



CEP 2.0: *A closer look at public financing*

Connecticut State Elections Enforcement Commission



Agenda

- 2017 Law Changes that Impact 2018 Election Cycle
 - A Smart Start to 2018
 - Online Contributions
 - Contracts/Staff
 - Consultants & Secondary Payees
 - Financial Processes
 - Assembling a Great Grant Application
 - Financial Processes
 - Documentation
 - Feedback
 - Q&A
-

2017 Law Changes

2018 Contribution Limits

Statewide Office Candidates

- **STILL \$5 - \$100**

Governor
Lieutenant Governor
Secretary of State
Comptroller
Treasurer
Attorney General

General Assembly Candidates

- **\$5 - \$250**

State Senate
State House



Important note: the \$100 lobbyist contribution limit (subject to the sessional ban) still applies

2018 Qualifying Thresholds

- Governor and LG remain the same
- Other Statewides and the General Assembly are adjusted for the CPI
- We recommend collecting a 5% buffer for Statewide and a 10% buffer for General Assembly

	Threshold Amount	In district
Governor	\$250,000	\$225,000
Lieutenant Governor	\$75,000	\$67,500
Other Statewide	\$76,600	\$68,900
State Senate	\$15,300	300 Contributors
State House	\$5,100	150 Contributors

General Election Grant Reduction Schedule

- The later you apply for a general election grant, the less grant money you will be eligible to receive
- The date we receive a full grant application package will determine what grant monies you are eligible for



General Election Grant Reduction Schedule

For Application Packages RECEIVED at SEEC:

- | | | |
|----------------------------------|---------------------------|----------------------|
| ▪ On or before | <u>August 27, 2018</u> | 100% of grant |
| ▪ Between August 28, 2018 and | <u>September 10, 2018</u> | 75% of grant |
| ▪ Between September 11, 2018 and | <u>September 24, 2018</u> | 65% of grant |
| ▪ Between September 25, 2018 and | <u>October 5, 2018*</u> | 55% of grant |
| ▪ Between October 9, 2018 and | <u>October 12, 2018</u> | 40% of grant |

**adjusted for state holiday*

A Smart Start to 2018

Online Contributions

- Check ct.gov/seec for model templates for your type of committee.
(GA v. Statewide)
- Make sure Commission Staff reviews and approves of your online contribution page BEFORE you begin collecting contributions
- Provide staff with all backup documentation:
 - 1) Sample contribution receipt
 - 2) Spreadsheet (Settlement Report) reflecting all information collected by the merchant account processor
 - 3) MAP Letter



An Ideal Interface

Tap Amount

\$10

\$25

\$50

\$100

\$250

Other

Email *

Phone *

Name *

First

Last

Residential Address

Number, Street, Apt. *

ZIP *

Employer (If self-employed, provide Name of Business. Example: Dave's Painting; Other Examples: Retired, Unemployed, Student, Homemaker) *

Principal Occupation (If self-employed, provide Job Description. Example: Painter; Other Examples: Retired, Unemployed, Student, Homemaker) *

Is contribution being made from the account of a sole proprietorship? *

If yes, and name is different than individual contributor, list NAME OF SOLE PROPRIETORSHIP

Age (Please see restrictions regarding Contributions from Minors): *

Are you a principal of a state contractor or prospective state contractor? If yes, please indicate which branch or branches of government the contract(s) is with: *

Are you a communicator lobbyist, OR the spouse or dependent child of a communicator lobbyist? (Communicator lobbyists may not make contributions to statewide or General Assembly candidates during the legislative session.) *

Card Number

Exp. Date

CVC

ZIP / Postal

Click to confirm these statements are true.

I certify that I am NOT a principal of a state contractor or prospective state contractor.

I certify that I am a United States citizen or a foreign national with permanent resident status in the United States.

I certify that I have provided my residential address.

I certify that this contribution is made on my personal debit or credit card for which I have legal obligation to pay and intend to pay from my own personal funds, is not being reimbursed in any manner, is not being made as a loan, is not an otherwise prohibited contribution, and that payment is not made from the funds of a corporation, labor organization or any other entity.

I hereby certify that all information disclosed by me on this contributor form is true and accurate to the best of my knowledge and belief.

[Click here to read legal definitions.](#)

Donate

WE ARE HERE TO HELP!



Get review and approval *from SEEC* directly *BEFORE* your site goes live

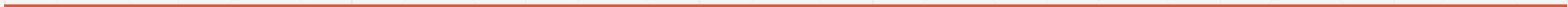
- Do not rely on consultants to tell you it's fine – ask for evidence that it was reviewed
- DO NOT model your site after another candidate's and assume it's approved without having your own review

If your site is missing crucial pieces of information or certifications, your grant application will be delayed.

- Treasurers may need to follow up with each online contributor by phone, email or even by obtaining a paper certification form
-

Contracts/Staff/Consultants

- Any professional person being paid \$100 or more for campaign activities
 - A working agreement must be in place PRIOR to the work being started
 - SCOPE
 - DURATION
 - AMOUNT TO BE PAID
 - Templates available on our website ct.gov/seec
 - Contracts cannot be crafted to be paid contingent on receiving a public grant
 - Staff cannot receive a post-election bonus



When is an Agreement Required?

Example: No Agreement Required

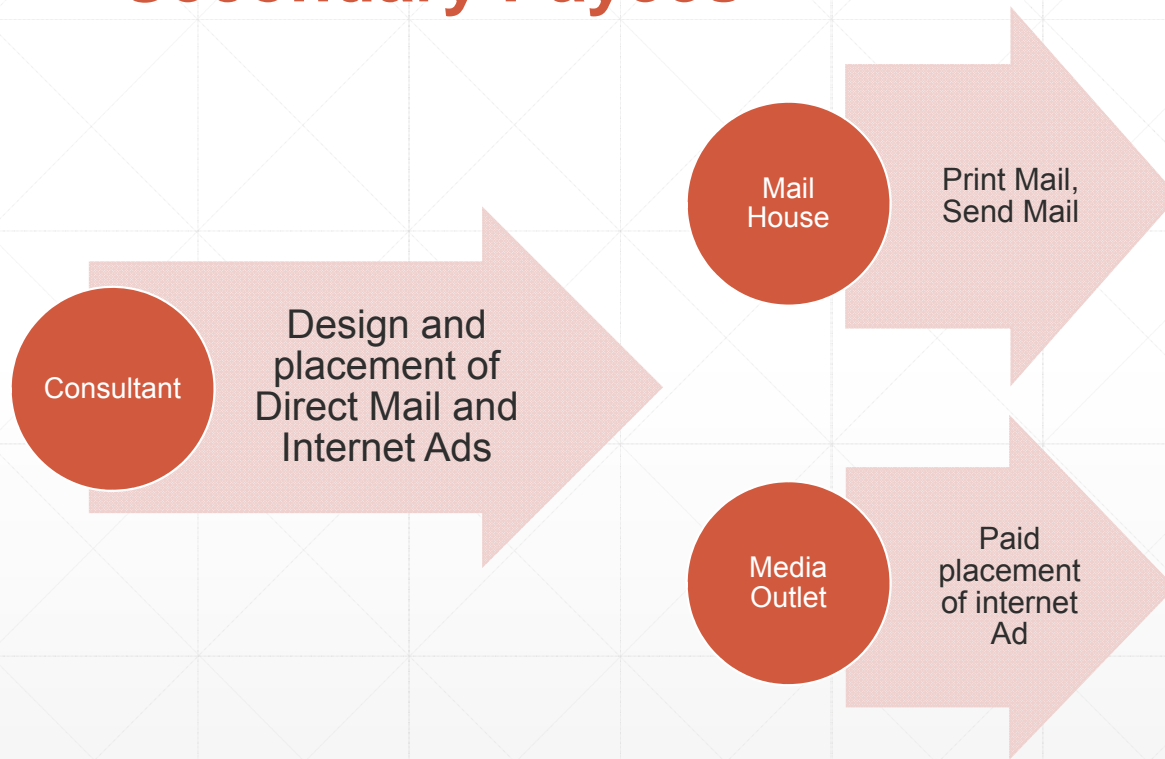
- Campaign Manager* goes to print house like Staples or Kinkos
- Provides flash drive with mailer to be printed, fully designed
- Provides a mailing list
- Billed according to price list applied by business to all customers consistently
- Pays before delivery of goods

*the relationship between the campaign and campaign manager *would* require an agreement.

Agreement with Consultant Required

- Campaign hires a consultant to assist with communications
 - Consultant helps design messaging strategy
 - Consultant identifies and hires print house
 - Provides to print house a flash drive with mailer to be printed that was designed by consultant
 - Mails to list the consultant created
 - Invoices periodically or at end of campaign
-

Secondary Payees



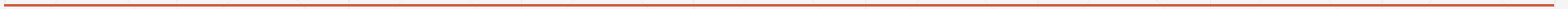
TREASURERS:

You need an itemized accounting of where and how all the money is being spent.

Make sure your consultants are prepared and willing to provide you with everything you will need BEFORE you sign a contract/agreement or pay them.

Financial Processes

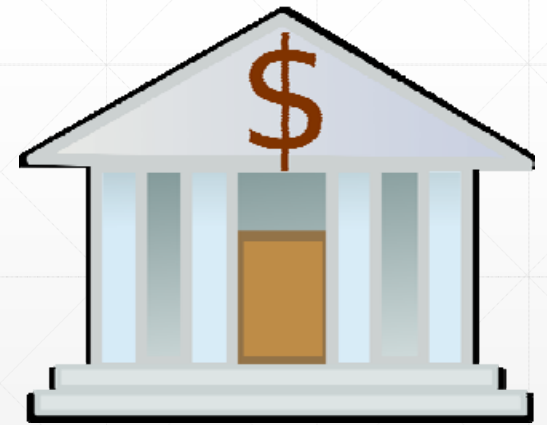
- Only the treasurer and deputy treasurer should be signatories on the bank account
- Treasurers should not make cash withdrawals on the committee account
 - There are very specific rules on “Petty Cash”
- Treasurers should be sure to deposit monies (cash, check, money order) and transfer funds collected on Online Contribution Site timely and completely
- Although a contribution for General Assembly may now be up to \$250, only \$100 of that may be accepted in cash



Grant Application

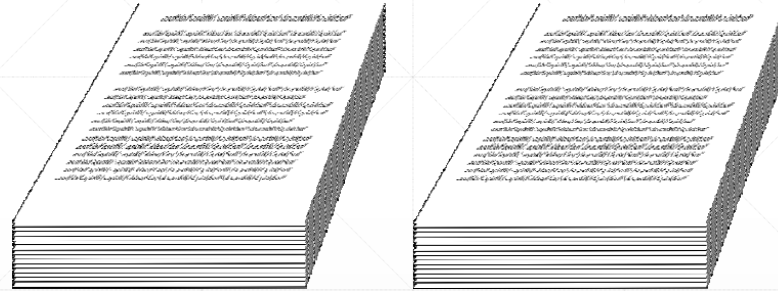
Financial Processes

- Any money provided by the candidate should be reported as Personal Funds of the Candidate (Section E)
 - *NOT a Contribution from an Individual (Section B)*
- Treasurers should be sure all monies are deposited (cash, check, money order) and funds transferred from Online Contribution Site BEFORE submitting grant application



Documentation for Contributions

- **2 separate copies** of all contributions received must be printed, ***numbered*** and in order by their Contribution ID



Online Contributions:

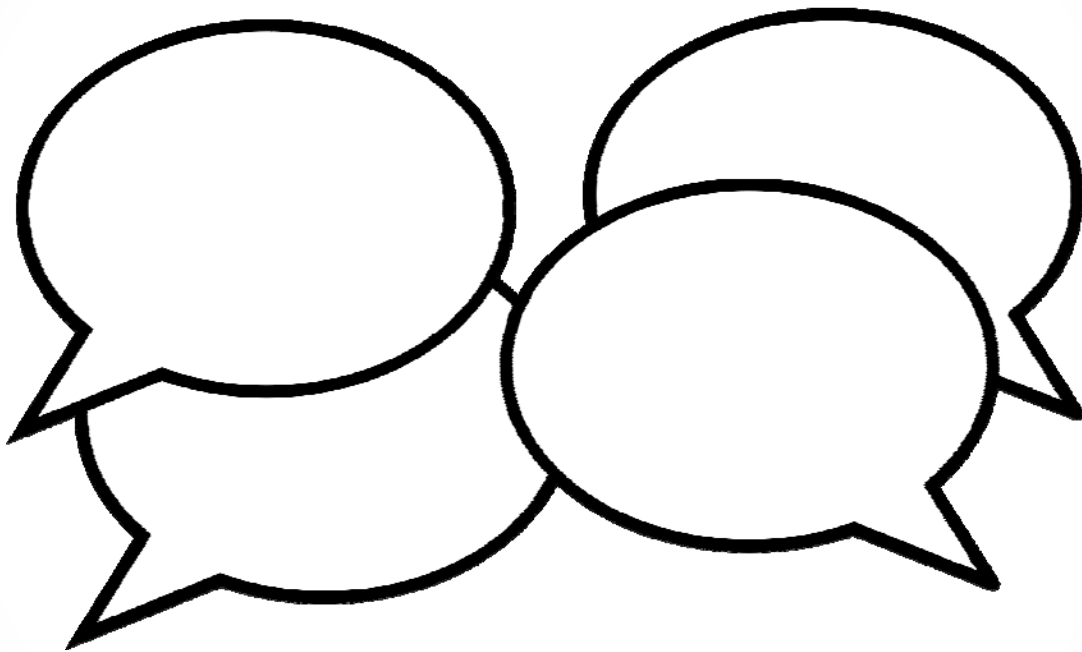
- Print out and included each individual “receipt” for Online Contributions
 - Provide an electronic excel spreadsheet with each contribution
 - Include a Grant Application Letter with the application
 - (Like the MAP letter but saying no changes)
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Application Feedback

- Remember: the Commission has:
 - 5 business days to review a General Assembly Grant Application
 - 10 business days to review a Statewide Grant Application
- Following the Grant Application Review, if the committee needs to raise new funds, those new monies need to be submitted to SEEC in a NEW CHECK, made out to “CEF”
- If you have any questions, your best point of contact is your elections officer.



Q&A



Candidate Services Unit

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ct.gov/seec