

Campaign Materials

What to Do & What Not To Do

Presented By: City Clerk's Office | 2026

Be Honest



TELL THE TRUTH

**OUR COMMUNITY.
OUR FUTURE.**

This plan will invest in safe neighborhoods, quality schools, and good jobs for everyone.



Share accurate information about your plan and goals. Build trust by being honest.

Never use false or misleading information. It damages trust and can break the law.



DON'T LIE

OUR OPPONENT
HATES
OUR COMMUNITY



FALSE

Avoid Personal Attacks



OUR PLAN WILL:

- ✓ Lower costs for families
- ✓ Invest in education
- ✓ Create good jobs
- ✓ Improve public safety



Focus on and Discuss the issues and solutions.

Avoid personal attacks and name-calling. Focus on the issues, not the person.

**✗ DON'T ATTACK
PERSONALLY**

SHE'S

- ✓ OUT OF TOUCH
- ✓ CAN'T BE TRUSTED
- ✓ NOT RIGHT



Be Respectful



USE RESPECTFUL LANGUAGE



We may have different views, but we all want what's best for our community.

Be respectful and inclusive. Civil language strengthens democracy.

Hateful or discriminatory language can harm communities and violate the law.



DON'T USE HATEFUL LANGUAGE



Get Creative



CREATE ORIGINAL CONTENT

OUR PLAN

-  Strong Schools
-  Safe Neighborhoods
-  Good Jobs
-  Sustainable Future

Share your own ideas and vision.
Original content shows leadership and builds credibility.

Always create original content.
Copying the work of others is unethical and can lead to legal trouble.



DON'T PLAGIARIZE

OUR PLAN

We will lower costs, invest in education, and create jobs.

COPY



THEIR PLAN

We will lower costs, invest in education, and create jobs.



Follow the Law



FOLLOW THE LAW



We are committed to following all campaign finance and election laws.

Obey all laws and reporting requirements. When in doubt, check with the City Clerk's Office.



Never offer anything of value to influence a vote. It is illegal.



DON'T VIOLATE THE LAW

VOTE FOR US!

- We'll give you a FREE gift card!
- Special deals for our supporters!



Be Transparent



BE TRANSPARENT

Paid for by Friends for
Our Community

Top Funders:

Community First PAC

Neighbors United

Future for All

More info at www.ourplan.org

Include required disclaimers
and disclose funding.
Transparency builds trust.

Always include required
disclaimers and disclosure
statements. Transparency is
key.



**DON'T FORGET
DISCLOSURES**



Communicate Effectively

✓ RESPECT PEOPLE'S TIME AND SPACE



Be concise.
Be considerate.
Be respectful.

Communicate clearly and sparingly.

Don't flood mailboxes, inboxes, or social feeds. Respect people's time and space.

✗ DON'T SPAM



Be Honest



**BE CLEAR AND
CONSISTENT**



Use clear messages, consistent colors and fonts, and strong design to make your message memorable.

Inconsistent colors, fonts, and messaging can confuse voters and weaken your impact.



**DON'T IGNORE
YOUR BRAND**



**Remember,
Good Campaign Materials Inform,
Inspire, And Respect Your
Community.**



Contact the City Clerk's Office



City Clerk's Office

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AI Disclosure: A portion of images used in this presentation was generated with ChatGPT, then reviewed and finalized by city staff.

