

# OBJECTIVES

- **People Power:** Amplify the influence of small donors as opposed to PACs and special interests
- **Diversity:** Break down financial barriers to office, empowering a more diverse pool of candidates
- **Voter Outreach:** Encourage candidates to spend more time listening to voters
- **Accountability:** Prevent candidates from appearing or becoming beholden to large donors

## WHY WE NEED FAIR ELECTIONS



7/8 of the last council elections have gone to the candidate who raised the most money, as did the last mayor's race.

## SUCCESS

Los Angeles and New York City have very successful small donor matching funds, which put the donor power where it should be:

21% of donors in Los Angeles gave small contributions to local candidates in 2001



45% of donors in Los Angeles gave small contributions to local candidates in 2015

## HOW IT WORKS

Local candidates who choose to participate in the Fair Elections program will receive \$6 in public funds for every \$1 collected in small contributions from Berkeley residents. Fair Elections candidates may only accept donations of \$50 or less from real people, and they may not spend more than \$50 personally on their campaign or accept money from PACs.



\$1 in donation → \$6 in public funds



## TAKE ACTION

- **SIGN OUR PETITION** to City Council at [ca.commoncause.org/FairBerkeley](http://ca.commoncause.org/FairBerkeley).
- **JOIN THE CAMPAIGN** email Helen at [hgrieco@commoncause.org](mailto:hgrieco@commoncause.org) to get involved.
- **VOTE** for the Fair Elections Act on the November ballot.

# BERKELEY FAIR ELECTIONS ACT

the equitable political system we deserve

amplify local voices  
& empower candidates  
to run small donor  
campaigns

For more information contact:  
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