



Republican Candidate Campaign Communications and Use of Other YavGOP Resources Policy As of May 1, 2023

This is to provide clarity to all 2023-2024 Republican Candidates and their campaigns for all races at every level, as it relates to our policies, guidelines and limitations in using the available resources of the Yavapai County Republican Committee (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 involved on campaign teams, or in our YavGOP Office, Voter Data, Fundraising, or Committee operations. We ask for and appreciate your cooperation and support!

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

- 1) Provide fair treatment to GOP candidates given our limited YavGOP resources.
- 2) Not to endorse any GOP candidate during primary races when contested, or when multiple GOP candidates are running in non-partisan races.
- 3) 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) 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 channels in such a way to not cause unfavorable reactions - such as recipients unsubscribing, ceasing donations or dropping out of the party or organization.
- 5) Support Candidate Campaign communication efforts: Candidates who are also PCs may request a PC roster of PCs who have opted in to sharing their contact information for campaign purposes and other YavGOP activities as outlined in the **PC Roster Use Authorization** document which must be signed by all PCs who will have access to the roster. Be advised: this is NOT a complete roster of PCs, as some have opted OUT of sharing their contact information.

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.

- 1) All official public statements, press releases or correspondence (i.e., to news outlets, social media sites, etc.) that reference our YavGOP organization must be made directly by the County Chair or must be preapproved by the County Chair prior to release. Please allow a minimum of 5 calendar days from submission of draft materials to receive a decision.
- 2) The use of the YavGOP name or logo or any reference to YavGOP (including Areas, Precincts, etc.) in ANY campaign materials (including flyers, emails, posters, etc.), other than referencing candidate membership in YavGOP, is strictly prohibited.
- 3) Candidates and campaign team members who are PCs shall NOT wear YavGOP badges, YavGOP logo shirts or YavGOP hats when solely working on behalf of the campaign if the race is a contested GOP primary, or non-partisan race with multiple GOP candidates.

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

- 1) 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.
- 2) We welcome reasonable quantities of GOP candidates' rack cards, campaign signs, bumper stickers, buttons, etc. for distribution to PCs and the public. We will not sell any candidates materials nor logo wear.
- 3) 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 chairperson at countychair@ms.yavgop.org to make arrangements both during and outside of regular office hours for this use.
- 4) **Meet & Greets:** We will allow campaigns the use of the YavGOP office for one 2 hour, Meet & Greets or Open House events, up through the primary and another one 2 hour event for the general.
 - a. We expect the campaign to fully set up, clean up (including sanitizing tables and chairs) and provide all beverages, snacks and other materials.
 - b. The 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.
 - c. Please use outside companies for your copying and food and beverage service needs when using the YavGOP Headquarters.
 - d. The conference room can accommodate up to 20 people seated comfortably.
 - e. Keep in mind we are conducting business, so YavGOP activities are the priority for calendar scheduling.
 - f. Please contact Second Vice Chair Gary Bowers at secondvicechair@ms.yavgop.org, to make arrangements for office use both during and outside of regular office hours.

Communications

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 the AZGOP "fairness requirement."

Constant Contact Email Campaigns ("blasts")

- 5) Each campaign may have 1 standalone CC email blast to the YavGOP community list through the Primary, to the geography most applicable to voters in that race that we can meet via our CC lists.
- 6) The primary winning candidates may have another 1 CC email blast before 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. The more we send out irrelevant standalone deployments, the more we see both our PC and community subscribers permanently unsubscribe from our YavGOP database.
- 7) Please follow the **YavGOP Constant Contact Guidelines** (attached) and provide at least 5 days notice to set up the email campaign. Our **YavGOP Candidate Disclaimer** must and will be entered in a standalone box at the TOP of every CC campaign that YavGOP releases: ***"Please Note: YavGOP does not endorse candidates running in contested primaries. This information is only provided as a courtesy to you if interested."***
- 8) JPG or PDF must be "camera ready" – YavGOP will not edit artwork.
- 9) CC Campaigns MUST be set up through County Chair Jana Kading for approval. We reserve the right to either edit or deny any submitted communication that does not meet the spirit of our previously stated candidate campaign policy objectives, our Bylaws or our CC guidelines.
- 10) 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 CC campaigns nor represent the campaign's decisions in this matter to YavGOP.

YavGOP Calendar, Social Media and Newsletters ("The Stampede") weekly to all YavGOP PCs.

Any Campaign Event open to the general public and happening within Yavapai County:

- 1) can be submitted for news inclusion in the YavGOP Calendar (yavgop.org) via email to Jana Kading countychair@ms.yavgop.org who will forward to calendar management after approval.
- 2) can be submitted via jpg or PDF flyer for inclusion in YavGOP Social Media sites (email to: firstvicechair@ms.yavgop.org). The **YavGOP Candidate Disclaimer must be put in the event description or at the top of the social media post**. Please provide the following information: Event title, start and end times, full address and any RSVP or registration link details.
- 3) can be submitted to StampedeEditors@ms.yavgop.org by no later than 5pm the Monday before the weekly Wednesday publish day. Stampede releases will **not** count towards the one standalone CC blast.
- 4) JPG or PDF must be "camera ready" – YavGOP will not edit artwork.

GOP Clubs Promotion

Recognized GOP Clubs' monthly meetings are already in the YavGOP online calendar and will not be altered by campaigns. GOP Clubs 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.***"

Yavapai 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 purposes by the 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 and 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 – all County Voters in the CD or LD they are running
 - b. Board of Supervisors – their BOS District only
 - c. School Board – their school district area only
 - d. City Council – their city's voters only
 - e. Precinct Committeemen – their entire precinct GOP voters if the precinct will be having PC public elections in the primary election
 - f. Other races – the role's jurisdiction or area of responsibility only
- 11) The County updates the voter database at the start of every quarter (Jan, April, July, Oct). Candidates may request the updated file quarterly, following the above guidelines and restrictions.
- 12) After the candidate signs a **YavGOP Voter Roll Data Access Use Agreement** and submits the form Gary Bowers, Second Vice Chair secondvicechair@ms.yavgop.org, he can provide County voter rolls (only at the levels noted above. 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.

YavGOP Quarterly County Meeting Participation and Candidate Forums

YavGOP ONLY meets quarterly. With only 2-3 total hours available at each meeting, 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 reserve the right to restrict presentation time to the top 2 or 3 major statewide GOP candidates who most closely align to the ideals, issues and character that our conservative Republican PC base wishes to see in our future elected leaders, with PC input represented by their Area Directors.

For CD and LD races: YavGOP may host standalone YavGOP Candidate Forums as geographically appropriate for our CD and LD races. In addition, a few of our Precincts or Areas may host smaller meetings with candidate time and reach out to you to attend. Contact the YavGOP Second Vice Chair for guidance SecondViceChair@ms.yavgop.org. The **YavGOP Candidate Disclaimer** must be added at the top of all YavGOP Precinct or Area flyers or communications with candidates presenting.

City, Town, District or School District races: YavGOP Area Directors and Captains may help organize local candidate community forums per race for only the GOP candidates.

YavGOP Candidate Services Committee

This newly reorganized YavGOP Committee can help coach and direct candidates to various resources, especially those without previous campaign experience. To tap into this resource, please contact Committee Chair Dwight Kadar via email at dwrightkadar@yahoo.com.

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. All funding decisions will be made by the YavGOP Executive Committee in the primary election. In the meantime, we appreciate your support of our YavGOP events and fundraisers to help us further build this war chest.

Referenced Attachments:

YavGOP Voter Roll Data Access Use Agreement
YavGOP Constant Contact Guidelines
YavGOP Stampede Publication Guidelines
YavGOP PC Roster Use Authorization Agreement
YavGOP Confidentiality of Volunteer & Donor Information & Privacy policy

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 purposes, by using "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 and 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
 - 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 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 provide candidates updates thereafter if requested, following the above guidelines and restrictions.
6. After the Second Vice Chair (secondvicechair@yms.yavgop.org) receives the signed **YavGOP Voter Roll Data Access Use Agreement**, voter roll data can be provided. 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/2023 or 2024 Election): _____

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

Candidate Signature _____ date

Campaign Manager Signature _____ date

YavGOP Second Vice Chair Signature _____ date

Send to Yavapai County Republican Committee, 112B E Union St, Prescott, AZ 86303