



Election Rule Information for Referendum & School Board Elections

Referendums for Local unions & Political Action Committees (PACs)

- Dues and/or PAC dollars can be spent on referendums since this is an issue campaign
- PAC's cannot give money to Local unions but can give to a Yes Committee
- A local union would not be considered a Yes Committee and should not create a separate bank account to accept funds if they are running the Yes Campaign.
 - Stipulations of a Referenda Committee require:
 - using over 50% of all funds into the organization for expenditures in support of the referendum AND
 - it's MAJOR purpose is in support or defeat of the referendum
- No PAC spending for referendums would be considered an independent expenditure. These expenditures do not require the 72-hour spending limit filing.

Referendums for YES Committees

- Yes Committee Filing rules (see Ethics Commission Referenda Overview)
 - Doesn't have to register until they spend over \$10,000. They should file within 10 days of passing this threshold
 - files a CF-1 form (different form than candidates) and files it with the school district. Can be found on the WI Ethics Commission site
 - Files a campaign finance report (CF-2L) locally
 - File a termination Report (CF-13) with the last campaign finance report
- A local union would not be considered a Yes Committee and should not create a separate bank account to accept funds if they are running the Yes Campaign.
 - Stipulations of a Referenda Committee require:
 - using over 50% of all funds into the organization for expenditures in support of the referendum AND
 - it's MAJOR purpose is in support or defeat of the referendum

School Board Candidate Elections for Candidates and Locals

- A local candidate is not required to have an EIN number to open a separate bank account. We recommend Summit Credit Union or Associated Bank that are both familiar with campaign accounts.
- A local candidate files a CF-1 form with their local filing officer, typically the county clerk - <https://ethics.wi.gov/Pages/CampaignFinance/Candidates.aspx>
- A local candidate files a local campaign finance report (CF-2L)
- A local can only use dues dollars with communicating to members regarding a school board race. Anything seen by the public must be paid for by a Political Action Committee.
- What is an independent expenditure (i.e.) and how is it reported?
 - Anything that is being seen by non-members: posters, flyers, buttons, yard signs, socials including e-mails, newsletters, Facebook ads, etc. are i.e.'s
 - If the i.e. is social and had no monetary value, an "in-kind" value should be placed on it and filed (if spending more than \$2,000)
 - The i.e. must be reported (if the PAC is spending more than \$2,000 in one year) within 72 hours of it going to the public and not when the invoice is sent. An estimate of the amount can be used for this report and updated when the invoice is received.

School Board Candidate Elections for Candidates and Locals (cont'd)

- The i.e. report requires to file how much is spent in support and opposition of a candidate. If the opposing candidate is named in the material, the i.e. cost should be split (example: 60% of postcard in support of X, 40% of postcard in opposition to X)
- The i.e. report requires a signature, notary, and mailing to the local clerks office (for local race) and the Wisconsin Ethics Commission for PAC committees.

Contribution Limits

<https://ethics.wi.gov/Pages/CampaignFinance/ContributionLimits.aspx>

Note: Contribution amounts include the value of in-kind contributions

	Individual Contributor	Candidate Committee	PAC or Other Persons
Local Offices	<ul style="list-style-type: none">• For districts with a population of 25,000 or fewer, \$500• For districts with a population of 25,001 or greater, \$.02 times the population, up to \$6,000	<ul style="list-style-type: none">• For districts with a population of 25,000 or fewer, \$500• For districts with a population of 25,001 or greater, \$.02 times the population, up to \$6,000	<ul style="list-style-type: none">• For districts with a population of 20,000 or fewer, \$400• For districts with a population of 20,001 or greater, \$.02 times the population, up to \$5,000