans Elect can help fix a broken system and give the people the voice and choice they deserve. By achieving ballot access in all 50 states, Americans Elect offers a viable pathway for candidates seeking the presidency, and thus a real chance of being elected in November 2012.

**HOW TO
QUALIFY AS
A CANDIDATE**

SUBMIT A STATEMENT OF CANDIDACY

To declare, each candidate will provide the Americans Elect Candidate Certification Committee a private Statement of Candidacy that includes name, birth date, voting residence, and other basic information—all pursuant to paragraph 2.1.1 of the rules found on the Americans Elect website. This Statement of Candidacy will be verified for its authenticity by the Candidate Certification Committee.

TAKE THE CANDIDATE PLEDGE

Every declared candidate will submit a signed copy of the Americans Elect Candidate Pledge that appears below.

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CANDIDATE PLEDGE

As a condition of candidacy for Americans Elect nomination for President of the United States, I agree to accept the nomination and I pledge to:

- Support the Mission of Americans Elect, which seeks to nominate a ticket that will campaign and govern with no regard to party affiliation in order to build the coalitions necessary to solve the challenges that face our Nation.
- Adhere to the Rules of Americans Elect nominating process.
- Accurately represent my political views and history.
- Provide in print and video format on the Americans Elect website direct answers to all questions asked by the Delegates in the Americans Elect Platform of Questions.
- Campaign and govern without concern for the partisan interest of either major party by advancing competently crafted policies regardless of where on the political spectrum they originate.
- Build the first coalition of my Presidency by selecting a Vice Presidential running mate who will help me forge the essential coalitions of members of the major parties to meet the crucial issues identified by the Americans Elect Delegates in the Platform of Questions.

Name

Signature

Date

ANSWER THE “CORE QUESTIONS” AND FIND YOUR “TRUE COLORS”

All declared candidates will submit answers to each of the nine “Core Questions” on the Americans Elect website to determine their “True Colors.”

Delegates are given the opportunity to answer these same questions and discover their “True Colors,” regardless of their party or the color of their state.

Each declared candidate’s answers to these questions will be posted on the website and will be searchable to allow Delegates to identify which candidate responses most closely match their own.

SECURE A SPOT ON THE WEBSITE

Having taken the first three steps, each declared candidate will be listed on the Americans Elect website in alphabetical order and can start building support for his or her candidacy.

GET DELEGATE “SUPPORT” CLICKS

Once a declared candidate is listed on the website, Americans Elect Delegates will be able to click on a candidate’s name to record their “support.” The challenge for declared candidates is to obtain these Delegate “support” clicks. Delegate “support” is not the same as a Delegate vote. Delegates may click to “support” as many candidates as they wish—but they can record their “support” for each candidate no more than once. Candidates will have the opportunity to get the “support” of existing Delegates and can also bring new Delegates to the website to record their “support.”

GET AUTOMATIC QUALIFICATION

The rules provide that the Americans Elect Candidate Certification Committee will automatically qualify as certified “any natural person who is constitutionally eligible to serve as President and who has served in any of the following positions without removal from office or current criminal indictment or conviction: Vice President, United States senator, United States member of Congress, presidential Cabinet member, head of a federal agency, governor, mayor of any of the largest 100 cities in the United States, chairman or chief executive officer or president of any corporation or nonprofit corporation or philanthropic organization with 1,000 or more employees, president of a national labor union with 100,000 or more members, military officer who has attained flag rank, ambassador, and president of an American-based university with more than 4,000 students.”

Automatically qualified candidates will need to obtain “support” clicks on the Americans Elect website from a minimum of 10,000 Delegates (at least 1,000 in each of ten states) for their name to appear on the Qualifying Ballots of the convention beginning in April 2012.

GET CONTINGENT QUALIFICATION

To ensure that all serious candidates have the opportunity to participate in the Americans Elect process, candidates who don't meet automatic qualification criteria may participate by getting contingent qualification. This can be done by securing "support" clicks on the website from 100,000 Americans Elect Delegates (at least 10,000 in each of ten states) within 30 days of being included on the website. This is a level of support determined to be a deterrent to those who seek to disrupt the process. With that test met, the Candidate Certification Committee will then review the candidate's qualifications to run. Some candidates may choose to delay the formal filing of their Statement of Candidacy and listing on the website until such time as they feel they have the organization in place to secure that level of support within the 30-day window. (Note that the rules provide that any decision of the Candidate Certification Committee may be overturned by a vote of two-thirds of all Delegates.)

**HOW TO
QUALIFY AS
A DRAFT
MOVEMENT**

ESTABLISH A DRAFT COMMITTEE

The Americans Elect process welcomes the efforts of Delegates who wish to draft a candidate to run. The draft process has been designed as a way the people can persuade leaders to run who otherwise might not have done so. Delegates may establish Draft Committees to draft any constitutionally qualified person for the Americans Elect presidential nomination. Until the drafted candidate is chosen as one of the six who survive the qualifying round of ballots in April and May 2012, no statement by the draftee of disinterest in running will be considered binding.

SUBMIT A STATEMENT OF DRAFT COMMITTEE ORGANIZATION

Each Draft Committee will provide the Americans Elect Candidate Certification Committee a Statement of Draft Committee Organization that includes information pursuant to paragraph 2.1.1 of the rules found on the Americans Elect website. This Statement of Draft Committee Organization will be verified for its authenticity by the Candidate Certification Committee.

TAKE THE DRAFT COMMITTEE PLEDGE

The designated principal supporter of each Draft Committee will submit a signed copy of the Americans Elect Draft Committee Pledge that follows.

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DRAFT COMMITTEE PLEDGE

As a condition of organizing a Draft Committee for the Americans Elect nomination for President of the United States, I agree and pledge to:

- Support the mission of Americans Elect, which seeks to nominate a ticket that will campaign and govern with no regard to party affiliation in order to build the coalitions necessary to solve the challenges that face our nation.
- Adhere to the rules of Americans Elect nominating process.
- Accurately and actively advocate to secure the nomination of the drafted candidate.
- Provide in print and streaming video format on the Americans Elect website direct and accurate answers to the Platform of Questions and state why the drafted candidate should be elected President.
- Campaign and urge the drafted candidate to govern without concern for the partisan interest of either major party by advancing competently crafted policies regardless of where on the political spectrum they originate.
- Urge the drafted candidate to build the first coalition of his or her presidency by selecting a vice presidential running mate who will help forge the essential coalitions of members of the major parties to meet the crucial issues identified by the Americans Elect Delegates in the Platform of Questions.

Name

Signature

Date

CREATE A PRESENCE ON THE WEBSITE FOR THE DRAFT CANDIDATE

Having taken the first three steps, each Draft Committee will cause the draft candidate to be listed on the website and have the opportunity to create a web page at Americans Elect. The designated principal supporter of a Draft Committee can answer the Platform of Questions in video submissions that suggest how the draftee would respond—and draw clicks of “support” in so doing. Supporters can submit videos encouraging support. (The support levels of each candidate and draft effort will be publicly available on the website.)

GET DELEGATE “SUPPORT” CLICKS

Once a draft candidate is listed on the website, Americans Elect Delegates will be able to click on that candidate’s name to record their “support.” The challenge for Draft Committees is to obtain these Delegate “support” clicks for their candidate. Delegate “support” is not the same as a Delegate vote. Delegates may click to “support” as many candidates as they wish—but they can record their “support” for each candidate no more than once. Draft Committees will have the opportunity to get “support” from existing Delegates but can also bring new Delegates to the website to record their “support.” Support for the draft efforts will be critical in persuading the subject of a draft effort to become a declared candidate.

GET AUTOMATIC QUALIFICATION

The rules for Draft Committees provide that the Americans Elect Candidate Certification Committee will automatically qualify any draft candidate as certified “any natural person who is constitutionally eligible to serve as President and who has served in any of the following positions without removal from office or current criminal indictment or conviction: Vice President, United States senator, United States member of Congress, presidential Cabinet member, head of a federal agency, governor, mayor of any of the largest 100 cities in the United States, chairman or chief executive officer or president of any corporation or nonprofit corporation or philanthropic organization with 1,000 or more employees, president of a national labor union with 100,000 or more members, military officer who has attained flag rank, ambassador, and president of an American-based university with more than 4,000 students.”

Automatically qualified draft candidates will need to obtain “support” clicks on the Americans Elect website from a minimum of 10,000 Delegates (at least 1,000 in each of ten states) for their name to appear on the Qualifying Ballots of the convention beginning in April 2012.


GET CONTINGENT QUALIFICATION

To ensure that all serious Draft Committees have the opportunity to participate in the Americans Elect process, those Draft Committees with draft candidates who don't meet automatic qualification criteria may participate by seeking contingent qualification. This can be done by securing "support" clicks on the website from 100,000 Americans Elect Delegates (at least 10,000 in each of ten states) within 30 days of being included on the website. This is a level of support determined to be a deterrent to those who seek to disrupt the process. With that test met, the Candidate Certification Committee will then review the draft candidate's qualifications to run. Some Draft Committees may choose to delay the formal filing of their Statement of Draft Candidacy and listing on the website until such time as they feel they have the organization in place to secure that level of support within the 30-day window. (Note that the rules provide that any decision of the Candidate Certification Committee may be overturned by a vote of two-thirds of all Delegates.)

MULTIPLE DRAFT COMMITTEES

It is possible that different groups may want to encourage drafting the same candidate for different reasons. Each such group may do so but will establish its own Draft Committee, submit a Statement of Draft Committee Organization, and take the Draft Committee Pledge. All Draft Committees supporting the same draft candidate will be shown at the same place on the website and all "support" clicks for the draft candidate will be aggregated, with no Delegate's "support" click being counted more than once.

Draft Committees are strongly encouraged to combine their efforts and work together under the Americans Elect rules. The Candidate Certification Committee shall decide any disputes regarding Draft Committees.



**HOW TO
BUILD
SUPPORT**

Americans Elect, its directors, and officers, and its paid staff do not and will not support, or oppose, any particular candidate or particular draft effort for a candidate for the presidential or vice presidential nominations of Americans Elect.

Instead, Americans Elect and its website give declared candidates and Draft Committees the opportunity to reach Delegates on a repeated basis in order to attract their “support.” Whether to complete certification or to gain momentum for the convention voting, the key to every candidate effort and every draft effort is to obtain Delegate “support” clicks. Running totals of “support” for the candidates will be visible at all times on the website.

GET “SUPPORT” FROM EXISTING DELEGATES

Declared candidates and Draft Committees will have the opportunity to get “support” from an ever-growing number of Americans Elect Delegates. These voters became Delegates because they are looking for something new from our politics. They wouldn’t be on the website if they were not open to persuasion. Obtaining “support” clicks for the draft candidates will be critical in persuading a draft candidate to become a declared candidate.

ENROLL NEW DELEGATES

Declared candidates and Draft Committees will also be actively engaged in bringing new Delegates to the website to record their “support.” The challenge and opportunity is to sign up new Delegates because they specifically want to support your candidacy or draft effort. We believe that, ultimately, most of the Delegates will be brought to the website by this method.

Registered voters who live in the home state of the declared candidate or draft candidate and know him or her are ripe targets to be enrolled as Delegates. Declared candidates and Draft Committees can benefit greatly from recruiting the support of other political figures in other states who can cause Delegate sign-ups where they live as well. In all probability, the effort that brings the most new Delegates to the website to sign up will end up with the nomination.

This means that building an organizational ground game for enrolling new Delegates will be critical to success. Declared candidates and Draft Committees should consider creating their own websites and social media programs. Media appearances, public speaking, bus tours, and paid advertising (both in the traditional ways and in the new social media) can all be undertaken with the goal of enrolling new Delegates so they can record their “support” for a candidacy and participate in convention voting.

ENGAGE IN THE PLATFORM OF QUESTIONS

Key to building Delegate “support” will be the candidate and Draft Committee responses to the Platform of Questions created by the Delegates. The creation of the Platform of Questions is one of the most compelling aspects of the Americans Elect effort to alter politics as usual.

Beginning in the fall of 2011, Delegates will be asked to create the Platform of Questions. The Delegates will choose which issues are most crucial to the country and are most likely to confront the next President.

Delegates will hear from other Delegates and from experts across the entire spectrum of American politics about which are the key questions on each of those crucial issues. The Delegates will then decide which questions the candidates and Draft Committees will be asked to answer directly.

While the platforms of the two major parties consist of the litmus test talking points that the party candidates are all expected to salute, the Platform of Questions created by the Delegates of Americans Elect will consist of questions that the Delegates expect (and that the Pledge requires) all declared candidates and Draft Committees to answer. The answer to each question will be submitted in text form and via 90-second candidate-to-camera videos. All of the responses will be posted on the Americans Elect website.

It will be possible for Delegates to call up the answers of two or more candidates to the same question and compare them side by side.

The Platform of Questions created by the Delegates will be at the heart of not just the Americans Elect nomination but also of the 2012 presidential election.

The answers to the Platform of Questions may well determine both how Delegates will decide to vote and whether new Delegates will sign up. It is not that the public is yearning for answers that match their exact beliefs, but the public may well demand candidates who answer questions directly. The stakes for America are too severe to continue with more evasion or finger-pointing rather than simply telling the truth as directly as possible.

TAKE ADVANTAGE OF WWW.AMERICANSELECT.ORG

The Americans Elect website is not the candidates’ website or the Draft Committee’s website. It belongs to Americans Elect and its Delegates. The purpose of the website is to give Delegates the opportunity to learn about all the candidates: who they are, what they stand for, why they are running and/or why supporters think they should run.

The www.AmericansElect.org website will have a unique web page focused on each candidate and Draft Committee, to include:

- The “True Colors” of the candidate or Draft Committee, stemming from answers provided to the nine Core Questions.
- A 120-second (direct-to-camera) “Why I Am Running” (or why “X” should be drafted) video by the candidate or designated spokesperson of a Draft Committee.
- All answers to the Platform of Questions in both text and 90-second direct-to-camera video format.

- Biographical information provided by the candidate or Draft Committee to the Candidate Certification Committee.
- The contact information (URL and email) provided to the Candidate Certification Committee.
- News releases (in text and/or video format) by the candidate or Draft Committee.
- Recent news coverage of the candidate or Draft Committee.
- Videos of support from Delegates on why they are supporting the candidate or Draft Committee (presented in ranking order of “support” clicks for each).
- An opportunity for each Delegate to indicate “support” for the candidate or Draft Committee. (Delegates may click on as many candidates or draft efforts as they wish, but only one click of “support” per Delegate will be counted for that candidate or Draft Committee.)
- A running total of “support” for each candidate and Draft Committee.

Candidates and Draft Committees that are not automatically certified will have ample opportunity on the website to secure (within the 30-day window) the threshold of Delegate “support” clicks needed to permit consideration for certification.

FUNDRAISING

No candidate or Draft Committee will be allowed in any way to appeal for financial support via the Americans Elect website. The Americans Elect website will not include any links or content seeking contributions for any declared or drafted candidate or Draft Committee.

DETAILS OF THE CONVENTION VOTING PROCESS

Millions of Americans Elect Delegates will take part in a series of online ballots to be held during the spring and summer of 2012. The Delegates will have their first opportunities to vote in April 2012 in the first and second Qualifying Ballots. A third and final Qualifying Ballot will be held in May 2012.

The top six candidates for President to emerge from these three Qualifying Ballots will choose their running mates and be placed on the Nominating Ballot.

In June 2012, the top six tickets to reach the Nominating Ballot will compete for the Americans Elect nomination. The first ticket to achieve a majority support of the Delegate votes will become the nominees of Americans Elect.

By June 26, 2012, the delegates of Americans Elect will have selected a presidential ticket to be placed on the November 2012 ballot in all 50 states.

HOW TO GET ON THE QUALIFYING BALLOTS

In order for a candidate's name to appear on any of the three Qualifying Ballots in April and May 2012, the candidate will have:

- Received the necessary number of Delegate "support" clicks on the Americans Elect website. (For Automatically Qualified candidates, there will be 10,000 "support" clicks—at least 1,000 in each of ten states. For Contingently Qualified candidates, there will be 100,000 "support" clicks—at least 10,000 in each of ten states—within 30 days of being included on the website.)
- Received certification from the Americans Elect Candidate Certification Committee.
- Signed the Americans Elect Candidate (or Draft Committee) Pledge.
- Posted a biography of 1,500 words or less and contact information on the website.
- Provided responses to the "Core Questions" and determined their "True Colors" on the website.
- Posted 90-second video answers to each of the Delegates' Platform of Questions (candidate or Draft Committee spokesperson direct-to-camera).
- For declared candidates, proof of formation of a Presidential Campaign Committee with the FEC.

ORDER OF NAMES ON QUALIFYING BALLOTS

Declared candidates will be listed first on the Qualifying Ballots in alphabetical order, followed by drafted candidates in alphabetical order.

TIMING AND SCHEDULE FOR VOTING ON QUALIFYING BALLOTS

Each Qualifying Ballot will be open for voting online by Delegates for 24 hours. The first Qualifying Ballot will be held on April 17, 2012; the second Qualifying Ballot will be held April 24, 2012; and the third Qualifying Ballot will be held May 8, 2012.

HOW THE QUALIFYING BALLOT VOTING WORKS

The name of the top vote-getter in the first Qualifying Ballot on April 17, 2012, will automatically go on the June 2012 Nominating Ballot and will not appear on subsequent Qualifying Ballots.

The name of the top vote-getter on the second Qualifying Ballot on April 24, 2012, will automatically go on the June 2012 Nominating Ballot and will not appear on the subsequent Qualifying Ballot.

The names of the top four vote-getters on the Qualifying Ballot on May 8, 2012, will automatically go on the June 2012 Nominating Ballot.

The final field of six will then be complete. (Should any of these six winners in the Qualifying Ballots be a draft effort, and the subject of the draft then refuses to agree to be a candidate, the next highest vote-getter from the May 8 ballot will become eligible for the June 2012 Nominating Ballot.)

DRAFTED CANDIDATES IN THE FINAL SIX

The decision of a drafted candidate about whether to accept the draft and run or not run will at this point be required and honored. A drafted candidate who declines to run is out. Drafted candidates who declare their candidacy will then take the Candidate Pledge themselves, answer the nine "Core Questions" to determine their "True Colors," and provide their own 90-second video answers to the Platform of Questions.

VICE PRESIDENTIAL SELECTION

By May 22, 2012 (14 days after the final Qualifying Ballot), each of the six finalists will have named their vice presidential running mate. (Voting on the Nominating Ballots will be for the combined ticket.) As stated in the Americans Elect Candidate Pledge, the vice presidential selection will be from a political party different than the presidential candidate (for example, one Republican and one Democrat, in whatever order)—or in the case of an independent or third-party candidate have demonstrated views that when combined with the running mate would represent balance and a nonpartisan ticket. As Rule 8.0 states, the ticket will "consist of persons of differing ideological perspective or positions on the Platform of Questions to result in a balanced coalition ticket responsive to the vast majority of citizens while remaining independent of special interests and the partisan interests of either major political party." Upon

being chosen, the vice presidential candidates will immediately file biographical information, answer the nine “Core Questions” to determine their “True Colors,” and provide 90-second video answers to the Platform of Questions. Tickets comprising a member of each of the two major parties will be assumed to be nonpartisan. In all other cases the Candidate Certification Committee will have the duty to determine whether the rules requirement of balance and nonpartisanship has been met (subject, as always, to be overturned by a two-thirds vote of all Delegates).

ORDER OF NAMES ON NOMINATING BALLOTS

The candidates will be listed on the Nominating Ballots in alphabetical order based on the presidential candidates’ last names.

TIMING AND SCHEDULE FOR VOTING ON NOMINATING BALLOTS

There will be up to three Nominating Ballots, each with voting open to all Delegates for 24 hours. The first will be on June 5, 2012; the second (if necessary) on June 12, 2012; and the third (if necessary) on June 26, 2012.

HOW THE NOMINATING BALLOT VOTING WORKS

All Delegate votes will be cast for the combined ticket for president and vice president. The first ticket on any of the ballots to achieve a majority of the votes cast will be declared the Americans Elect nominees. If the first ballot with six tickets does not produce a nominee, the top three vote-getters will proceed to the second ballot. If the second ballot does not produce a nominee, the top two vote-getters will proceed to the third and final ballot.

Americans Elect will then have a balanced, bipartisan ticket ready to be placed on the November 2012 presidential ballot in all 50 states.

BALLOT SECURITY

Before any vote is officially certified, the voting process will be reviewed by an independent internet integrity auditor to assure that the voting process was secure.

**WHAT
NOMINEES CAN
EXPECT AFTER
THE CONVENTION**

THE CAMPAIGN BELONGS TO ITS LEADERS, NOT TO AMERICANS ELECT

Americans Elect is not a traditional third party or a national committee that is going to run your campaign. We provide ballot access and the online convention. We exist to facilitate, not to direct.

FEDERAL REGULATION

It is important to understand that all candidates for president are subject to the regulations of the Federal Election Commission. (In fact, all candidate committees will comply with federal law by filing with the FEC as soon as they decide to seek the Americans Elect nomination.)

Note: FEC regulation does not mean that Americans Elect candidates or the nominated ticket will be eligible during the campaign for any of the federal funding that the Republican and Democratic candidates may receive. Assuming a certain level of success in November, some federal funds may be forthcoming, but none will be available before Election Day.

HELP FROM THE AMERICANS ELECT COMMUNITY

As the convention nominees, you can anticipate some significant support in important ways. The Americans Elect Delegate base that helped get you the nomination—and the Delegate Leaders who helped recruit those history-breaking Delegates to the cause—seem likely to us to be ready to help form a ground organization that can rival that of either of the two major parties. An Americans Elect army of 2,051 Delegate Leaders (one for each state Senate district in the country) will each have recruited 500 or more Delegates themselves. That army will be there for you to recruit and organize.

TRADITIONAL CAMPAIGN ELEMENTS

We assume that the ticket will wish to design a national campaign that communicates in many of the traditional ways, such as television advertising, bus tours, and media-generating events. Much of what we are all used to in national campaigns seems silly and unnecessary, but much of it is needed simply to reach enough of the public with a credible message. In particular, a third ticket inevitably needs to be able to overcome a credibility challenge, and that cannot happen without high visibility.

NONTRADITIONAL CAMPAIGN ELEMENTS

The Americans Elect ticket, however, can clearly benefit from its unique position. The media talk of red states and blue states, but almost every state has more self-described political independents than Republicans or Democrats. So almost every state may be open for victory. The public is yearning for problem solving without resorting to blame-game politics. The Platform of Questions will be good training for how to appeal to a country ready for honest

answers to tough questions. Americans want to see the country and its politicians come together rather than continue to squabble. A nonpartisan ticket that comes from both major parties or from minor parties or independents and is supported by other leaders from both major parties—joined arm-in-arm in campaigning together across the country—could have powerful appeal to those looking for the best in America.

PARTICIPATION IN DEBATES

The fall 2012 debates will include any ticket receiving 15% in the polls. We think this is very likely after a highly visible convention.

CHANCES OF WINNING

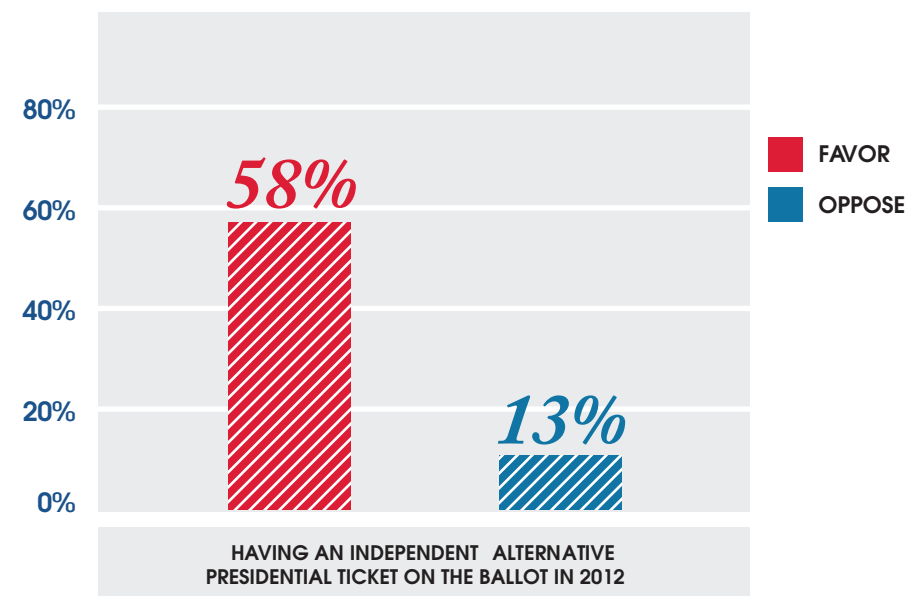
Conventional wisdom always produces doubters, but in our lifetime America has never been where we are today—with massive debt, high unemployment, and total political dysfunction all at the same time. The polling analysis that follows demonstrates that the conditions exist for the Americans Elect nominee to win the White House in 2012.

**WHY
AMERICANS ELECT
CAN ELECT THE
NEXT PRESIDENT**

Recent polling by Douglas E. Schoen LLC has found that an increasing number of Americans are now searching beyond the two major political parties for bold and effective leadership. There is a great deal of support for an alternative presidential ticket in 2012 to break the stranglehold of the two-party duopoly.

1. The American people are looking for an independent, alternative presidential ticket in 2012.

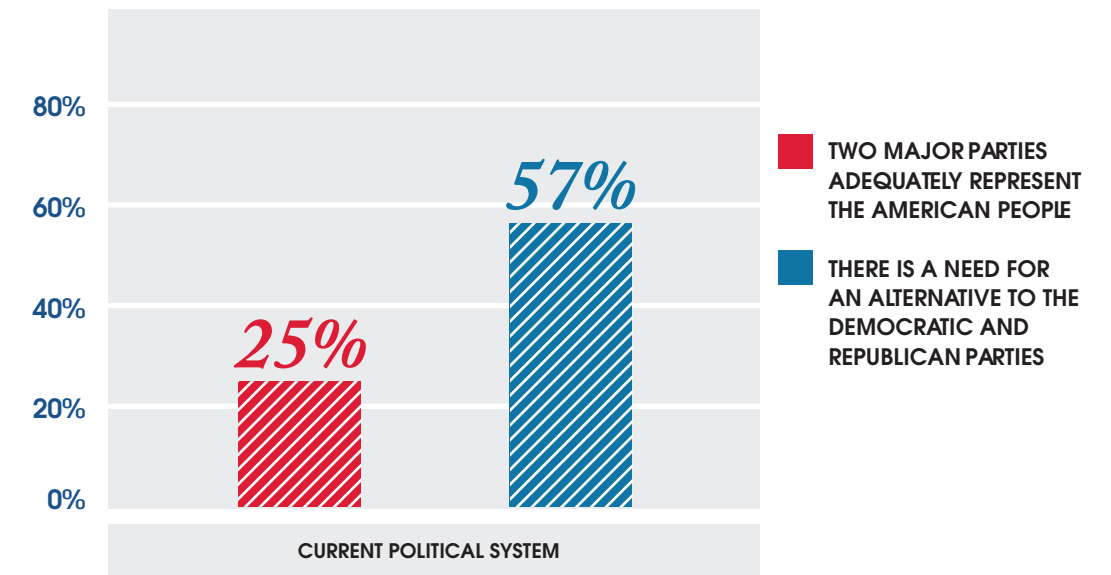
Voters favor, by 58% to 13%, having an alternative presidential ticket that is independent of the Democratic and Republican parties on the ballot in 2012—and one in five respondents say they are absolutely certain or very likely to vote for such a ticket.



In line with these findings, 30% of respondents in a September 2011 Newsweek survey of 400 Americans conducted by Douglas E. Schoen LLC said that a President who is unaffiliated with either the Democratic or Republican parties would be more effective than a partisan pick.

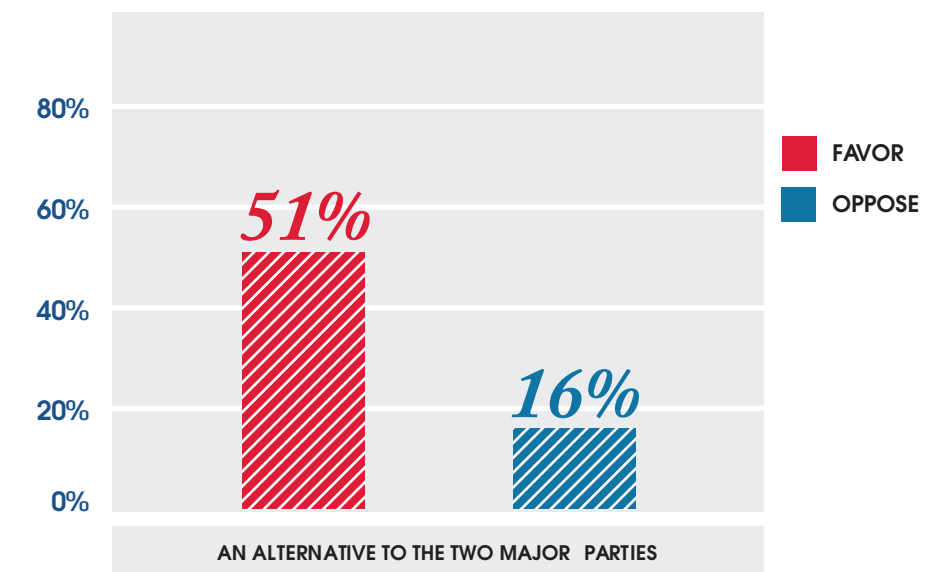
2. Voters across the board are angry and dissatisfied with the current political system, and a solid majority of the American people are looking for alternatives to the two-party system.

Just one-quarter say the two major parties adequately represent the American people, while 57% say there is a need for a candidate who is unaffiliated with either the Democratic or Republican parties.



3. Most voters would welcome an independent alternative to the two major parties, providing its platform is different than theirs, it is not beholden to corporate interests, and it offers real solutions to our nation's problems.

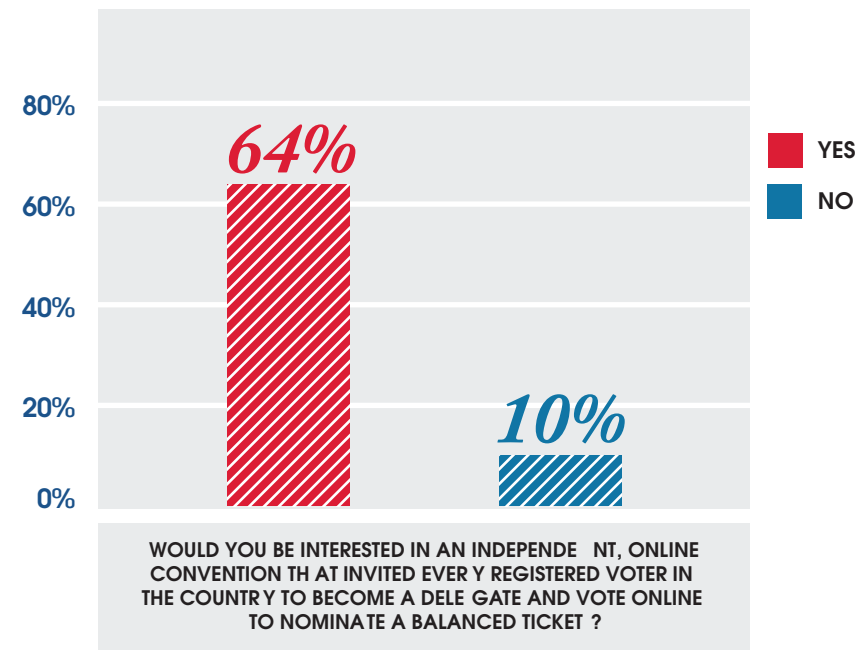
More than half (51%) of voters favor having an alternative to the two major parties, and nearly one-third (31%) say that having an alternative is very important.



WHAT WOULD BE THE MOST IMPORTANT CHARACTERISTICS OF AN INDEPENDENT ALTERNATIVE TO THE TWO MAJOR POLITICAL PARTIES? (CHOOSE UP TO TWO)	
IT DOESN'T TAKE MONEY FROM SPECIAL INTERESTS .	43%
IT HAS NEW IDEAS.	36%
IT IS NOT CORRUPT .	32%
IT DOES NOT HAVE ANY CAREER POLITICIANS .	26%

4. There is broad appeal among voters across the political spectrum for Americans Elect and for an online nominating process and convention.

Sixty-four percent of voters say they are interested in an independent, online convention to nominate a balanced ticket.



5. There is broad support for Americans Elect, because it offers an opportunity to change the political system and because voters are tired of politics as usual.

WHY ARE YOU LIKELY TO SIGN UP FOR SUCH A PROCESS? (MULTIPLE RESPONSES ACCEPTED)	
THIS SEEMS LIKE AN OPPORTUNITY TO CHANGE THE POLITICAL SYSTEM.	42%
I'M TIRED OF POLITICS AS USUAL.	39%
I'M INTERESTED AND CURIOUS ABOUT THIS IDEA .	31%
I WANT MY VOICE TO BE HEARD .	26%
I'M USUALLY NOT SATISFIED WITH THE PRESIDENTIAL CANDIDATES THE TWO PARTIES SELECT.	22%
I WANT MORE CHOICES FOR PRESIDENT.	19%

Given the broad dissatisfaction with the political parties and the widespread support for an independent alternative candidate to be on the ballot, it is not surprising that such large numbers of Americans indicate interest in what Americans Elect has to offer.

(The survey research was conducted by Douglas E. Schoen LLC with a representative sample of 6,000 politically active, likely voters across the country. The fieldwork took place March 18-25, 2011.)

FREQUENTLY ASKED QUESTIONS

HOW CERTAIN IS 50-STATE BALLOT ACCESS?

99.999%. We will have qualified for ballot access by the end of 2011 in 28 states that permit it to happen before 2012—including California, where we have already filed more than 1.6 million petition signatures. There are a small number of states where the laws will require the nominated ticket directly to obtain ballot access after the convention.

WILL THE ONLINE CONVENTION BE SECURE?

Yes. The person in charge is the former CTO of E-Trade who knows how to build and maintain a secure system. There may, of course, be technical glitches from time to time, but the convention is not a final election; it is the equivalent of a giant national caucus.

WHY DO YOU SAY YOU ARE NOT A PARTY?

It is our intention to establish a better way to nominate a presidential ticket rather than to function as a traditional third party. We respect the two-party system and would like to jolt it to get it back on track.

IS IT POSSIBLE FOR THE RULES TO CHANGE?

Yes, but that is only likely to improve them. The Delegates will comment on the initial draft rules found on the website. They can propose changes, and they have the power by a two-thirds vote of all Delegates to change what the Rules Committee adopts.

HOW MANY DELEGATES DO YOU EXPECT? FROM WHERE?

Our polling shows that more than 30 million Americans would take part in our convention if they knew about it. We believe that most Delegates will be recruited by the declared candidates and Draft Committees. And think about this: It would take only 2 million Delegates participating in the Americans Elect process to involve more people than vote in the decisive Iowa, New Hampshire, and South Carolina contests of both major parties—combined.

HOW MANY CANDIDATES DO YOU EXPECT? LIKE WHOM?

The process is brand new, so we don't know. Obviously some candidates will run just for the publicity, but we would be surprised if many experienced leaders didn't hear the call of their country.

WILL A DRAFTEE'S DENIAL JUST BE IGNORED?

The final Nominating Ballots in June 2012 will not include the name of anyone who says he or she won't run or serve. We do plan to ignore any denials of interest until the mood of the public can be established in the Qualifying Ballots. All of us can think of leaders who might not want to run but who would be there when duty and the people call.

DOES AMERICANS ELECT PROVIDE LEGAL SERVICES TO CANDIDATES OR DRAFT COMMITTEES?

No. What Americans Elect does and says benefits from our legal counsel. Every candidate and Draft Committee should have its own legal counsel. Americans Elect is prepared to commit all resources necessary to ensure 50-state ballot access, including judicial relief if necessary.

WILL CANDIDATES RUN TV ADS PRIOR TO THE CONVENTION?

That's up to them, but we would be surprised if major candidates and draft efforts didn't realize that the chances of winning depend on their reaching large numbers of potential supporters and encouraging them to sign up as Americans Elect Delegates.

HOW MUCH WILL IT COST TO SEEK THE NOMINATION?

While the Americans Elect process reduces some normal costs of running (some travel, for example), it would be a mistake for major candidate or draft efforts to think that significant expenditures won't be required to achieve the visibility and organization to recruit maximum Delegate support. These significant considerations can be more fully explored with those who are interested.

WILL AMERICANS ELECT FUND CANDIDATES FOR ITS NOMINATION?

Absolutely not. We are barred by law from doing so.

HOW WILL CANDIDATES RAISE THE MONEY THEY NEED?

We presume through their own organized campaigns—on their own websites, and with fundraising teams of their own supporters, and as otherwise allowed by federal campaign finance law.

WILL AMERICANS ELECT FUND THE CAMPAIGN OF ITS NOMINATED TICKET?

No.

WHAT WILL BE THE QUESTIONS IN THE PLATFORM OF QUESTIONS?

The Delegates will decide that, but we expect that the issues that today's polling show to be pre-eminent will also dominate the Americans Elect Platform process. We do expect that some of the more ideologically driven issues that play well in the bases of the two major parties will not be front and center at Americans Elect.

WILL AMERICANS ELECT REQUIRE THAT CANDIDATES LEAVE THEIR PARTY TO RUN?

Absolutely not. We'd like them to stay in their parties and to reach across the aisle to pick a running mate from the other party.

DOES AMERICANS ELECT ALLOW CANDIDATES TO RUN IN THEIR OWN PARTY WHILE ALSO PURSUING THE AMERICANS ELECT NOMINATION?

Yes, but candidates will want to seek their own counsel's judgment on the impact that might have under various state laws.

CAN THE MAJOR PARTY NOMINEES ALSO RUN FOR THE AMERICANS ELECT NOD?

Yes they can, but they would have to pick a vice presidential running mate not from their own party before the nominating round of Internet voting in June 2012. They would then have to take that running mate to their own party's convention in August and September 2012.

WHAT IS THE BEST TIMING TO ANNOUNCE?

That is bound to vary widely. Some may act immediately on day one, November 6, 2011. Some may want to start early in order to gain name recognition. Some may want to wait to find out who is picked by the two major political parties. Some may want to be sure they have the necessary funding. One thing that should weigh heavily in the decision is that the candidate who brings the most Delegates inside the Americans Elect tent is the one most likely to be nominated—and that argues for an early start.

IS THERE A WAY TO TEST THE WATERS BEFORE DIVING IN?

Yes. If friends of a potential candidate organize a draft effort to try to persuade the candidate to make a final decision to run, the predictable negative reaction of the candidate's party might be minimized. It might prove much more difficult to say "no" to a million Americans Elect Delegates who have shown their support for your running than to say "no" to a party chairman who asks you not to run.

WHEN SHOULD A DRAFTEE AGREE TO RUN?

The rules require a decision before the Nominating Ballots in June 2012 by any draftee who is one of the six surviving the Qualifying Ballots in April and May 2012. The decision to run can come at any earlier point as well. For example, we can imagine a draft effort going well, and the candidate deciding to run once the primaries of the two major parties have made clear who their nominees will be.

WHEN SHOULD A CANDIDATE'S VICE PRESIDENTIAL CHOICE BE MADE?

It's not required by the rules until the candidate has survived the Qualifying Ballots, but there is a strong argument not to wait that long. The reality of a bipartisan ticket can have enormous appeal in recruiting Delegate support (both for candidates and draft efforts as well). And with a ticket from two different states, you double the number of states where Delegate sign-ups can be made to support a favorite son candidacy.

HOW SERIOUS IS THE NEED OF A V.P. FROM A DIFFERENT PARTY?

It is at the core of the Americans Elect concept. Unless your ticket is certified as balanced by the Candidate Certification Committee, you will not appear on the ballot in the next round of voting.

WILL THE CANDIDATE PLEDGE BE ENFORCED?

The Americans Elect Candidate Pledge and Draft Committee Pledge will be strictly enforced. For example, the pledge says candidates will provide direct-to-camera video answers to all of the Platform of Questions. Any candidates or Draft Committees that do not answer these questions will not appear on the Qualifying Ballots, period—no matter how much Delegate support they have. The Candidate Certification Committee will not judge the correctness of answers, but if it concludes that the questions have not been answered, the candidate, draft movement, or vice presidential selection will not be allowed to appear on the ballot in the next round of voting unless the questions have been answered.

HOW REALISTIC IS IT TO BE ABLE TO WIN IN NOVEMBER?

While it would be historic, so are the conditions in which we live. All the polling we have seen shows the public dissatisfaction with Washington and both parties at record levels—and a significant number of Americans losing faith in the future. We doubt that any of the third-ticket efforts in our lifetime are very good guides for what will happen in 2012. There is one historic precedent that is both startling and inspiring. Abraham Lincoln was a third-ticket candidate in 1860. The Union was saved, and the Republican Party was born. When the going gets tough, the American people have an amazing history of banding together to do the right thing.

WHAT IS THE AMERICANS ELECT GOAL? TO JOLT THE SYSTEM? OR TO WIN?

Both. We respect the two-party system, which has served America well. But the two-party system is extraordinarily dysfunctional right now. If by emphasizing the power of the voters in the middle we cause the major parties to realize that winning elections and effective governing require that they seek support in the middle and the common ground for America to prosper, Americans Elect will have jolted Washington back to a better place.

That jolt will occur only if the enormous power of the people is felt. That can best happen by the people coming together in this new Americans Elect process to choose a bipartisan ticket of authentic leaders who are running to win and are ready to govern.