Campaign Materials

What to Do & What Not To Do

Presented By: City Clerk's Office | 2026

Be Honest

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.

Avoid Personal Attacks

Focus on and Discuss the issues and solutions.

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

Be Respectful

Be respectful and inclusive. Civil language strengthens democracy.

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

Get Creative

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.

Follow the Law

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.

Be Transparent

Include required disclaimers and disclose funding. Transparency builds trust.

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

Communicate Effectively

Communicate clearly and sparingly.

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

Be Honest

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.

Remember,

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

Contact the City Clerk's Office

Culver CITY
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.