

SENATE BILL
[NUMBER - *SB-S21-003*]

PRIMARY AUTHOR(S)	Lama Yassine (2020-2021 Elections Director), Tricia Sarmiento (Elections Director)
SECONDARY AUTHOR(S)	Vivek Patel (CNAS Senator)
SPONSOR(S)	Blanca Estela Alba (CHASS Senator) Dorothy Leigh Doronila (SOE Senator)

TITLE	Online Campaigning Reimbursements
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BACKGROUND

The purpose of this amendment is to provide clear guidelines for campaigning on social media platforms. Currently, the Elections Code does not provide any campaigning measures useful for virtual campaigning. These guidelines shall be specific to certain platforms that are most popularly used by candidates.

**THE ASUCR SENATE HEREBY AMENDS CHAPTER VII OF THE ASUCR BYLAWS
AS FOLLOWS,**

CHAPTER VII

Part 3: Campaigning Regulations

Item 3: Campaigning Material Regulation

Section A.

Definitions-

1. The word public in this item shall be defined as any person that is not running for an elected position or not officially registered under a pro-group or con-group.

Section B.

Things that can be given away by candidates, pro-groups, con-groups, or anyone with approximate relation to them shall be regulated as follows-

1. Anything that is given out by candidates, pro-groups, or con-groups must be approved by the Elections Committee before it is given out to the public;
2. To obtain approval from the Elections Committee, candidates, pro-groups, or con-groups must provide the following information to the Elections Director in print:
 - a. A receipt or other form of paperwork demonstrating the price of the individual item that
 - b. candidate, pro-group, or con-group seeks to give away to the public;
3. Items will not obtain the Elections Committee's approval if they meet any of the following criteria;
 - a. The total cost of a single candidate's aggregate promotional items is above \$350.00;
 - b. An individual item costs more than twenty (20) U.S. dollars (this excludes poster material);
 - c. It is deemed by the Elections Committee that the individual item has no advertisement purpose;
 - d. It is deemed by the Elections Committee that the individual item serves primarily to "buy" a vote rather than anything else;
 - e. The item is any type of perishable food or alcohol;
 - f. The item can easily be used as a weapon, such as knives and letter slitters;
 - g. The item can be used as legal tender or in the direct payment of a debt, such as money and gift cards;
 - h. The item violates any other regulations regarding campaigning.

4. ~~3.~~—If candidates, pro-groups, or con-groups give away any item to the public before receiving the Elections Committee's approval, that shall be grounds for receiving a violation.

Item 4: Campaign Expenses Regulations

Section A.

1. There shall be a limit in regards to campaign expenses. This applies to both individual candidacy and referenda pro and con groups.
 - a. Individual candidates shall be limited to three hundred fifty dollars (\$350.00) in campaign expenses;
 - b. Individual candidates will be reimbursed up to one hundred dollars (\$100.00) for campaign expenses;
 - i. Algorithm based online promotion/paid social media advertising will not be reimbursed Under jurisdiction of Elections Director, algorithm based online promotion/paid social media advertising may/may not be reimbursed in its entirety. Any decision of the Elections Director must be applied uniformly between all candidates.
 - c. Referenda Pro and Con groups shall be limited to four hundred dollars (\$400) in campaign expenses.
 - d. Itemized receipts must be presented to the Elections Director for purposes of spending validation.

Natalie Hernandez
Executive Vice President

Signed Legislation can be found in the ASUCR Office

INTRODUCED ON - *February 19th, 2021*
COMMITTEE APPROVED ON -
VOTE COUNT -
SENATE APPROVED ON -
VOTE COUNT -