



## Key Tips for Legal & Ethical School Board Campaigns

The filing deadline is just a few days away, and before you know it, you'll be off and running your campaign for the school board! The recent IASB webinar, 'Maintaining Your Community's Trust: Legal & Ethical Campaigns for the School Board' touched on some important information for candidates. Below is a compilation of some of the biggest takeaways from that webinar.

- **Register a Candidate Committee:** If you spend or raise more than \$1,000, you are required to register a candidate committee with the Iowa Campaign and Ethics Disclosure Board. If you are below the \$1,000 threshold and have filed your SFA form to register a committee name, you may use that name in the attribution statement.
- **Don't Forget Your Attribution Statements:** A 'paid for by' attribution statement is required on your published candidate materials. Be proactive and add the statement to everything, except for items that are too small like pins, matchbooks, etc. See the full list of requirements and exclusions in [Iowa Code 68A.405](#).
- **Check Before You Place Signs:** Iowa law specifies where campaign signs are permitted and prohibited. They must be placed with permission of the property owner or lessee. Before you place your signs around town, refer to [Iowa Code 68A.406](#).
- **Social Media & Email Need Attribution Statements, Too:** You likely have a candidate Facebook or Twitter page, and you're probably sending campaign emails to your supporters. When in doubt, add the 'paid for by' attribution statement to the 'About' section on your social media pages, and add the statement at the bottom of your emails, whether you're paying for the email service or not. Better to be safe than sorry! If you're promoting ads or boosting posts on social media, that attribution statement is required on each ad and boosted post.
- **Don't Use School Email/Mailboxes for Campaign Materials:** Do not use school email or school mailboxes for your campaign emails or direct mail. It's not illegal for a candidate to send political email to school email addresses, however the Ethics Board discourages it because you could create a situation where a school employee forwards your campaign information using the school district email address while at work, causing an expenditure of public money. [Iowa Code 68A.505](#) prohibits the use of public money for political purposes.