

## Yavapai County Republican Committee

### Republican Candidate Campaign Communications and Use of Other YavGOP Resources Policy

As of 1/5/22 (4/25 = Event Date change on page 5)

This is to provide clarity to all 2022 Republican Candidates & their Campaigns for all Congressional District, Statewide, Legislative District, Countywide, BOS Area, and local City, Town, District and School District races, as it relates to our policies, guidelines & limitations in using the available resources of the Yavapai County Republican Committee (aka YavGOP). This document will apply to all current and future public election cycles, unless amended by the YavGOP Executive Committee. These policies also apply to Yavapai County Precinct Committeemen who are either involved on campaign teams, or involved in our YavGOP Office, Voter Data, Fundraising, Candidate Development and Communication committee operations.

As an organization, our Candidate Campaign policy objectives are to:

1. Provide fair treatment to GOP candidates given our limited YavGOP resources.
2. To not endorse ANY GOP candidate before the primary race when contested.
3. To provide guidelines and make decisions that protect the long term integrity of our YavGOP organization and of our brand identity (i.e., name, logo, ongoing access to County Voter Data, etc.)
4. To provide guidelines and make decisions that protect individuals' personal identifiable information & support our YavGOP Confidentiality of Volunteer & Donor Information & Privacy policy. This includes our Precinct Committeemen (PC), community volunteers, donors, sponsors, and participants in any of our sponsored programs and events. This also applies to protect **the internal use only** of our YavGOP mailing lists, organization charts, and use of our communication vehicles in such a way to not cause unfavorable reactions - such as recipients unsubscribing, ceasing donations or dropping out of the party or organization. No internal YavGOP lists will be provided to any external campaign.

It is in that spirit that we outline our policies and related guidelines to help GOP candidates make informed choices when interfacing with YavGOP. We ask for and appreciate your cooperation and support!

#### **A) Brand Identity**

Per YavGOP Bylaws, and as it will specifically apply to campaigns, only the County Chair is authorized to be the official voice for the Yavapai GOP. All official public statements, press releases or correspondence (i.e., to news outlets, social media sites, etc.) that reference our organization, must be made directly by the County Chair or must be preapproved by the County Chair prior to release.

**The use of the YavGOP name or logo or any inference to YavGOP (including Areas, Precincts, etc.) in ANY campaign materials (including flyers, emails, posters, etc.), other than referencing your membership participation, is strictly prohibited.** Any planned usage of our organizational name and/or brand identity in public announcements **MUST BE ADDRESSED TO AND PREAPPROVED** by the YavGOP County Chair (Lois Fruhwirth [countychair@yavgop.org](mailto:countychair@yavgop.org) 928-910-1617) prior to ANY release of materials. Please allow a minimum of 5 calendar days from submission of draft materials to receive a decision.

We ask that each Candidate and your campaign team NOT wear any YavGOP badges, YavGOP logo shirts or YavGOP hats when solely working on behalf of your campaign if you are in a contested GOP primary.

**B) Use of YavGOP Headquarters Office** – 112B E Union St, Prescott, AZ 86303, (928) 776-4500, [yavgop.org](http://yavgop.org) or email: [info@yavgop.org](mailto:info@yavgop.org)

- 1) We welcome reasonable quantities of GOP candidates' rack cards, campaign signs, bumper stickers, buttons, etc. for distribution to PCs and the public. We do NOT have outside storage space, so please regularly stay connected with our office staff to ensure supplies are maintained by your campaign. For 2022 up through the primary, we will not sell any candidates materials nor logo wear. TBD our position on selling logo wear post the primary.
- 2) We do NOT maintain any petitions for collecting public signatures in our office, as our rotating office volunteer staff does not allow us to operate within signature witness state guidelines. However, we do provide information on how to access the SOS website to electronically sign petitions.
- 3) We understand that campaigns covering Statewide or CD races may need local drop in space for TV, radio and other media requests when on the trail. Prior to the primary we ask that our office not be identified in media activities. Please reach out ASAP to the Office Manager Anne Roper ([secretary@yavgop.org](mailto:secretary@yavgop.org) (928) 776-4500) to make arrangements both during and outside of regular office hours for this use.
- 4) **Meet & Greets**: We will allow all Statewide and CD campaigns the use of the YavGOP office for **up to two**, 2 hours each, Meet & Greets or Open House events, up through the primary. We expect your campaign to fully set up, clean up (including sanitizing tables and chairs) and provide all beverages, snacks and other materials. Your campaign must manage all invitations and RSVPs. We will NOT allow the use of our logo or name on your campaign invitation, only our street address. Our conference room can accommodate up to 20 people seated comfortably. Keep in mind we are conducting business, so YavGOP activities are the priority for calendar scheduling. Please reach out ASAP to the Office Manager Anne Roper, to make arrangements both during and outside of regular office hours for this use.
- 5) Please use outside companies for your copying and food & beverage service needs when using the YavGOP Headquarters.

**C) Communications**

- 1) **The ONLY YavGOP email communication vehicle allowed for External Candidate Campaign use is our YavGOP Constant Contact (CC) system.** We will **not offer nor allow** any email communication chains from our Officers, Office, Area Directors nor Precinct Captains to their applicable PCs, as this violates our objective to not appear as YavGOP is endorsing any one candidate and could also be viewed by our PCs as violating our neutrality and integrity.
- 2) We will allow each campaign **up to 2 standalone CC email deployments to our YavGOP Subscribers up through the Primary, to the geography most applicable to voters in that race that we can meet via our CC tool.** We will then offer the primary winning candidates another 2 CC email deployments up through the General Election. Applicable Geography examples: a) if running in a single city race, we will restrict the communication to folks in that city. b) if running in a statewide race, we will send the communication to everyone in our County Constant Contact database. We strive to best operate within our Constant Contact database system parameters to provide only relevant information to our subscribers. The more we send out irrelevant standalone deployments, the more we see both our PC and community subscribers permanently unsubscribe from our YavGOP database. This risk is too great for our long-term purpose as an organization. We do understand you would like to reach others outside the geography of your race who may want to contribute to your campaigns, but we are not willing as an organization to take that risk of loss with our current YavGOP CC subscribers.

- 3) We will NOT release our CC subscriber contacts list under any circumstance.
- 4) Please **follow our YavGOP CC Guidelines** (attached) but **provide us up to 5 days flexibility** to release the deployment. This is because we are running our own operations as well. Campaign CCs MUST be worked through Secretary Anne Roper for development, and then County Chair Lois Fruhwirth for approval. We reserve the right to either edit or deny any submitted communication that does not meet the spirit of our previously stated objectives, our Bylaws or our CC guidelines.
- 5) Our **YavGOP Candidate Disclaimer** must and will be entered in a standalone box at the TOP of every campaign deployment that YavGOP ultimately releases: “ ***Please Note: YavGOP does not endorse candidates running in contested primaries. This information is only provided as a courtesy to you if interested.***”
- 6) All requested communication **must come directly from either the Candidate or Campaign Manager**. No other personnel on the campaign are authorized to submit information for deployments nor represent the campaign’s usage decisions in this matter to YavGOP.
- 7) YavGOP Calendar, Social Media and Newsletters (“The Stampede” monthly to all YavGOP PCs. Coming in 22: “The Republican Round Up” approximately quarterly for Community members)
  - a. **Any Campaign Event open to the General Public and happening within Yavapai County** can be submitted for news inclusion in the **YavGOP Calendar** (yavgop.org) via email to Lois Fruhwirth [countychair@yavgop.org](mailto:countychair@yavgop.org), **and** can be submitted via jpg flyer for inclusion in **YavGOP Social Media sites** (email to: [Communications@yavgop.org](mailto:Communications@yavgop.org)). Our **YavGOP Candidate Disclaimer** will be put in the event description or near the top of the social media post. Please provide the following information: Event title, start & end times, full address and any RSVP or registration link details.
  - b. **Any Campaign Event electronic flyer open to the General Public and happening within Yavapai County** can be submitted to [StampedeEditors@yavgop.org](mailto:StampedeEditors@yavgop.org) by no later than 5pm the first Wednesday of every month, for publication of **The Stampede Newsletter** to YavGOP PCs the 2<sup>nd</sup> Wednesday of the month. Our standard **YavGOP Candidate Disclaimer** (see point 5 above) will be noted in a headline bar above the submitted flyer. Given the event’s timing, we reserve the right to postpone publishing a submitted flyer until the next newsletter, based upon sufficient timing to still register. When delivered via timelines, these will **not** count towards the two standalone CC’s. Don’t miss the timeline!
  - c. All recognized GOP Clubs’ monthly meetings are already in the YavGOP on line calendar and will not be altered by campaigns. GOP Clubs can and do submit flyers about their meetings and events for the **YavGOP Stampede Newsletter**, following our publishing guidelines and deadlines. YavGOP will accept their inclusion of candidate speakers in the Club’s submitted meetings or events flyers. We will add a **Club Event YavGOP Disclaimer** in a headline bar above the submitted flyers in the YavGOP Stampede Newsletter: “***These events are being sponsored by the GOP Clubs as outlined. YavGOP does not endorse candidates running in contested primaries. This information is only provided as a courtesy to you if interested.***”
  - d. More process and details to come when finalized on the Yavapai County “Republican Round Up”.

#### **D) County Voter Rolls Access**

YavGOP will provide this information **for free** as a service to GOP candidates’ campaigns under the following restrictions to protect our YavGOP long term interests:

- 1) In communications, people’s identities must be protected and used ONLY for the intended current campaign’s use. Use of blind carbon copy only (BCC) distribution for all voters’ emails.

- 2) Info is to go no further than the current campaign's use. Any use for commercial business, other campaigns or non-campaign purposes is strictly prohibited.
- 3) All campaign personnel with access to this data must be trained on these restrictions by the Candidate & Campaign Manager.
- 4) YavGOP's voter roll data will be provided to GOP candidates for ALL registered voters at the following levels:
  - a. Total County, CD & LD Candidates – Access to all County Voters in the CD or LD they are running
  - b. Board of Supervisors – Access to their BOS District only
  - c. School Board – Access to their school district area only
  - d. City Council – Access to their city's voters only
  - e. Precinct Committeemen – Access to their entire precinct GOP voters if the precinct will be having PC public elections in the primary election
  - f. Other races – Access to the role's jurisdiction or area of responsibility only.
- 5) We get voter database updates from the County at the start of every quarter (Jan, April, July, Oct) and will be happy to provide candidates updates thereafter if requested, following the above guidelines & restrictions.
- 6) After the candidate signs a YavGOP Voter Roll Data Access Use Agreement data can be provided. At this time, please contact Jim Simpson – email [jdsimpson3@live.com](mailto:jdsimpson3@live.com) to obtain our County voter rolls (only at the levels noted in point D3). Allow up to 7 days from email request to delivery of data. We will not provide YavGOP's County sign in credentials. Data will be provided to campaigns as excel spreadsheet files. Our plan is to transition this service to our YavGOP Office in the near future.

#### **E) YavGOP County Meeting Participation and Candidate Forums**

**YavGOP ONLY meets quarterly.** With only 2-3 total hours available between now and the August primary for candidate presentations/Q&A time, **we do NOT have sufficient time to host every Statewide GOP candidate.** Decision and Invitations to attend our YavGOP countywide meetings (whether invited to present and/or reserving very limited campaign table space outside of our meeting room) will ONLY be approved and offered in advance by the County Chair. We allow no circulation of materials nor collection of petition signatures inside our PC meeting room space for any candidate. Presenting candidates will be restricted to their assigned table space for both circulating materials and collection of petition signatures. Candidates not invited to present will not be allowed inside the meeting room unless they are YavGOP PCs.

**For statewide races,** we are only offering presentation time to the top 2 or 3 major statewide GOP candidates who most closely align to the ideals, issues stance and character that our conservative Republican PC base aspire to see in our future elected leaders, with PC input represented by their Area Directors. Our February 19<sup>th</sup> 2022 meeting is filled. Our next June 11<sup>th</sup> meeting will begin to be planned starting in March.

Therefore, we encourage you to reach out to the many Yavapai County Republican, Conservative or Patriot clubs and organizations who meet monthly and are therefore most able to host your candidate & campaign. Most of our YavGOP PCs do attend 1-3 other clubs or organizations monthly. Our Office can provide your campaign a listing of all the GOP clubs in Yavapai County if needed.

**For CD and LD races:** YavGOP will shortly begin to plan standalone YavGOP Candidate Forums as geographically appropriate for our CD and LD races. Our current estimate is these will occur between April-June'22. More details to come from YavGOP in '22. In the meantime, we also suggest you reach out to the local clubs and organizations for exposure.

In addition, a few of our Precincts or Areas are also hosting smaller community meetings with candidate time and will try to accommodate you. Contact our YavGOP Second Vice for guidance ([SecondViceChair@yavgop.org](mailto:SecondViceChair@yavgop.org)). The **YavGOP Candidate Disclaimer** must be added at the top of all YavGOP Precinct or Area flyers or communications with candidates presenting.

As it relates to local **City, Town, District or School District races**, we will ask our YavGOP Area Directors and Precincts to take the lead to help organize local candidate community forums per race for only the GOP candidates to participate in. Our local GOP clubs may also choose to be leveraged for this candidate forum purpose as well. You can also count on your local Precincts and Precinct Committeemen working the grassroots extremely hard (post any contested primary race) to get local GOP candidates elected on 11/8/22, especially via our door-to-door neighborhood coverage and other community presence local efforts.

In addition, a few of our Precincts or Areas are also hosting smaller community meetings with candidate time and will try to accommodate you. Contact our YavGOP Second Vice for guidance ([SecondViceChair@yavgop.org](mailto:SecondViceChair@yavgop.org)). The **YavGOP Candidate Disclaimer** must be added at the top of ALL YavGOP-sponsored Precinct or Area flyers or communications with candidates presenting.

#### **F) YavGOP Candidate Development & Campaign Expertise Committee**

This is a new YavGOP Committee formed in '21 to help coach and direct you to various resources for our local GOP candidates, especially those without previous campaign experience. We have also recently formed a "School Board Talent Council" specifically chartered to identify and help develop compelling candidates for all 60+ school board seats being contested in '22 across Yavapai County. To tap into this resource, please contact Committee Chair Robert Davis at (661) 547-0217 or via email at [robertdavis168@gmail.com](mailto:robertdavis168@gmail.com).

#### **G) Candidate Funding**

YavGOP is currently building a campaign funding war chest that we intend to give to primary winning local GOP candidates to help them win against our competition on 11/8/22. All funding decisions will be made by the YavGOP Executive Committee in '22. In the meantime, we appreciate your support of our YavGOP events & fundraisers to help us further build this war chest.

**H) Republican Ticket County Rally – SAVE THE DATE: September 17<sup>th</sup> 3pm-5pm!** We have secured Constitution Day to host an old-fashioned "Republican Ticket Rally" outside on the **Yavapai County Courthouse Plaza** in Prescott. We want all Statewide GOP winners, plus the CD, LD Yavapai County candidates and many local candidates to help us celebrate and rally the County to deliver a **RED WAVE** in November for our GOP Ticket. Please reserve this date for Yavapai County. Trust us, you are going to love this shot of Red, White & Blue!

#### **Referenced Attachments:**

YavGOP Voter Roll Data Access Use Agreement (page 6)

YavGOP Constant Contact Guidelines

YavGOP Stampede Publication Guidelines

## YavGOP Voter Roll Data Access Use Agreement

YavGOP will provide this information for free as a service to GOP candidates' campaigns under the following restrictions to protect our YavGOP long term interests:

1. In communications, people's identities must be protected and used ONLY for the intended current campaign's use. Only the use of blind carbon copy (bcc) distribution for all voters' emails to protect privacy.
2. Info is to go no further than the current undersigned campaign's use. Any use for commercial business, other campaigns or non-campaign purposes is strictly prohibited.
3. All campaign personnel with access to this data must be trained on these restrictions by the Candidate & Campaign Manager.
4. YavGOP's voter roll data will be provided to GOP candidates for ALL registered voters at the following levels:
  - a. Total County, CD & LD Candidates – Access to all County Voters in the CD or LD they are running
  - b. Board of Supervisors – Access to their BOS Area only
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  - d. City Council – Access to their city's voters only
  - e. Precinct Committeemen – Access to their entire precinct GOP voters provided the precinct will be having PC public elections in the primary election
  - f. Other races – Access to the role's jurisdiction or area of responsibility only, as best we can meet.
5. We get voter database updates from the County at the start of every quarter (Jan, April, July, Oct) and will be happy to provide candidates updates thereafter if requested, following the above guidelines & restrictions.
6. After the YavGOP Office Mgr receives the signed YavGOP Voter Roll Data Access Use Agreement, voter roll data can be provided.. After YavGOP receipt is acknowledged, at this time, please contact Jim Simpson – email [jsimpson3@live.com](mailto:jsimpson3@live.com) to obtain our County voter rolls (only at the levels noted in point D3). Allow up to 7 days from email request to delivery of data. We will not provide YavGOP's County sign in credentials.

The undersigned Candidate, and if applicable Campaign Manager, has fully read, understands and agrees to follow the above Use Agreement terms and restrictions as specified for the below campaign timeframe.

Print Candidate: \_\_\_\_\_

Print Campaign Name: \_\_\_\_\_

Applicable Race Territory, Area(s) or Cities/Towns for Voter Roll Access:

\_\_\_\_\_

Current Campaign Timeframe (through specified MM/DD/2022 Election): \_\_\_\_\_

Campaign Contact's **Email** to provide accessible file access to: \_\_\_\_\_

\_\_\_\_\_ Candidate Signature \_\_\_\_\_ date

\_\_\_\_\_ Campaign Manager Signature \_\_\_\_\_ date

\_\_\_\_\_ YavGOP Office Manager Signature \_\_\_\_\_ date

**Send to Yavapai County Republican Committee, 112B E Union St, Prescott, AZ 86303 Attn: Anne Roper**