

# DFL Sample Ballot Policy

## ➤ *Who or what appears on a sample ballot:*

- All endorsed candidates and endorsed ballot questions up for election in the specified precinct will appear on the DFL Sample Ballot.  
*If an alternate format of a sample ballot used for specific purposes does not allow enough space for all candidates, an exception can be made at the discretion of the DFL State Party Chair.*
- All endorsements must follow procedures outlined in the DFL Constitution & Bylaws and the Official Call.
- Candidates or ballot questions not endorsed through proper procedures cannot appear on the sample ballot.
- Candidates or ballot questions endorsed through proper procedures will appear on the sample ballot (it isn't optional).

*Any exception to this rule must be approved by the DFL State Executive Committee. Opt-out requests must be submitted to the SEC within two weeks after the close of the filing deadline.*

## ➤ *Who is the intended audience of the sample ballot:*

- The targeted universe should include voters who are most likely to be swayed by the party's endorsement.

*The target universe will be set by the DFL State Party Chair, with advice from the SEC.*

## ➤ *How sample ballot is distributed to voters:*

- The DFL Sample Ballot will be distributed by mail.  
*This allows us to specify down to the precinct level which candidates appear on the sample ballot, and allows precinct-specific information for each voter.*
- The DFL Sample Ballot will also be distributed by e-mail, and will be available online.

## ➤ *Add-on options:*

- Units or campaigns can use the sample ballot as part of their campaign strategies by purchasing an increased number of sample ballots mailed into their areas.
- Units can purchase additional un-mailed ballots, but need to specify how many for each specific precinct.

*(note that other pieces may be better suited for this purpose)*

## ➤ *Standard design*

- DFL Sample Ballots will follow a standard design such that they are identifiable from year to year. This policy should not excessively constrain the design to eliminate options for cost-reduction, etc., but the standard design should be approximately consistent over time to maintain brand identity.

## ➤ *Order of ballot*

- The order in which the candidates appear on the DFL Sample Ballot will reflect the order in which those races appear on the ballot used at polling locations.