

CAMPAIGN FINANCE QUICK INFORMATION SHEET

Important Campaign Finance Guidelines

(This does not include all guidelines. Please read campaign finance manual)

- Every treasurer must receive treasurer training within 3 months of appointment and once every 4 years thereafter.
 - Treasurer training is conducted by the State Board of Elections in person or on-line.
- A separate bank account is required solely for use by the committee.
- All media expenses must be made by verifiable form of payment.
- All expenditures for non-media expenses (except postage) more than \$50.00 must be made by a verifiable form of payment.
- You must know the name, complete mailing address, phone number, job title or profession and employer's name or specific field of each person who makes a contribution of **any amount** to your campaign.
- Contributions from a business to a candidate are prohibited.
- **NO anonymous contributions (no pass the hat)**
- **NO CASH contributions over \$50.00**
- **NO joint contributions.** (check the name on checks received. Should be from only 1 person listed on check)
- **NO contributions listed in the name of another.**
- The maximum contribution an individual or political committee may give is \$5,200 to a candidate per election.
- **ALL PROHIBITED CONTRIBUTIONS (TOTAL AMOUNT) MUST BE TURNED OVER TO THE STATE BOARD OF ELECTIONS FOR DEPOSIT IN THE NC CIVIL PENALTY FORFEITURE FUND.**
- Best practice is to make a copy of the method of payment of each contribution.
- If filing over the threshold, a candidate is required to file an organization report within 10 days of filing a notice of candidacy and paying filing fee or the organization of a political committee, (accepting first contribution or making first expenditure) whichever occurs first.
- A candidate campaign committee may use contributions only for the following purposes:
 - Expenditures resulting from the campaign for public office
 - Expenditures resulting from holding public office
 - Contributions to certain organizations
 - Contributions to a nation, state, district or county committee of a political party
 - Contributions to another candidate
 - To return all or a portion of the contribution to the contributor
 - Payment of any penalties against the candidate or candidate's committee for violation of campaign reporting laws
 - Payment to the Escheat Fund
- New reporting rule: Committees that spend over \$10,000 per cycle must file reports electronically.

Contact the Board of Elections Office with any questions at 704-216-8140

Legend required:

√ Newspaper ads √ Periodicals √ Magazines √ Newspaper Inserts √ TV ads √ Cards*
√ Airplane streamers √ Radio ads √ Fliers* √ Pamphlets* √ Outdoor advertising facilities
√ Mass mailings* √ Billboards (6' x 6' and larger) √ Sound-truck advertising
√ Portable signs (lighted or non-lighted; some on wheels to be pulled around, or **large magnetic signs that are affixed to car doors**)

* In these media, a legend and other disclosure is required if the pamphlet, card, flier, or mailing includes support or opposition to clearly identified candidates or the candidates of a clearly identified political party. A card, regardless of the size, that expressly advocates the election or defeat of a candidate must have a legend that is 5% of the height of the card, but no smaller than 12 point type. [The font of this text is 12-point type.] Please see N.C.G.S. § 163-278.14A to determine the question of advocacy.

Legend not required:

× Buttons and bumper stickers, including bumper-sticker sized magnetic stickers
× Yard signs and window posters (such as posters ranging from 14" x 22" to 24" x 36" or of similar size that are used in stores or mounted on stakes in yards)
× Barn posters (3 x 5 feet, or similarly sized, used on the sides of buildings, on walls, etc., painted or otherwise produced by individuals using personal resources rather than professional services)
× Campaign paraphernalia such as balloons, shopping bags, nail files, etc., imprinted with a campaign message

If you have any questions on Legend Requirements **ASK BEFORE YOU HAVE ITEMS PRINTED!**

Rule on “re-creating” ballot:

§ 163-165.2 (b) Document Resembling an Official Ballot to Contain Disclaimer – No person other than a board of elections shall produce or disseminate a document substantially resembling an official ballot unless the document contains on its face a prominent statement that the document was not produced by a board of elections and is not an official ballot.