

# DO'S AND DON'TS FOR CAMPAIGN 2016

## Overview

Candidate campaigns in California have campaign finance limits. Unlike Proposition campaigns, which do not have the strict limits, CTA in most instances has already maxed out allowed contributions to the candidate. That means CTA cannot coordinate or in-kind any type of support with other unions or with the main campaign without running over the finance limit. In addition, CTA does not make any contributions to federal candidates or committees.

## Membership Communications

CTA can spend dues money for internal communications to members and staff on any subject, including communications that expressly advocate the election or defeat of a candidate. The distribution of the communication must be limited to CTA members and employees only.

## Public Communications

Political advocacy to the public must be truly independent and cannot be coordinated with a candidate's campaign or the political party. Due to maximum contribution limits, CTA cannot expend any additional dollars for communications to the public unless it is through an Independent Expenditure effort. Care must be taken to ensure that a campaign effort meets all the criteria for being truly independent.

## Contributions and In-Kind Contributions

Neither CTA nor local associations may provide goods and services paid for with general fund money (*e.g.*, staff, phones, mailing lists, facilities, and printing) to a candidate or political party committee. This includes the time and expenses of officers and staff members.

## Specific Do's & Don'ts

### *Federal Candidate and Assembly, Senate and Statewide Candidate Recommendations*

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Recommend a candidate if your state association so chooses, and announce that recommendation to your members and staff.</li> <li>• Announce your federal and state candidate recommendations to the press through the state association's regular press contacts, either by means of a press release or press conference.</li> </ul>	<ul style="list-style-type: none"> <li>• Distribute literature prepared by a candidate campaign to the public, association members or staff.</li> <li>• Make communications to the general public expressly advocating the election or defeat of a candidate.</li> </ul>

### *Volunteer Activity on Behalf of Recommended Candidates*

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Volunteer during your free time to work on behalf of a recommended candidate or for a political party committee.</li> <li>• Communicate with members and association executive and administrative staff to urge them to volunteer for a recommended candidate or a party committee.</li> <li>• Organize and train teams of member volunteers to communicate with other association members and on behalf of a recommended candidate.</li> </ul>	<ul style="list-style-type: none"> <li>• Act as a volunteer coordinator for a candidate or political party campaign on paid time. You may communicate with association members to let them know about volunteer opportunities to help a recommended candidate or party, but you may not put together a candidate's or a party's volunteer effort or supervise their volunteer activities – unless you are doing this on your own time and without CTA resources.</li> </ul>

## Specific Do's & Don'ts – Continued...

### Fundraising

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Urge members and executive and administrative staff to support a recommended candidate.</li> </ul>	<ul style="list-style-type: none"> <li>• Host a fundraiser for a candidate or political party committee.</li> <li>• Facilitate a candidate's collection of contributions at an association meeting or other function. You may not provide stamped envelopes addressed to the candidate's campaign or otherwise actively assist the candidate in soliciting and collecting contributions.</li> </ul>

### Use of Association Resources

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Use association resources (phones, staff time, goods, or services paid for by the association) to campaign for a recommended candidate among the association's members.</li> <li>• Use association phones to contact members to urge them to support our recommended candidates. Association staff may use paid time to train volunteers to run such phone banks.</li> </ul>	<ul style="list-style-type: none"> <li>• Let a candidate or party committee use association resources, including staff, for their campaign (e.g., don't assign paid staff to work for a candidate or party campaign, or let candidates or parties have space in your building free of charge).</li> <li>• Share polling information paid for by the association with a candidate or party or their representatives.</li> <li>• Let candidates or party committees use association phones free of charge. Candidates or party committees who want to use association phones must pay the "usual and normal" charge for the phones, including overhead charges for space and utilities used as well as all direct costs associated with the phones and an allocated share of the association's monthly phone bill.</li> <li>• Use association phones to call members of the general public on behalf of a recommended candidate or party committee.</li> </ul>

### Registration and Get-Out-the-Vote Drives

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Sponsor voter registration and GOTV drives.</li> </ul>	<ul style="list-style-type: none"> <li>• Deny registration or information about voting based on the way a member or staff person is going to register or vote.</li> </ul>

### Social Media Communications

<b>DO</b>	<b>DON'T</b>
<ul style="list-style-type: none"> <li>• Encourage individual members to "like" a recommended candidate's Facebook page.</li> <li>• Distribute a flyer with Social Media links for the campaigns.</li> <li>• Communicate to the membership on a members-only site.</li> </ul>	<ul style="list-style-type: none"> <li>• Put campaign information on a Facebook page, Twitter feed, or association website made available to the public.</li> </ul>