

## MEMORANDUM

**To:** \_\_\_\_\_ Independent School District Staff  
**From:** [name], Superintendent of Schools  
**Date:** \_\_\_\_\_, 20\_\_\_\_  
**Subject:** LEGAL AND ETHICAL GUIDELINES ON BOND ELECTIONS

The District has a responsibility to inform all voters about the election on \_\_\_\_\_. It is important that the District lead an “information-only” effort with the following guidelines:

1. It is our responsibility to inform the public about the bond measure and to encourage voter registration and participation.
  - Voters should know that bond measures appear at the end of the ballot.
  - Voters should **not** cast their ballots if they think the bond measure is missing from their ballots. They should insist the poll workers call the County to clarify. Errors in ballot styles do occur.
2. Public funds (including your time on the job) must not be used in any way to advocate (promote or discourage) the passage of this bond election. For example:
  - Advocacy letters, bulletins, emails, etc. cannot be prepared during an employee’s workday.
  - Advocacy letters cannot be printed on school stationery.
  - During work hours, individuals can be encouraged to vote, but not yes or no.
  - During work hours, do not advocate on social media. Texas law prohibits “ballot selfies” at polling locations.
3. Material that advocates must be paid for by individuals or citizen advocacy groups.
4. Consider adding a disclaimer to your personal email or social media postings: “Please note this message is personal, rather than official school district business, and was created using personally owned equipment and accounts on my own time.”
5. The Texas Ethics Commission also prohibits subtle forms of advocacy. For example:
  - A website graphic with a check mark (✓) on a ballot is improper.
  - Pictures of children in a video describing the bond is improper.
6. When talking on the phone during work hours, you cannot advocate for or against the measure.

During bond elections, most complaints filed with the Secretary of State’s Office involve improper use of school district resources for advocacy campaigns. This use is a direct violation of election laws.

### CONTACT PERSON

name  
Superintendent of Schools  
address  
, Texas  
phone