



2020-2021 National Women's Council Election Campaign Policy

Updated 11/1/2020 with changes in red, to be posted on network tools page under national information and forms

Timeline on campaigning

When a decision has been made to run for office, please get in touch with the Executive Vice President. All updated forms, qualifications and other key forms for a candidate considering running for office can be found under network tools page (national information and forms). All candidates must declare candidacy by September 8th (and sign a consent to serve) and an orientation Zoom meeting will be conducted by the EVP (or designated staff) together with the nominating chair no later than October 15th. During this call, the candidate is welcome to invite members of her campaign team as well where policies will be spelled out and allow for Q&A. Official campaigning may begin after this meeting is complete.

A statement on professionalism and violations of campaign policy

Candidates and supporters in Women's Council elections should conduct themselves in an ethical, fair, and honest manner with the utmost professionalism and focus on her qualifications for office. There shall be no personal attacks of candidates or their character.

If a candidate or a supporter feels a campaign policy violation has occurred, they are asked to put the complaint in writing via email and addressed to both the EVP and Nominating Committee Chair, with the following information

1. An explanation of the situation, including which specific policy has been allegedly violated
2. The written email complaint must include any supporting materials, including screen shots or other evidence that is time and date stamped.

Additional notes:

- Note that in campaign policy violations, we can only address campaign violations with candidates and their official designated supporters, National does not have the ability to police posts by rank and file members or supporters (exclusions include "endorsement" groups as outlined in this policy); it is recommended that you address these violations on your own and refer to this policy as posted on wcr.org.
- Violations of professionalism will be dealt with by the nominating chair and EVP, although it must be noted that there is no official process that enforces punitive measures to policy violations.

National exposure

When possible, Women's Council will make every attempt to provide equal visibility in national communications. Candidates should utilize these opportunities to present their message and qualifications. Note that candidates should not utilize other positions held at Women's Council as campaigning platforms (ex, Executive Committee). Note that all candidates who are sitting line officers may be asked to fulfill current duties during her term which may inadvertently provide visibility, if authorized by Women's Council. Additionally, it should be understood that candidates, by nature of their involvement, are doing Council activities that provide visibility. All candidates should strive to separate duties and have the political and business acumen to know when to wear separate hats.

Lists provided by National

Approximately one month before the conference, National will provide the following information at one-time to all candidates:

- List of voting delegates (name, state, telephone, email only).
- List of midyear meeting registrants (as of distribution date; name, state and email only).

- In any email communications, the candidate must make the following statement: *“you are receiving this message as a voting delegate member (or midyear meeting registrant)”*. Additionally, any email marketing communications must indicate some type of opt-out provision. This is to comply with CAN-SPAM regulations.
- For calls, candidates should be aware of “do not call” lists and other legalities that relate to robocalls and other tactics that may be perceived as telemarketing. The liability is on the candidate (not Women’s Council) should you decide to go this route.

Note that local and state leadership information can be located on each microsite. National cannot provide customized lists to candidates to suit an individual’s needs or campaign strategies.

Please be mindful of communication and marketing tactics you utilize to membership.

Material approval and branding compliance

1. Candidates should be cognizant of Women’s Council branding guidelines as they conduct outreach and communications. A current copy of branding guidelines can be found under the brand assets page of wcr.org.
2. All campaign materials should be truthful and accurate and should not represent Women’s Council positions or business matters beyond regularly published material.
3. When 1 & 2 are in doubt, send to EVP for review (note, email only and 48 hour turnaround time needed).
4. **National meetings:**
 - **In person meetings:** Promotional material should be limited to brochures, roll-up banners (of standard size), and other standard giveaways. Prohibited onsite promotional materials include digital displays (rented TV, hotel electronic signage, in room TV ads), hotel room bag drops, or other means. Side events are welcome but if held in hotel, this must be coordinated through national staff. In all cases, note that Women’s Council space at the hotel is contracted and the hotel may have its own restrictions, so coordination and communication is required. At onsite events, staff may move banners if it conflicts with own signage and/or to provide equal placement in contested races. Candidates must remove banners during the inaugural gala in November and the election. Candidates ship at their own expenses and via their own logistics (staff will not assist). No material beyond small brochures and handouts are permitted inside meeting spaces.
 - **Virtual meetings:** No campaigning is to be done during official committee business or committee meetings in any fashion whatsoever. This includes, but is not limited to: an attendee’s virtual backgrounds and utilizing Council provided Zoom communication tools such as chat boxes. Staff reserves the right to disconnect any attendee who violates this policy.
 - **Social media channels.** Candidates are prohibited from utilizing any national-provided social media channels as a vehicle for campaigning (both private and public pages). Violations to this will result in them being banned from the site.

Travel and Outreach

Campaigning starts once consent to serve is signed and orientation is completed (typically October of the year prior to the election). When conducting trips and outreach to Women’s Council networks and events, candidates should *not* speak on behalf of the Women’s Council, nor should candidates represent, comment, or state positions on business matters related to Women’s Council. Candidate’s remarks and official representation should focus specifically on their candidacy and vision for the organization, and requests on Women’s Council official business matters should be addressed and/or bridged/routed with appropriate leaders and/or staff. Candidates should refer to this policy when discussing travel and outreach requests. Outreach travel is done at the expense of the candidate. No campaigning is permitted at the Network 360 Leadership Conference by any candidate, either as an attendee or faculty. Women’s Council National does not maintain an official calendar of events, but planned events are posted on wcr.org under each state or local network.

Endorsements:

“Endorsements” entail verbal, written, social media, or other campaign collateral. Candidates should proceed with caution as they claim the endorsement of “groups”. Endorsements are strictly prohibited from the following groups:

- Nominating committee (delegates and alternates)
- Executive Committee members (note that Executive Committee includes the national leadership team, national liaisons, the three most recent past presidents, and other key groups).
- **Official National groups, including, but not limited to: Leadership Institute (of campaigning years), Social Media Influencers**
- National strategic partners

Note, please contact Executive Vice President to clarify these groups. If endorsements appear in a candidate’s material and it is brought to National’s attention, we will request to have the material removed.

Yearlong timeline

- May before election: a candidate should consider declaring their candidacy at the regional caucus meetings.
- Summer before election: a notice is sent via eConnect on national officer positions and opportunities with process, official deadlines and forms.
- Early September before election: filing of paperwork and declaration of candidacy due.
- October. Group orientation meeting (call, Zoom, webinar) held on candidate guidelines by staff and nominating chair. Officer handbook distributed (note, it may be requested at any point in the process). Upon conclusion of this meeting, campaigning can begin.
- October through May: campaigning permitted.
- November meetings:
 - Nominating committee meets and candidates interviewed.
 - Slate posted.
 - 2-3 minute speeches given at Governing Board meeting
 - Previously elected officers installed at inaugural
- April: email lists sent of both voting delegates and preliminary midyear attendee list.
- May meetings
 - Meet the candidates session in an interview style format (*staff will advise format and questions one month prior to the meeting so that all candidates can properly prepare*)
 - Elections are typically held in the middle of the meetings (*after welcome breakfast and before governing board*)