

# ELECTIONS, ADVERTISING AND PARTISAN ACTIVITY... OH MY!

## Activities that DON'T require third party registration

**There are many things you're allowed to do, that don't require you to register as a third party during an election campaign:**



**SURVEYS!** Any time you ask all parties, or candidates, the same question(s) you are NOT acting in a partisan manner.

→ Gathering information from parties or candidates on specific issues is a great tool, and the results can be sent to supporters and donors as long as they don't single out the results of any one party or candidate.

→ Having a record of the positions of the parties and the candidates helps to identify allies.



**SOCIAL MEDIA** is a great way to get timely messages out around specific issues.

→ Don't direct your messages towards a particular party or candidate. Instead, focus on the issues that matter most to you and your organization.

→ You can spend up to \$500 on paid social without having to register.



**TALK TO YOUR FRIENDS AND FAMILIES** about what matters to you in this election and what you want to see from the next government.

→ The best advocate for the sector is you! By reaching out and talking to friends, families and neighbours about the issues that matter to you, you're creating a network of supporters that can create real change.

→ Encourage your network of supporters to join you at all candidate debates, to ask hard questions when candidates knock on their door and, most importantly, to vote!

### SOME THINGS TO KEEP IN MIND:

- If you're spending more than \$500 on an activity, you may need to register.
- If you're targeting a single party or candidate, you're engaging in partisan activity. If you're targeting all parties, you are engaging in non-partisan activity.
- If you have questions about whether or not you need to register, or you are thinking about advertising, paid social media campaigns, or partisan activities please reach out to Sarah Magee at Sarah@Biggerthanourborders.ca



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## Activities that DO require third party registration

### What does registration allow you to do? >

*There are, however, activities you might want to engage in that do require you to register. Registering as a third-party advertiser isn't difficult. Follow these four steps:*

1. Submit the General Form – Third Party (EC 20390) to Elections Canada.
2. Open a separate bank account from which money for the campaign will be drawn.
3. Appoint a financial agent, and have them sign a declaration accepting the appointment.
4. IF YOU SPEND MORE THAN \$10,000 you must appoint an auditor.



**ENDORSE** a political party, support or oppose a specific candidate or political party with an ad, social media or any other public communication piece.

→ Any time you target a specific candidate or party the activity is considered partisan, and you are required to register as a third-party in the election.

→ You can avoid targeting political parties or candidates by either tagging all parties in communications like social media posts or focusing the content on the issue rather than the political party or candidate.



**PAID ADVERTISING** is a great way to highlight issues. Any time an ad targets a political party or a candidate it is considered partisan, and you must register.

→ Issue-based advertising is not regulated in the pre-election period; however, in an election an ad that takes a position on an issue that is associated with a political party or candidate is considered partisan and you must register.

→ Promoted social media can fall into this category, and if you are planning on over \$500 in promoted social spending you should register.

### SOME THINGS TO KEEP IN MIND:

- When you spend over \$500 in advertising during the election you will need to register. If you are running ads prior to the drop of a writ, and they are not partisan in nature, you are not required to register.
- Any activity that targets a specific candidate or party is considered partisan and you will need to register.
- If you have specific questions about whether or not you need to register, or you are thinking about advertising, paid social media campaigns, or partisan activities please reach out to Sarah Magee at Sarah@Biggerthanourborders.ca

