

# VOTER FILE DATABASE AUTHORIZATION

## POLICY FOR LOCAL CANDIDATES

This document contains current policies and supplemental information regarding access to the Democratic Party of Oregon (“DPO”) Voter File Database (VoteBuilder) that may be provided to local candidates by county parties. The DPO reserves the right to update this document at any time.

### Authorization Requirements

County parties may authorize access to the Voter File Database (VoteBuilder) to local candidates that meet the following requirements:

1. At least 75% of the eligible voters live within the county, and
2. Candidate is a registered Democrat in good standing, and
3. Authorization authority for the district is not already assigned to another organization, such as Future PAC or SDLF. (Federal, Statewide, *State House, State Senate, Metro, and Portland Mayoral candidates are not eligible for access to VoteBuilder through County Parties.*)

Authorization to access the Voter File Database does not constitute endorsement by either the County Party granting access or by the DPO. Counties are encouraged to provide access to any candidates they feel are qualified and deserving, and are a registered Democrat in good standing. County Parties who wish to grant access to local candidates must offer access equally to all registered Democrats running for a particular local office, including challengers to Democratic incumbents, according to the criteria above. However, challengers to Democratic incumbents will receive access only to the base voter file which does not include the advanced targeting features available to incumbent candidates and candidates running in open seats. The base voter file includes all public data available for purchase from the Oregon Secretary of State and DPO improvements to address and phone data. The base voter file does not include access to historic candidate IDs, voter behavior scoring, constituency lists, or other proprietary DPO data.

County parties participating in the Voter File Database Authorization program must use the Standard Local Access Policy in Appendix C to grant Voter File access to local candidates. A County Party may use an alternative Local Access Policy if it is approved by the DPO Technology Director. This policy must outline the process by which a local candidate may apply for access and how the decision whether or not to grant access will be reached. This policy must receive written approval from the DPO’s Technology Director before it may be used to grant access to a candidate.

Once a local candidate has been approved for access the County Party shall provide the candidate with a current copy of the DPO’s Candidate Technology Services Agreement. The County Party shall also send the DPO a copy of the completed Candidate Technology Services Agreement with both the candidate and County Party signatures. The DPO will not grant access to a local candidate until both a completed County Party Services Agreement and campaign check for any relevant access fees has been received.

Candidates denied authorization to access the Voter File may appeal to the DPO's Administration Committee via an appeal submitted to the DPO's Executive Director.

If a County Party chooses not to participate in the authorization program, or fails to meet the requirements listed in this document, the DPO will authorize local candidates at its own discretion. In these instances the DPO will still share revenues with the County Party as outlined below.

## **Ballot Issues**

County Parties may use the Voter File to support or oppose local initiatives as long as those initiatives do not run counter to the DPO's Platform. County Parties must retain full control of the Voter File for local initiative efforts and may not grant access to any other organization. Local County Parties may not use the Voter File to support or oppose a statewide ballot issue unless it is authorized by the DPO's Administration Committee.

## **My Campaign and Activist Database Access**

Access to the Voter File Database (VoteBuilder) authorized by a County Party for a candidate does not include My Campaign access. If a local candidate believes that they need My Campaign access for their specific race they may purchase access from the DPO for an additional charge.

County parties may share with local candidates contact information for individuals who have expressly given permission to the County Party to share their information with local campaigns. These individuals shall be designated in the Shared Activist Database (the shared My Campaign Database) with the "Contact Issues: Share My Info" activist code. County parties may not share with a local candidate any other data or information which originates from the Shared Activist Database without express written permission from the DPO.

## **Fees, In-Kind Contributions, and Revenue Sharing**

The DPO values voter file access for all local candidates at \$500 and sets this as the base Voter File access fee. The county may specify that this access fee be offset by an in-kind contribution from the DPO. The candidate must report the in-kind contribution from the DPO. Fees for services other than the Voter File, such as My Campaign or DPO blast email, or other specialty services, may NOT be offset with in-kind contributions.

The DPO will credit the authorizing county with 50% of the actual fees paid for any Voter File access authorized by the County Party. Checks for the full amount set by the County Party should be made out the Democratic Party of Oregon and the DPO will then write a check for half the access amount to the County Party.