



# Minneapolis Campaign Finance Welcome

2024 Elections



# What we are going to cover

- Introductions
- Campaign Activity in General
- Campaign Finance Reports
- Filing Reports: MapLight Campaign Finance System
- Campaign Finance Law
- Important Upcoming Dates
- Questions

## Campaign Finance Team

### **Peter Rusk**

- Voter and Candidate Services Coordinator
- Your primary campaign finance contact

### **Charles Piehl**

- MapLight Project Lead

## Minneapolis Elections and Voter Services (EVS)

Administers elections in Minneapolis

- *Staff and equipment for polling places, early voting (mail and in-person), election judges, candidate filing, voter outreach, and much more*



*Peter Rusk, pictured here in a photo he does not care for*

## Contact Information

Campaign Email: [mpls.campaigns@minneapolismn.gov](mailto:mpls.campaigns@minneapolismn.gov)

Campaign Phone Number: 612-331-8683(VOTE)

### This presentation is not legal advice

Election law as written in MN Statute is the ultimate authority.

We can offer help in navigating these processes, but ultimately campaigns are responsible for understanding and adhering to the law.

There may be situations where you ask us a question and we will have to refer you to the advice of legal counsel or a financial professional.

It's not that we don't want to help, there are just some areas on which we, as election officials, cannot advise.

### [Link to Campaign Finance Home Page](#)

- *Information and links about campaign finance in Minneapolis*

### [Link to MapLight Portal](#)

- *Site used to record transactions and submit campaign finance reports*

### [Link to MapLight Filer Guide](#)

- *Step-by-step instructions on using MapLight*

### Contributions – The money you take in

Anything of monetary value that is given or loaned to a candidate for a political purpose.

#### **Monetary (Cash)**

- *Online donations, selling tickets to an event, donation checks, etc.*

#### **In-Kind**

- *Anything that has monetary value, but is not money*
- *Posters, buttons, food, etc. given to the campaign for political use*



**Does not include volunteer labor!**

### Contribution Limits

You cannot accept contributions from individuals or committees more than these specific amounts, depending on the office. This total is cumulative over the course of a year.

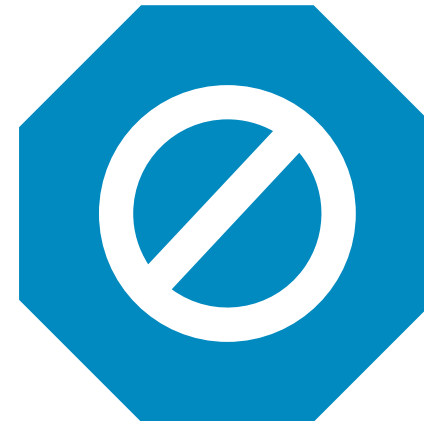
#### **Contribution limits in election years**

- \$600 for all district or ward offices
- \$1000 for Mayor or “at-large” offices

#### **Contribution limits in non-election years**

- \$250 for all offices

Accepting contributions from most businesses and non-profits is prohibited



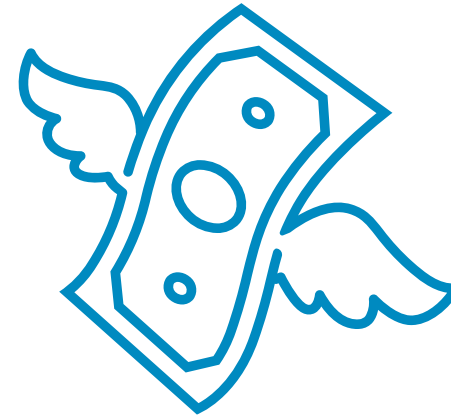
### Expenditures – The money you spend

Anything you purchase using campaign funds

- *Web site hosting fees, t-shirts of volunteers, a tour bus, etc.*

You cannot make contributions to other campaigns using your campaign funds

**If the money is coming out of your campaign account, it should be reported!**





### Itemization of Transactions

Contributions and Expenditures over \$100 must be itemized when reported

- *This must include the name, address and employer of the contributor, but just a description for expenditures*
- *This is cumulative through the year. In other words, if someone donates \$50, then \$70 a month later, their contributions must be itemized*

MapLight does this for you automatically

- *You must enter full information for all transactions, even those not greater than \$100*
- *MapLight will do the math and itemize contributors that pass the \$100 limit*
- *All other items will be reported as a bulk "un-itemized" value*

### What is reported on a campaign finance report?

#### **Contributions**

- *Both monetary and in-kind*

#### **Expenditures**

#### **Cash on Hand**

- *The total amount of money your campaign currently has*

#### **Itemized transactions that are over \$100**



### All campaigns must file:

#### **Initial Report**

- *Due within 2 weeks of raising or spending \$750*
- *This is when you create your campaign finance account with the City*
- *Covers all activity up until your filing*
- *You only need to do this once*

#### **Annual Report**

- *Due January 31<sup>st</sup> of the next year*
- *Covers from the last report you filed until December 31st*
- *You must do this every year until you file a Final Report*

**These reports are required even if you are not running this year**

In addition, if you are running this year:

### **Pre-Primary Report**

- *Due 10 days before the Primary*
- *Covers from last report until 5 days before this report is due*
- *Required even if you are not on the Primary ballot*

### **Pre-General**

- *Due 10 days before the General Election*
- *Covers from last report until 5 days before this report is due*

### **Post-General**

- *Due 30 days after the General Election*
- *Covers from last report until 5 days before this report is due*

**All dates are covered by a report!**

For all candidates running in an election

### **Certificate of Filing**

- *Due no later than 7 days after the General or Special Election*
- *Due even if you have not raised or spent \$750*
- *Not actually a full report*
- *Certifies that you have submitted all required reports or that you do not need to*

**If you do not submit a Certificate of Filing, you cannot take office!**

### If you want to close your account...

#### **Final Report**

To close your account, you can submit a Final Report

Your campaign must meet these criteria:

- Have settled all debts
- Have less than \$100 in assets

**Once you submit a final Report, your account is inactive and you no longer need to submit Annual Reports**

### 2024 Campaign Finance Due Dates

**Within 14 days of raising \$750** - Initial Report (If this is your first time raising/spending \$750)

**Saturday, August 3rd** - Pre-Primary Report

**Saturday, October 26<sup>th</sup>** - Pre-General Report

**Tuesday, November 12<sup>th</sup>** - Certificate of Filing

**Thursday, December 5<sup>th</sup>** - Post-General

**Friday January 31<sup>st</sup>, 2025** - 2024 Annual Report

All of these reports are submitted through MapLight

<https://minneapolis.maplight.com/public>

Introduced last year, this system offers features to improve your filing experience

- *Online access and transaction tracking*
- *Automatic compiling of reports*
- *Easy process for amending reports*

**Every candidate needs an account in MapLight!**



### Working in MapLight

1. Create an Account
  - *Every user working in MapLight needs an account*
2. Create a campaign or request access to an existing campaign
3. Enter all transactions (Contributions and Expenditures) for your campaign
4. Review your report
  - *MapLight automatically compiles relevant transactions (Based on the dates of the report)*
  - *Generates a draft report for you to check against your own records*
5. Submit your report
  - *Even though the draft report is automatically created, you still have to review and submit it!*

## Creating an account in MapLight

You will need to enter an email address, phone number and password




- *You will receive a verification email. You must enter the provided code to finish account creation*

You will then be prompted to either connect to an existing campaign or to create a new campaign

- *If you request access to an existing campaign, the Treasurer or Candidate from that campaign will need to approve your request*

### Create Account

Enter the email, phone and password you will use to login to the system

Email	<input type="text" value="Email"/>
Phone	<input type="text" value="( ) -"/>
Password	<input type="password" value="Password"/>  
Confirm Password	<input type="password" value="Confirm Password"/> 

## Campaigns in MapLight

In order to submit transactions and file reports, your account must be connected to a campaign

Your account will have a role within a campaign, determining what access you have

### Candidate

- *Each campaign must have exactly one Candidate*
- *Can manage all aspects of the campaign, including managing connected users*

### Treasurer

- *Can manage all aspects of campaign, including managing connected users*

### Officer

- *Able to add transactions, but not submit reports or manage other users*
- *Cannot edit campaign registration information*

### Campaign Information

Campaign Name

Office Sought

Election Date

I'm a Candidate

### Candidate Information

First Name

Last Name

### Campaign Contact Information

#### **Candidate Information** (public)

- *The home or business address where you would like important campaign information to be sent*
- *This will be our primary contact information for the campaign all year round*
- *Cannot be a city government email address*

#### **Business Information** (public)

- *The information that will appear on your Statement of Economic Interest, a related filing that is submitted through MapLight*

#### **Personal Contact Information** (not public)

- *Contact information EVS can use to reach you after the campaign is over or after you no longer hold office.*
- *This should be checked often and separate from your other candidate information*

### MapLight Filer Guide

For your in-depth guidance on processes in MapLight, use the guide!

[Link to MapLight Filer Guide](#)

**We are working on an expanded and improved version of the guide!**

# Special Considerations for 2024

## Creating your campaign in MapLight

When you are creating your campaign in MapLight, you will need to select the most recent election cycle you ran in

- *This will allow you to select the correct "Office Sought" for your campaign*

## Existing Balances

Some filers this year may have existing accounts from when you filed in previous years and your starting cash balance must be accounted for

Create a contribution to your new campaign for the starting balance amount

- *The contribution name should be from your campaign with the date of 1/1/2023*
- *We just need to clearly see that this contribution is the transition of your account to the new filing system*
- *You will only have to do this once*

### Minnesota Election Law

We follow Minnesota Statutes on Campaign Finance, mostly covered in

- [Minnesota Statute Chapter 211A](#)
- [Minnesota Statute Chapter 211B](#)

### What does the public see?

The information you file is made available for public inspection via the public side of the MapLight website

<https://minneapolis.maplight.com/public>



### Annual Report for 2023

Due on Wednesday, January 31<sup>st</sup>, 2024

Only due if you have had an existing campaign finance account in 2023

➤ *Due regardless of if you were on the ballot last year*

Covers since your last report's coverage period until December 31<sup>st</sup>, 2023

➤ *For those who weren't on ballot in 2023, it will default to Jan 1, 2023 – Dec 31, 2023*

### Candidate Filing

May 21<sup>st</sup> – June 4th

➤ *For School Board Districts 2, 4, 6 and At-Large*

Not directly connected to campaign finance, but important to know if you plan to run for office this year

Check out our website for details: [vote.minneapolismn.gov/candidates/filing-for-office/](https://vote.minneapolismn.gov/candidates/filing-for-office/)



## We want your feedback!

Please let us know how we can provide better service and information

We are here to help!

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Campaign Phone Number: 612-331-8683



**What questions do you have?**