

Introduction

Candidates for municipal office play a vital role in upholding the integrity and trust of the democratic process. By conducting their campaigns with professionalism and respect, candidates contribute to an election environment that inspires public confidence and encourages community engagement.

These guidelines serve as a reminder of the shared values and practices that help ensure a fair, respectful, and transparent election process.

Key Principles for Campaigning

- **Integrity:** Act with honesty and transparency in all campaign activities and communications.
 - **Fairness:** Respect the rights of other candidates and ensure that campaign conduct supports free and fair elections.
 - **Respect:** Treat all individuals, including voters, fellow candidates, and election officials, with dignity. Refrain from discrimination, harassment, or intimidation.
 - **Accountability:** Take responsibility for your actions and campaign conduct, ensuring compliance with all applicable laws and ethical standards.
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Practical Tips for a Positive Campaign

- **Adhering to Election Laws:**
 - Follow all election laws, regulations, and bylaws.
 - Report any observed violations to the appropriate authorities.
- **Transparent Campaign Finances:**
 - Keep accurate records of campaign donations and expenditures.
 - Avoid contributions from prohibited sources or amounts exceeding legal limits.
- **Truthful Communications:**
 - Ensure all campaign materials and statements are accurate and not misleading.

- Focus on sharing policies and qualifications rather than making false claims or unfounded allegations.
 - **Respectful Interactions:**
 - Concentrate on discussing ideas, platforms, and solutions rather than personal criticisms of opponents.
 - Maintain the privacy and dignity of all candidates and their supporters.
 - **Encouraging Voter Participation:**
 - Refrain from any actions that may interfere with voters' ability to cast their votes freely.
 - Avoid coercion, intimidation, or distributing misleading information.
 - **Responsible Social Media Use:**
 - Post responsibly, ensuring that online communications reflect respect, truthfulness, and integrity.
 - Avoid engaging in or supporting online harassment, hate speech, or defamation.
 - **Sustainability Practices:**
 - Reduce waste by using environmentally friendly campaign materials and methods.
 - Dispose of campaign materials responsibly after the election.
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A Shared Commitment

These guidelines are a collaborative reminder of the values that contribute to a positive election experience for everyone involved. By embodying these principles, candidates can foster trust, respect, and a spirit of cooperation within the community.

Thank you for your dedication to promoting a fair and respectful democratic process.