

November 12, 2009

WHAT'S NEW FOR 2010 ELECTIONS

TRADITIONALLY FINANCED CANDIDATES

WHAT HAS CHANGED	OLD	NEW
Contribution Limits	Contribution limits were: \$500 per election for gubernatorial candidates \$250 per election for legislative & county candidates.	Contribution limits are: \$750 per election for gubernatorial candidates \$350 per election for legislative & county candidates.
Timing of Contributions (party candidates)	A contributor giving to a candidate in both the primary and general elections was required to give <u>two separate contributions at different times</u> - one before the primary and the other after the primary.	Party candidates may receive primary and general election contributions from a contributor <u>at the same time</u> as long as the contributions received for the general election are segregated in a separate account from those received for the primary election and are not used in any way in the primary election.
Exemption from Reporting	The exemption was available to all candidates - gubernatorial, legislative, and county - who signed a notarized statement affirming that they would not raise or spend any funds for their candidacy.	Only <u>county and municipal</u> candidates may claim the exemption from reporting. All legislative and gubernatorial candidates must appoint a treasurer and file reports.

MCEA CANDIDATES: GUBERNATORIAL AND LEGISLATIVE

Number of Qualifying Contributions	Candidates were required to collect at least: <ul style="list-style-type: none"> • 2,500 for Governor • 150 for Senate • 50 for House. 	Candidates must collect at least: <ul style="list-style-type: none"> • 3,250 for Governor • 175 for Senate • 60 for House.
Qualifying Period	Gubernatorial period: November 1 to April 15 for party candidates and November 1 to June 2 for unenrolled candidates. Legislative period: January 1 to April 15 for party candidates and January 1 to June 2 for unenrolled candidates.	Gubernatorial period: October 15 - April 1 <u>for party and unenrolled candidates.</u> Legislative period: January 1 - April 20* <u>for party and unenrolled candidates.</u> (*Except for 2010 elections, the period ends on April 21, 2010 due to government closure day.)
Online Qualifying Contributions	All \$5 qualifying contributions made online using a debit/credit card required the contributor's voter registration to be verified by town clerks.	The online system now verifies voter registrations. Only voter registrations that the online system is unable to verify must be verified by town clerks.
Qualifying Contribution	A <u>\$5</u> contribution made in support of a candidate.	<u>\$5 or more</u> made in support of a candidate.
Insufficient Cash in MCE Fund	The MCEA allows candidates to accept traditional campaign contributions if the Fund has insufficient cash. No procedures were needed or adopted.	The Commission will be adopting rules in January 2010 regarding the collection of private contributions if there are insufficient funds to pay MCEA candidates.
Uncontested General Election Payments	Uncontested legislative candidates in the general election received 40% of the amount that contested candidates received.	Uncontested legislative candidates are paid 33% of the contested amount - a 7% reduction from the 2008 payments.
Payments to PACs and Parties	Only payments for <u>services</u> (salary, consulting, and other professional services) required a description.	<u>Goods</u> purchased from a PAC or a party committee also require a description to be reported.
Payments of \$500 or More for Services	No detailed documentation needed for payments for services of \$500 or more (single payment or aggregate amount to single vendor).	An invoice, timesheet, or other document <u>detailing the services provided</u> is required for payments of \$500 or more.

See back for more changes affecting all candidates

MCEA CANDIDATES: GUBERNATORIAL AND LEGISLATIVE CONTINUED

WHAT HAS CHANGED	OLD	NEW
<i>Closed-Captioning on TV Ads</i>	No requirement.	TV ads purchased with MCEA funds must include closed-captioning if it is available from the station.
<i>Record Retention</i>	Candidates/treasurers were required to keep campaign records (bank statements, vendor invoices, receipts, and proof of payment) for <u>two years</u> after the final report of the election.	Records must be kept for <u>three years</u> .

MCEA GUBERNATORIAL CANDIDATES ONLY

<i>Mandatory Seed Money and Documentation</i>	Raising seed money was optional. When certification was requested, seed money records and documentation were not required to be submitted.	At least \$40,000 cash seed money contributions must be raised <u>from Maine registered voters</u> . For the mandatory \$40,000 in seed money, additional documentation (as found in statute) must be maintained and submitted to the Commission as part of certification.
<i>Amount of Seed Money Raised</i>	\$50,000 was the maximum amount that could be raised.	\$200,000 in seed money can now be raised.

ALL CANDIDATES

<i>Disclosure on Communications</i>	Communications (signs, ads, mailers, etc.) authorized by the candidate were required to have the <u>name and address</u> of the person purchasing the communication.	The communication no longer needs to include the <u>address</u> of the person who purchased the communication.
<i>Disclosure on Handmade Signs</i>	Handmade signs authorized by the candidate were required to have a disclosure statement including the name and address of the candidate or person who financed the sign.	Handmade signs authorized by the candidate and displaying the name of the candidate may read: "Authorized by the candidate." The name and address of the person who financed the sign is not required.

For the complete statutory and regulatory changes, the Commission recommends that you refer to statutes and Commission's rules, which may be obtained on the Commission's website, www.maine.gov/ethics.