

Communication Guidelines



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The impact you can have on global poverty is potentially enormous. Please take the following into consideration when you advocate in support of mitigating climate change, improving foreign assistance, safeguarding maternal health and strengthening food security so that we can operate effectively.

General

- If you are ever contacted by the media directly, please set up an appointment with them instead of taking the interview immediately. E-mail elections@care.org so we can work together to maximize the opportunity.
- Always identify yourself as a volunteer for CARE. This removes you from any liabilities.
- When asked a question about CARE, CARE's work or a policy CARE supports for which you don't have an answer, tell the person you will get the answer and get back to them. Please don't speculate.
- Maintain regular contact with CARE through elections@care.org, so we can maximize the impact of all our advocates.
- Be judicious about how the logo is used – if unsure about any possible sensitivity, please ask CARE staff. For example, a meeting announcement is fine. But a poster for a rally on Darfur would not be authorized. Please refer to www.care.org/logo and download different versions of the logo from that page.
- All e-mails to elections@care.org should include your name, contact information and your state of residence.

At a Public Appearance for a Candidate - Do

IMPORTANT LEGAL NOTICE: There are important legal rules relating to the questions that may be posed by staff and volunteers of 501(c)(3) organizations. The sample questions are intended for use in small groups or one-on-one discussions with candidates. Different legal rules apply to public events or "bird-dogging." Discuss the importance of public policy approaches to a broadly-stated issue.

- Discuss how CARE has been trying to educate candidates about these issues.
- Be clear that CARE is encouraging candidates to develop some type of plan for addressing these issues.
- Be clear that CARE does not support or oppose candidates.

- Be clear that CARE will not suggest that certain candidates are better or more qualified than others.
 - Point out that this is an important issue to voters and they deserve to know how candidates would try to address it.
 - Be prepared.
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At a Public Appearance for a Candidate – Do Not

- Discuss individual candidate platforms in any way.
- Answer questions that mention the names of any candidates.
- Indicate that some candidates have responded to CARE's encouragement while others have not (this will invite a follow-up question for specific names, a question that should not be answered because it will reflect positively on those who we say have responded).
- Comment positively or negatively on statements or positions of any of the candidates.
- Suggest that one political party is more responsive on this issue than the other.