

# My organization made a campaign-related disbursement — do we also need to make a Stand By Every Ad disclosure?

If your organization has made a communication that meets the definition of a campaign-related disbursement (CRD), your communication may need to include an individual disclosure statement that discloses the name of the organization and responsible person who authorized the communication and a donor disclosure statement.

## Top Five Funders:

A list of the five persons who, during the 12-month period that ends on the date of the CRD, contributed the largest amounts in aggregate to the organization in an amount over \$10,000 in aggregate. This lookback period will change with every CRD made.

Funders are not listed if contribution was restricted from being used for a CRD and placed in a segregated account.

If the communication was in a video format or is an internet or digital communication in a text or graphic format, include Top Five Funders list in the communication.

If the communication was in an audio format, include Top Two Funders list in the communication.

## Top Two Funders:

A list of the two persons who, during the 12-month period that ends on the date of the CRD, contributed the largest amounts to the organization in an amount over \$10,000 in aggregate. This lookback period will change with every CRD made.

Funders are not listed if contribution was restricted from being used for a CRD and placed in a segregated account.

**EXCEPTION:** The communication is of such short duration including the Funders List would be a hardship because a disproportionate amount of the communication's content would consist of the Funders List. However, the communication would need to include a link to the Top Five or Top Two Funders list. Implementation would be further clarified in regulations.

Disclose the name of the organization and applicable person who approved the communication. An applicable person is the organization's CEO or highest ranking official. For ads in video format, this disclosure must include this disclaimer both in writing and with a full-screen view of the person making the statement or with a photograph or similar image of the person.