



## Disclaimer requirements for campaign material

Minnesota Campaign Finance and Public Disclosure Board

**All campaign material must have a disclaimer.** A disclaimer is a statement that tells who is responsible for producing and distributing the campaign material and where to contact that entity.

**What is campaign material?** Campaign material includes any literature, publication, or material that is distributed for the purpose of influencing voting at an election. Websites, Facebook pages, and emails are campaign material that need disclaimers if they were created or are being used to influence voting at an election.

Independent expenditures also must have disclaimers. Please see the handout on independent expenditure disclaimers for more information on those requirements.

**Are there any exceptions?** The following things do not need a disclaimer:

- fund-raising tickets; business cards, personal letters, or similar items that are clearly being distributed by the candidate;
- bumper stickers, pins, buttons, pens, or similar small items on which the disclaimer cannot be conveniently printed;
- skywriting, wearing apparel, or similar items where it would be impracticable to include a disclaimer; and
- online banner ads and similar electronic communications that link directly to another online page that includes the disclaimer.

**What language must be used in the disclaimer?** For campaign material that is distributed through broadcast media, the disclaimer must state, "Paid for the . . . . committee." If the material is produced and broadcast without cost, the disclaimer must state, "The . . . . committee is responsible for the content of this message."

Broadcast media example:                      Paid for the by Friends of Jane Doe committee.

Broadcast media example-No cost:        The Friends of Jane Doe committee is responsible for the content of this message.

For all other campaign material, the disclaimer must state, "Prepared and paid for by the ..... committee, .....(address)." If the material is produced and distributed without cost, the words "and paid for" may be omitted. The address in the disclaimer must be either (1) the committee's mailing address or (2) the committee's website address if the website includes the committee's mailing address.

Examples:        Prepared and paid for by the Friends of Jane Doe committee, 1234 Main St., St Paul, MN 55155  
                      Prepared and paid for by Friends of Jane Doe committee, www.ElectJaneDoe.org

**What if more than one entity is involved?** If more than one entity is involved with the creation and distribution of the campaign material, the disclaimer must list the names and addresses of all the participating entities.

**Where should you put the disclaimer on a website or social media page?** The disclaimer should be on the homepage of the website or social media page. The disclaimer does not need to be on each page of the website. On a Facebook page, the disclaimer should be in the banner picture for the site or in the About section.

**What are size requirements for the disclaimer?** For written communications other than outdoor signs, websites, or social media pages, the disclaimer must be printed in 8-point font or larger.