



Guidelines for Volunteers Running for Public Office, Working on Campaigns, or Holding a Party Position

The following guidelines are for volunteers who are preparing to or have already declared their candidacy, joined a campaign, or hold a party position to help Everytown maintain legal compliance.* If you decide to declare your candidacy for office, join a campaign, or take party office, please follow the below guidelines¹ regarding your campaign or your candidate's campaign, as applicable:

Let us know if you are running for office by emailing

campaignrequests@everytown.org. Participation in Demand a Seat or serving as a Moms, Students or survivor volunteer doesn't guarantee Everytown's support in your race; however, once you have completed the form, someone will reach out to let you know how you can apply for the Gun Sense Candidate Distinction, and to provide you with an Everytown coordinated contact for going forward. ***Note: if you are joining a campaign or take up a party office, please notify your chapter.***

Direct your communications to Everytown coordinated staff at

campaignrequests@everytown.org. Coordinated staff will serve as your point of contact on any questions or communications. Please do not:

- Share any nonpublic information about your campaign, or make any suggestion or requests related to your campaign to any staff except those who have confirmed that they are part of the Everytown coordinated team (which includes the *Demand a Seat* core team).
- In addition, while you are free to reach out to Everytown volunteers with whom you have a personal relationship to ask for their personal support of your campaign, please do NOT make suggestions or requests of the volunteer leaders in your Chapter to engage in your campaign. Any requests for Everytown or Chapter involvement in your campaign should be directed to your Everytown coordinated staff contact.

¹“Join a campaign” defined as paid staff or consultant, OR volunteer staff or consultant whose role in the campaign gives you access to strategic decision making, including the authority to make, influence or shape decisions, or gives you access to insider/non-public information including access to the campaign's data and targeting. This would include, for example volunteer senior advisors or volunteer campaign managers.

** These guidelines are not intended as legal advice, and you should consult with your own campaign finance counsel about the rules that apply to you.*



If running for office or working for a campaign, do NOT use any Everytown assets or tools, and DO step down from volunteer leadership roles and remove yourself from internal communication channels. You may remain in Demand a Seat even after declaring your candidacy or joining a campaign. However, as always, individuals who are running for office or joining a campaign must observe the following rules:

- Step down from leadership positions in Chapters;
- Remove yourself from internal communication channels such as volunteer Slack and closed volunteer Facebook pages; and²
- Do NOT use any Everytown proprietary assets or tools (including but not limited to lists you or others have acquired through the Everytown VAN or any other Everytown supporter or donor lists) in support of your campaign.

If taking up a position with a political party, do NOT use any Everytown assets or tools for the party's benefit, and DO step down from volunteer leadership roles and remove yourself from internal communication channels if:

- The volunteer leadership position provides access to VAN;
- The volunteer leadership position provides access to conversation about election strategy and planning in their state or local group.

Volunteer leaders can be moved to different leaders roles until the completion of the election as long as those leadership roles do not have access to the items enumerated above.

Do NOT use our logos without permission. Do NOT use any Everytown logo, the Gun Sense Candidate Distinction logo or endorsement mark in your campaign materials, unless you have separately received the distinction or endorsement

²If you are in Demand a Seat, you may remain in the *DAS* Slack channels, but may NOT use *DAS* Slack channels to make specific requests for support of your campaign from Everytown or any volunteer Chapters. All such requests should be made directly to your Everytown coordinated staff contact.

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and been given express permission by Everytown to use the distinction or endorsement mark.

- As a former volunteer, we understand that you may want to highlight your advocacy work in your campaign, including using photos and images you may have taken with volunteers wearing Moms Demand Action and Students Demand Action branded t-shirts. If you choose to use such photos, please do not suggest or imply endorsement, and please include the following language when citing your involvement with Everytown, Moms Demand Action, or Students Demand Action: *"Organizational affiliation provided for identification purposes only and not an indication of organizational support or endorsement."*

Note for Demand a Seat Participants. Demand a Seat is an educational training program and does NOT provide support to any candidate or campaign. While Everytown organizations *may* choose to separately provide that support, participation in Demand a Seat does not guarantee any such support. We ask that you help us to maintain this distinction. Specifically:

- While we encourage you to reference your participation in Demand A Seat as part of your bio or background in your communications, including on social media, and to discuss how the educational training and access to the volunteer network has helped to encourage and bolster your run or decision to join a campaign, please do NOT state that Everytown has endorsed you (unless you have received an official notification of endorsement), or suggest that Demand a Seat is directly supporting your campaign.

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