

SEIU Local 509 — Candidate Campaign Email Instructions

Purpose

To ensure fairness, transparency, and compliance with the Labor-Management Reporting and Disclosure Act (LMRDA), campaign emails to members will be distributed through an approved neutral vendor. All candidates for office are offered equal access to this service at identical rates and under the same technical requirements.

Service Overview

Candidates may request one or more email distributions to members within their eligible voting area. Each message will use the standard SEIU Local 509 campaign email template, which includes a neutral header, your message text, and the required disclaimer and unsubscribe links.

A sample version of the standard template is available here:

 <https://vote.yeselections.com/seiu509/>

Pricing Schedule

Audience Size (Recipients)	Flat Fee (Per Send)
1 – 500 members	\$100
501 – 2,000 members	\$200
2,001 – 6,000 members	\$325
6,001 – 10,000 members	\$425
10,001 – 20,000 members	\$550

- Each distribution is a separate request.
- Payment must be made directly by the candidate (not by the union).
- Fees reflect the actual cost of distribution; no union funds are used.

Candidate Submission Requirements

Candidates must provide the following materials **no later than five (5) business days** before their requested send date:

1. **Message Text**
 - Submit as a **Word (.doc/.docx)** or **plain-text (.txt)** file.
 - Maximum **400 words**.
 - No formatting beyond paragraphs and capitalization.
 - Content will be inserted exactly as submitted (no editing or rewriting).
2. **Optional Image**
 - File type: **.JPG** or **.PNG**
 - Maximum size: **250 px wide × 110 px high**
 - File name: **[CandidateName_Image.jpg/png]**
 - No union logos or designs implying endorsement.
3. **Optional Web Link**
 - One link only (e.g., campaign website or hosted PDF).
 - Must begin with **https://** and direct to lawful, public content.
4. **Subject Line Format**
 - All messages will use the standard format:
[Candidate Name] for [Race Name], SEIU Local 509

Template and Layout

- The layout and color scheme are fixed for all candidates.
- The optional image appears at the top of the message.
- The optional link appears as a single button labeled as requested or “Learn More.”
- Every email includes the required disclaimer and required unsubscribe link:
This message was prepared by a candidate for union office and is being distributed under equal-access provisions of the LMRDA. The union does not endorse any candidate.

How to Submit Materials

Send all required materials to:

 **help+SEIU509@yeselections.com**

Include in your email:

- Your **message file** (.doc/.docx or .txt)
- Your **optional image** (if any)
- Your **optional link** (if any)

- The **office/race name** you are running for
- Your **preferred send date**
- The **email address to be used for invoicing**


You will receive a confirmation and invoice from **YesElections** prior to distribution.

Important Notes

- Messages will be distributed *exactly as submitted*, except for minor technical adjustments (e.g., formatting, spam compliance).
- Candidates are solely responsible for the content of their message.
- Requests submitted after the deadline may not be processed before the election.
- All candidate communications and send logs are retained for election audit purposes.

Contact

YesElections

 (866) 384-9978 
help+SEIU509@yeselections.com
 www.yeselections.com