

CAMPAIGNING GUIDELINES

Do's

Do create distribution lists so that you can easily send campaign materials to groups of potential voters by email, social media, and mail.

Do create a special email address that easily identifies your campaign communications (e.g., JohnDoe4CECXX@gmail.com).

Do use your personal social media accounts, blogs, or websites to promote your candidacy.

Do write articles, op-eds, or blog posts, that help promote your opinions and knowledge about educational issues.

Do allow friends and family to volunteer to help you promote your campaign.

Do host and participate in virtual meetings and events that allow you to promote your ideas and provide potential voters the opportunity to ask you questions.

Do distribute flyers and other campaign materials in your neighborhood, at community meetings, near schools (not on DOE property), in parks or other public locations where you may find potential voters.

Do promote your candidacy at non-DOE public or private forums, like community board meetings, community precinct meetings, and other events.

Do bring and display campaign materials at DOE- sanctioned campaign events, like the Candidate Forums.

Do keep a record a record (e.g., receipts or invoices) of the money you spend on your campaign.

Don'ts

These guidelines generally reflect the provisions of Chancellor's Regulation D-130, which governs the use of DOE buildings and resources by candidates running for office.

Don't use contact information or distribution lists that you have obtained from a DOE employee or by virtue of a current or prior parent leadership role within the DOE.

Don't display backgrounds or other materials identifying you as a candidate, or campaign in DOE-supported virtual spaces (e.g., PA/PTA, Presidents' Council, SLT, Title I PAC, DPAC, CPAC and CCEC meetings) except for DOE-sanctioned Candidate Forums, including meetings of parent organizations to which all candidates have been invited.

Don't use school or DOE equipment or resources to make or distribute campaign materials.

Don't post or distribute campaign materials in a school or on DOE property, including by mailing the materials to the PA/PTA or anyone else.

Don't send campaign materials to the official DOE email address of parent organizations.

Don't post, or ask anyone to post, campaign materials on social media accounts or websites of any DOE-supported parent organization (e.g., PA/PTA, Presidents' Council, SLT, Title I PAC, DPAC, CPAC and CCECs).

Don't ask a DOE employee or a CCEC Administrative Assistant to distribute campaign materials on your behalf.

Don't share campaign resources with other candidates, including organizing joint events, producing joint campaign materials, or donating funds or services to other candidates.

Don't spend more than \$500 dollars on your campaign.

Don't solicit or accept campaign contributions or donations from any person or organization, including services such as phone banking or advertising.

Don't solicit or accept endorsements from political parties and party officials, or from elected officials, including current Community or Citywide Education Council members.