



## **Guide to Endorsing Proposition 1C: “The Housing and Emergency Shelter Trust Fund Act of 2006”**

*Q: Can 501c3 charitable organizations endorse Prop. 1C?*

A: Yes, 501c3 organizations can endorse the measure. You may have heard that a 501c3 cannot endorse candidates for elected office, e.g. city mayor. This prohibition does not apply to ballot measures such as Prop. 1C.

*Q: How will the campaign use my organization’s endorsement?*

A: The campaign will include your organization on our official endorsement lists, available on the campaign’s website ([www.Homes4CA.org](http://www.Homes4CA.org)). Additionally, we might list you as a supporter on other printed campaign materials. If we want to quote you, we will obtain your additional specific written permission to do so.

*Q: Will my organization be expected to contribute money to the campaign?*

A: A financial commitment is not required in order to endorse. Every dollar, though, helps the campaign reach additional voters whose support may prove decisive on Election Day. We certainly hope you will consider a donation or participation in our Vacation Donation program. (See our website, [www.Homes4CA.org](http://www.Homes4CA.org) for donation forms. Contact Julie Spezia to learn about the Vacation Donation Program and how your organization can keep up to 30% of the funds you raise! [jspezia@housingca.org](mailto:jspezia@housingca.org) or (916) 447-0503, x104)

*Q: Should we expect contacts from the media as a result of our endorsement?*

A: Possibly. **Yes on 1C** press consultant, Sam Delson will check with you before referring any journalist to you. If a journalist calls you directly, feel free to contact Sam for advice on the most effective way to respond (916) 447-0503.

*Q. Is there a political risk involved in endorsing Prop 1C?*

A: Some individuals might not approve of your organization taking political positions. However, Prop 1C has no organized opposition and received bipartisan support in the state legislature. An effective response to a critic might be to explain how Prop. 1C advances your organization's mission.

*Thank you for your support!*