

THE DO'S

- **Do** get the full name and address of each contributor, and the occupation of each person contributing more than \$100.
- **Do** get the name and address of any political committee that contributes.
- **Do** remember that campaign expenses are a responsibility of the campaign.
- **Do** make sure any need for campaign expenditures is reported to the campaign manager or treasurer. Payment of campaign expenses by campaign workers may qualify as in-kind contributions.
- **Do** be certain that in-kind contributions are valued at the time of the contribution on the basis of fair market value. Report such contributions promptly to the campaign treasurer or manager.
- **Do** use the proper political ad disclaimer. Any political advertising that is paid for by a candidate and is published, displayed, or circulated prior to, or on the day of, any election must prominently state: *"Political advertisement paid for and approved by (name of candidate) for (office sought)."* Any other political ad published, displayed, or circulated prior to, or on the day of, any election must prominently be marked *"paid political advertisement"* and must state the name and address of the persons sponsoring the advertisement...




SOME DO'S AND DON'TS OF CAMPAIGN SOLICITATION & FUNDRAISING



IMPORTANT

Failure to file a report on the designated due date shall subject the candidate to a fine of \$50 per day for the first three days late and, thereafter, \$500 per day each late day; not to exceed 25 percent of the total receipts or expenditures, whichever is greater, for the period covered by the late report. However, for reports due immediately preceding each primary and general election, the fine shall be \$500 per day for each late day, not to exceed 25 percent of the total receipts or expenditures, whichever is greater, for the period covered by the late report, as provided in Section 106.07, F.S. **The fine must be paid from the candidate's personal funds - not campaign funds.**

THE DON'T'S

- **Don't** accept a campaign contribution from any person, corporation, or political committee in excess of \$1,000 per election. In-kind contributions are subject to the same limitations.
 - **Don't** accept a cash contribution or contribution by cashier's check in excess of \$50 per election.
 - **Don't** accept a contribution less than five days prior to an election.
 - **Don't** represent that any person or organization supports the candidate unless you are personally aware that the person or organization has given specific approval in writing to make such representation.
 - **Don't** spend more than \$100 for petty cash items; petty cash should only be used for office supplies, transportation expenses, and necessities.
 - **Don't** apply for a campaign credit card - unless you're a statewide candidate.
 - **Don't** accept payment for the privilege of speaking at a political meeting in furtherance of your campaign
 - **Don't** solicit or attempt to solicit any vote or opinion, or distribute any political or campaign material, or sell any item on Election Day at polling places, except in areas allowed by law.
 - **Don't** directly or indirectly promise to secure, or promise to aide in securing, an appointment of a person to any public or private position.
 - **Don't** solicit contributions from religious, charitable, or civic organizations.
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THE DO'S

Continued...

- The political advertisement must also state whether the ad and cost of production is paid for or provided in-kind by or at the expense of the entity publishing, displaying, broadcasting, or circulating the political advertisement; or state who provided or paid for the ad and cost of production, if different from the source of sponsorship.

A political advertisement by a candidate who is not an incumbent of the office for which he is running cannot use the word "re-elect." In addition, such ads must include the word "*for*" between the candidate's names and the name of the office sought, in order that incumbency is not implied.

Political disclaimers are not required for novelty items with a value of less than ten dollars, which support, but do not oppose, an issue or candidate.

Requirements for Hosting Campaign Fundraisers

No campaign fundraiser may be held unless the person for whom such funds are to be used is a candidate for public office.

All money and contributions received with respect to such fundraiser shall be deemed to be contributions.

All expenditures made with respect to such a campaign fundraiser shall be deemed to be campaign expenditures and reported as such.

Telephone Solicitation

Any telephone call conducted for the purpose of polling respondents concerning a candidate that consisted of fewer than 1,000 completed calls and averages more than two minutes in duration is presumed to be a poll and not subject to the provisions of F.S. 106.1439.

No telephone call shall state or imply that the caller represents any person or organization unless the person or organization has given specific approval in writing.

Any telephone call which expressly advocates for or against a candidate requires prior written authorization by the candidate. A copy of such authorization must be placed on file with the qualifying officer by the candidate prior to the time the calls begin.

COMMON MISTAKES MADE BY CANDIDATES & CAMPAIGN TREASURERS

- Accepting anonymous contributions without getting the required information from contributors.
- Accepting contributions prior to filing Appointment of Campaign Treasurer and Designation of Campaign Depository forms with the appropriate filing officer.
- Filing campaign contribution and expenditure reports late.
- Allowing unauthorized individuals to prepare and/or submit campaign reports.
- Showing a deficit in campaign contribution and expenditure reports.
- Taking contributions in excess of legal limitations.
- Failing to notify the filing officer of changes in treasurers, addresses, or other required information.
- Accepting contributions to cover outstanding expenses after the election.
- Failing to properly make political disclaimers on political advertisements and campaign literature.

