Friends of Casey Miller

Campaign Values & Standards

Draft Version 1.0 | September 2026

A living campaign standard

Friends of Casey Miller has grown through the ideas, creativity, generosity and work of many people. Along the way, I realized that I should have established clearer campaign values and operating expectations from the beginning. I am doing that now.

This document does not diminish the work that brought the campaign this far, nor is it intended to determine whether any individual is good, bad, right or wrong. It establishes the standards that Friends of Casey Miller intends to follow and the expectations that apply when someone acts officially on behalf of the campaign.

These standards may be refined as we learn. Material revisions will be dated and identified by version. They are intended to supplement, not replace, applicable Oregon election, campaign-finance and other laws.

Our purpose

Friends of Casey Miller exists to support Casey Miller's candidacy through a campaign that is constructive, truthful, transparent, inclusive and centered on public service. Different roles carry different legal responsibilities, but the underlying commitment to integrity should remain consistent.

Respect and human dignity

We will treat people with dignity, including people with whom we strongly disagree. We will not make humiliation, demeaning language, dehumanization, personal degradation or manufactured hostility part of our campaign strategy. Political disagreement does not require personal contempt.

Diversity, equity and inclusion

Friends of Casey Miller values diversity, equity and inclusion. We respect people across differences in race, ethnicity, sex, gender identity, sexual orientation, disability, age, religion, economic circumstances, political belief and lived experience. This includes respect for LGBTQ+ people and communities. Inclusion also means listening to people whose experiences and perspectives may differ substantially from our own.

Positive, factual campaigning

This is intended to be a positive campaign. That does not mean avoiding difficult or unfavorable facts. Public records, decisions, policies, votes, statements and conduct sometimes warrant criticism. We may disagree, contrast records, correct inaccurate information and discuss difficult facts when relevant to public service. We will not deliberately distort those facts, manufacture outrage, use anonymous attack tactics or make personal degradation a campaign strategy.

Accountable criticism

We distinguish accountability from degradation. When Friends of Casey Miller criticizes a public decision, record, policy, statement or action, we will seek to make that criticism factual, relevant, appropriately sourced and attributable. We will distinguish established facts from opinion or allegation. Our goal is to provide information people can evaluate, not to tell people whom they must dislike.

Truthfulness and authentic communication

We will not knowingly distribute false or deceptive information. Friends of Casey Miller will not use fake identities, fabricated personas or campaign-directed activity disguised as supposedly independent advocacy. Technology, including artificial intelligence, may assist with research, drafting, design and analysis, but it does not exercise campaign authority. People remain responsible for what the campaign publishes.

Democratic participation and trustworthy elections

We value democratic participation, the right of eligible voters to vote, accessible elections, accurate election information, transparent election administration, secure and accurate counting of votes, and lawful processes for resolving questions or disputes. Public confidence is strengthened by reliable information, transparency and verifiable procedures.

Campaign contributions do not purchase influence

A contribution, endorsement, volunteer service or other form of campaign support does not purchase Casey Miller's vote, policy position, appointment decision, official action or preferential treatment. Campaign support and governmental decision-making remain separate.

Lawful and accountable campaigning

Friends of Casey Miller will comply with applicable campaign-finance, election, reporting and political-communication requirements. Campaign finances will be appropriately documented and reported, and the campaign will seek guidance when compliance requirements are uncertain.

Campaign and government remain separate

Participation in Friends of Casey Miller creates no authority within Lincoln County government. Campaign activities and governmental responsibilities will remain appropriately separated, including the use of public employees, public time and public resources.

Support, endorsement and official participation are different

Anyone may support Casey Miller. Someone may endorse Casey Miller without becoming an official campaign participant. Neither support nor endorsement alone makes someone a campaign manager, spokesperson, adviser, agent or representative of Friends of Casey Miller. Official campaign participation occurs when Friends of Casey Miller assigns a role and the individual accepts the campaign's values and the responsibilities associated with that role.

Transparency and reasonable privacy

Friends of Casey Miller will be truthful about whether activity is campaign-directed. People exercising campaign authority will be identified internally, have defined responsibilities and be accountable for their work. We also recognize that volunteers may have legitimate personal, employment, security or privacy reasons for not wanting their names publicly promoted. Reasonable privacy may be respected when it does not conflict with law, required disclosure, campaign accountability or truthful representation. Privacy will not be used to create fake independence or hide the campaign's responsibility for its own communications.

Personal expression remains personal

Campaign participants do not surrender their individual political beliefs or freedom of expression. Personal social-media activity or support for another candidate is not automatically a position of Friends of Casey Miller. When someone acts on behalf of Friends of Casey Miller, however, these campaign standards apply.

Supporting other candidates

Campaign participants may support or volunteer for other candidates. When acting for Friends of Casey Miller, participants should not imply that Casey Miller is running as part of a slate, joint ticket or coordinated campaign unless Friends of Casey Miller has expressly established such a relationship.

Different perspectives are welcome

Nobody is automatically the smartest person in the room. We value professional expertise, lived experience, common sense, creativity, constructive disagreement and the willingness to reconsider decisions when better information becomes available. People working with the campaign are encouraged to raise concerns and tell Casey when they believe he is making a mistake.

Consensus-seeking, candidate-accountable

Friends of Casey Miller seeks broad participation, candid feedback and consensus wherever reasonably possible. Consensus does not require unanimity. At this time, Casey Miller retains final responsibility and authority for campaign values, positions, strategy, major communications, significant expenditures, official roles and other matters not expressly delegated. Authority and consensus are not opposites: consensus describes how we try to reach decisions; authority describes who must ultimately make and own them.

Accountability, learning and repair

People make mistakes. Casey does too. When something goes wrong, our goal is to understand what happened, correct what reasonably can be corrected, learn from it and improve the system. Accountability and reinvention can coexist.

Clear authority

Financial contributions, friendship, technical access, creative work, expertise or long service do not automatically create authority to speak for or bind Friends of Casey Miller. Campaign authority is deliberately assigned. Casey Miller retains final campaign responsibility and decision-making authority except where specific authority has been delegated.

Campaign assets and continuity

Where reasonably practical, campaign-specific domains, websites, accounts, files, branding and other significant campaign assets should ultimately be owned or controlled by Casey Miller or Friends of Casey Miller. People performing campaign work may receive the access necessary for their assigned roles. No critical campaign function should unnecessarily depend on one person's private account, password or continued participation.

Official campaign materials

The Friends of Casey Miller campaign website serves as the primary home for official campaign values, statements, branding and downloadable campaign materials. Supporters remain free to create and express their own political speech. Independently produced material should not be assumed to be an official Friends of Casey Miller communication unless the campaign has approved or adopted it.

Participation is voluntary

Anyone may support Casey Miller without formally joining Friends of Casey Miller. Someone who decides these values or operating expectations are not a good fit may step away from an official role without that decision invalidating their previous contribution or preventing them from independently supporting the campaign.