

ELECTION RULES & CAMPAIGN GUIDELINES

Conference Campaign Checklist Social Media Policy for Elected & Appointed Leaders





Women's Council Election Rules and Campaign Guidelines

Definitions

1. Candidate Credentialing and Campaign Rules Committee (CCRC) – The CCRC 1) determines candidate eligibility for all National Level Elected Positions, 2) monitors and enforces campaign rules and 3) presides over any appeals.
2. Appointed Leaders - An appointment made by the President to a leadership position as needed. (i.e., NAR appointed Liaisons, appointment to Executive Committee)
3. Elected Positions - National Women's Council of REALTORS® President, President-Elect, First Vice President, Treasurer, National Liaisons.
4. Election Year – The year in which the election is held for the Candidate, or Applicant.
5. Applicant - A Women's Council member who has filed an Application for National Women's Council Elected Position, but who has not yet been deemed to be a Candidate.
6. Candidate – An Applicant deemed eligible by the CCRC to campaign for National Women's Council Elected Position.
7. Notification Date – The date on which the list of Candidates is released, which shall be on or about October 1, or the first business day thereafter, of the year prior to the year in which the Candidates' election will be held.
8. REALTOR® and REALTOR ASSOCIATE® - A member of the National Association of REALTORS®

Application Process

1. The application process for all National Women's Council Elected Positions opens each April 1 and is open until June 30. Campaigning will begin in January of the following year.
2. All applications will be submitted online. Applicant forms must be completed in their entirety and truthfully. All supporting documents such as a resume, 5 letters of recommendation, and a letter-of-good-standing from your local association of REALTORS®, will be submitted electronically as part of the online application.

3. If an individual is serving in any of the following positions - State President, State President-Elect, State First Vice President, State Treasurer, District Vice President, State Liaison or National Liaison - they are ineligible from serving in both a National and State position concurrently.
4. Because of the time of elections and when newly elected positions take office, those elected to a national position who also hold another Women's Council leadership position at the time of the election must complete the existing position's service before taking the new office or position.
5. If after the submission period no applications were received or no Applicants were deemed eligible for a particular Elected Position, then within seven (7) days, or as soon as practical, the CCRC will open an application period for thirty (30) days during which time Women's Council of REALTOR® members may file an application for that Elected Position. The CCRC will release a list of the Candidates by the earliest date practical following the close of the extended application period, but in no event earlier than the Notification Date.

Important Time Frames

- *April 1 through June 30:*
 - Applications accepted for elected positions
- *May – Midyear Business Meeting:*
 - CCRC is elected or appointed
 - CCRC Term of service begins the day following the Midyear Business meeting thru the following year at the adjournment of Midyear meeting (typically May to May)
- *July 31:*
 - Applicant background checks to be performed. Applicants to comply with requests for information within a one-week timeframe.
- *On or before September 1:*
 - CCRC Chair to notify ineligible applicants
- *On or about October 1*
 - Notification & Confirmation of Candidates released by CCRC
 - Candidates will be notified that campaigning must not begin until January 1 of the following year. Early campaigning can be potential terms for disqualification by the CCRC
 - Campaign financial support can begin

- *November National Conference:*
 - Candidates have the opportunity to address Governing Board in a short speech.

- *May - Midyear Business meeting the following year*
 - Candidate Forum/Q & A
 - Election meeting

Candidate Credentialing and Campaign Rules Committee

1. The purpose, composition, and structure of the CCRC is outlined in the Bylaws under Article IX. CCRC meetings, panels and deliberations are closed meetings and strictly confidential.
2. The Chair is responsible for advising committee members of any significant issues brought to their attention and preparing correspondence on behalf of the Candidate Credentialing and Campaign Rules Committee.
3. The CCRC represents Women's Council of REALTORS® interests in maintaining a fair and efficient campaign and election process for Elected Positions, and plans and executes the Candidates' Forum at the Midyear Meeting. (see Important Dates & Timeframes).
4. The CCRC makes decisions free of the influence of any personal matters.
5. The CCRC abides by the Candidate Credentialing and Campaign Rules and Policies outlined in the policy document.
6. The CCRC hosts a recorded and required virtual orientation meeting with Applicants.

Applicant Review Process

1. All applicants will be reviewed by the CCRC.
2. All applicants will be subject to a financial and criminal background check and a legal audit conducted by a third party and presented to the CCRC. Each applicant will be asked to sign a release of information form.
3. Applications must include a Letter-of-Good-Standing from any Local Associations the Applicant holds membership in which is to be signed by a person of authority within the respective Association.

4. Incomplete/Partial applications will not be reviewed.
5. The results of the Background Check and Professional Due Diligence process will be submitted to the National Women's Council Chief Executive Officer for review. Should items of material issue be revealed by the Applicant, the Professional Due Diligence process and/or the background check, said information will be submitted to the CCRC.

Examples of issues that may be considered material include, but are not limited to, the following:

- a. REALTOR® Code of Ethics violations resulting in the termination or suspension of membership
- b. Failure to comply with Women's Council campaign and election rules
- c. All criminal convictions, excluding traffic violations (however driving under the influence may be considered a material issue)
- d. Regulatory enforcement actions (personal or business) where a violation was found
- e. Pending regulatory investigations (personal or business)
- f. Pending litigation (personal or business)
- g. Judgments (personal or business)
- h. Violations to Women's Council of REALTORS® Social Media Policy for Volunteer and Elected Positions

Any reports/violations will be provided to the CCRC chair and CEO for review.

Convictions, regulatory investigations, pending litigation, judgments, facts, or circumstances that could reasonably represent a source of liability, or conflict with Women's Council of REALTORS® policies could affect the eligibility of the Candidate.

If after reviewing the Background Check and Professional Due Diligence process, the CCRC determines whether there are any material issues that may prevent an Applicant from being deemed a Candidate, the CCRC Chair will promptly disclose such material issue(s) to the Applicant. The Applicant will then be provided thirty (30) days to correct any inaccurate information or offer any mitigating information relevant to such issue(s). In addition, the CCRC may, in its discretion, request a personal interview with the Applicant. Upon completion of the Applicant review, the CCRC will release the list of Candidates to the membership of Women's Council on the Notification Date (see Important Dates and Timeframes).

Applicant Appeal Process

1. Within ten (10) days of receipt of notification from the CCRC determination of an

Applicant's ineligibility to campaign for Elected Position, an Applicant may file a written appeal with the CCRC Chair.

2. The Applicant's appeal must include all of the following information:
 - a. Basis for Applicant's appeal
 - b. Supporting documentation for the Applicant's basis for appeal
 - c. Whether the Applicant requests an opportunity to make their appeal in person
3. Within ten (10) days of receipt of the written appeal, the CCRC Chair will forward a copy of the Applicant's appeal and supporting materials to the full CCRC for its review.
4. If the Applicant requests a hearing, a virtual hearing will be set, within five (5) days of receipt of the appeal, the CCRC Chair will notify the Applicant of the date of the appeal hearing.
5. A majority of the CCRC must be present to conduct an appeal hearing.
6. To prevail on appeal, an Applicant must receive a 2/3 affirmative vote from the CCRC members voting at the appeal hearing.
7. Within five (5) days of the date of the appeal hearing, but in no event earlier than the Notification Date of September 1st, the CCRC Chair shall notify the Applicant of the decision of the CCRC in writing.
8. The decision of CCRC on the Applicant's appeal is final.

Campaign Guidelines

1. All candidates are expected to conduct themselves in an honest and ethical manner, with particular consideration for the rights and privileges of other candidates. The candidates are expected to avoid activities that would disrupt Women's Council classes and official governance meetings of the Council or any State/Region Networks or Networking Groups.
2. All candidates will be required to sign a statement acknowledging that they have read, understand, and agree to comply with the Women's Council campaign and election rules. Applicants and Candidates may request clarification on existing campaign rules, and such questions, along with the CCRC response, will be provided to all candidates.
3. All candidates' marketing should be compliant with the CAN-SPAM Act and TCPA (Telephone Compliance Protection Act) - includes the Do Not Call Registry and text messaging.

4. Negative or derogatory campaigning and/or comments are not allowed.
5. All candidates are responsible for developing their own contact list. Use of national, state/region or local membership list by any party other than the Council in connection with campaign activities of any nature (e.g., phone calls, emails, text messages, etc.) is strictly prohibited.
6. All candidates and supporters of candidates are not allowed to make statements of support when serving in an official capacity at any Women's Council national, state or local classes, meetings or events, with the exception of specially-scheduled election forums requiring all candidates present.
7. All candidates and their supporters may share information on their personal campaign websites and social media sites (e.g., Facebook, Twitter, Instagram, websites, blogs, etc.).
8. All candidates and supporters must refrain from tagging the people in the following groups - CCRC Committee, Executive Committee, Past National Presidents or Leadership Team.
9. All candidates must avoid any behavior or actions that disrupt in-person or virtual meetings.
10. All candidates are allowed to campaign in person in their own state and at Women's Council major meetings, as permitted. All other campaigning must be virtual.
11. May distribute campaign materials during Candidate Forum and Candidate Speech sessions.
12. While on a National Women's Council business virtual meeting/event, customized backgrounds, virtual banners, candidate campaign materials or statements are prohibited. In addition, names must be correctly displayed without any campaign reference.
13. All candidates will be asked to submit to the Council a most recent photograph and a bio of not more than 350 words that summarizes their education, career accomplishments, leadership experiences, and awards and honors. The Council may publish this information in its electronic and/or print communication for membership to review.
14. Each candidate will be asked to prepare a short video statement of goals (not more than three minutes) that presents their views of the future of the Women's Council. Women's Council will distribute these via email for all attendees to review.
15. No reference in speeches & campaigns shall reference protected classes.

Campaign Guidelines – Financial Support

1. Women's Council will not provide campaign funds to any candidates.
2. Women's Council State or Local Networks will not provide campaign funds to any candidates.
3. Candidates are prohibited from selling goods to raise campaign funds.
4. Candidates are prohibited from starting virtual fundraising accounts.

Campaign Guidelines - Enforcement

1. Each candidate will be provided with a copy of the Election Rules and Campaign Guidelines, Social Media Policy, as well as the Council's Bylaws and will be required to abide by them.
2. Charges of violations of campaign rules must be filed in writing with the CCRC chair by an active Women's Council of REALTORS® member immediately. The chair will report the charge to the CCRC. The CCRC chair will respond promptly after the receipt of the complaint.
3. Any candidate who violates any provision of the campaign guidelines shall be subject to a disciplinary action as determined by the CCRC. Discipline may include disqualification from the election with CCRC approval.
4. Candidates who disagree with the ruling of the CCRC can appeal by submitting an appeal in writing with appropriate documentation to the CCRC Chair within two days of receiving the CCRC response.
5. If charges of violations are egregious and are filed seven days or less before the election with the CCRC chair, the chair will report the charge to the Executive Committee immediately for consideration. The decision made by the Executive Committee will be final.

Social Media Policy for Candidates, Elected & Appointed Volunteers

Introduction

This Social Media Policy is designed to provide guidelines for candidates, elected and appointed volunteers of the Women's Council of Realtors (Women's Council) regarding the use of social media platforms. As representatives of Women's Council, volunteers are expected to uphold the organization's values and standards, including professionalism, integrity, and respect for others, both online and offline.

Scope

This policy applies to all elected and appointed volunteers of Women's Council who utilize social media platforms in any capacity related to their roles within the organization.

General Guidelines

1. Professionalism- Volunteers should maintain a professional demeanor at all times when representing Women's Council on social media platforms. Content shared should reflect positively on the organization and its mission.
2. Accuracy- Volunteers must ensure that any information shared about Women's Council is accurate and up-to-date. They should refrain from spreading rumors, false information, or misleading content.
3. Confidentiality- Volunteers must respect the confidentiality of Women's Council's internal matters and refrain from sharing sensitive or proprietary information on social media platforms.
4. Respect- Volunteers should treat others with respect and courtesy in all online interactions. They should refrain from engaging in personal attacks, harassment, or discriminatory behavior.
5. Transparency- When posting about Women's Council-related activities or initiatives, volunteers should clearly disclose their affiliation with the organization. They should not misrepresent themselves or their role within Women's Council.

Specific Guidelines

1. Conflicts of Interest- Volunteers must avoid conflicts of interest when posting on social media. If a volunteer's personal or professional interests conflict with Women's Council's interests, they should refrain from posting about Women's Council-related matters.
2. Political Neutrality- Volunteers should refrain from expressing personal political opinions on Women's Council's social media platforms. Women's Council is a non-partisan organization, and volunteers should maintain neutrality when discussing political issues.
3. Intellectual Property- Volunteers should respect the intellectual property rights of others when posting content on social media platforms. They should not infringe on copyrights, trademarks, or other forms of intellectual property.

Consequences of Violations

Violations of this Social Media Policy may result in disciplinary action, up to and including two written warnings before removal from volunteer positions within Women's Council. Women's Council reserves the right to take appropriate action in response to any breaches of this policy.

Review and Updates

This Social Media Policy will be reviewed periodically to ensure its effectiveness and relevance. Updates may be made as necessary to reflect changes in technology, social media trends, or organizational needs.

By serving as elected and appointed volunteers of Women's Council, individuals agree to abide by the provisions outlined in this Social Media Policy.

Conference Campaign Checklist

The intent of the Conference Campaign Checklist is not to disrupt in-person or virtual meetings.

Banners

- Banners are not permitted

Campaign Materials/Campaigning

- Must be approved by CCRC Chair
- No campaigning will be permitted at any Ticketed Events (i.e., PMN courses)
- Campaign events can only be held offsite of National Meetings and should not interfere with any National events being held. Events are not allowed, in person or virtually, on the day of the Women's Council Governing Board Midyear Meeting or Election Meeting.
- At the midyear meeting, campaign materials are allowed on the tables at the first day *Welcome Breakfast*. All campaign materials must be removed at end of the Welcome Breakfast. All candidates are responsible for cleaning up any campaign materials/display throughout the process.
- If a candidate chooses to distribute food items, only pre-packaged, promotional treats may be distributed.
- Campaign materials may not be distributed to a REALTOR®'s hotel room nor advertise on a REALTOR®'s hotel room television.
- Campaign advertising is not allowed on any electronic screen in a hotel's public spaces.
- Election Day campaigning is permissible at *Meet the Candidate* only.
- Candidate may not sell goods in exchange for campaign funding.
- Candidate cannot raise campaign funds through an online fundraising platform, such as Go-Fund-Me.

Voting Procedure

1. Women's Council National staff will oversee the national elections and voting process in accordance with the Council bylaws.
2. Women's Council will notify general membership of the official list of the candidates for the coming election through electronic communications and/or its publications.
3. Women's Council will announce and publish the official voting period.
4. The voting will be conducted electronically when possible. Members will be sent an email with a link to the candidate slate and online voting.
5. Votes shall be counted electronically by a third-party provider and election results will be announced at the election meeting. No one will be provided information regarding election results until the voting period has closed and the ballots have been counted.

6. Voting at the Women's Council Midyear Election Meeting, per the Bylaws, shall be by viva voce or roll call vote, or written or electronic ballot as per rules of the day. A majority vote shall elect a position. In the event that no candidate on the ballot for a particular position receives a majority vote, the two candidates receiving the greatest number of votes cast shall remain on the ballot and a run-off election shall be held between those two candidates. The candidate receiving the majority of votes cast in the run-off election shall be declared the winner.
7. Installation of Officers & Elected Positions will take place at the Women's Council Annual Meeting, per the Bylaws. Officers and Elected Positions of the Women's Council shall be installed and take office at a time to coincide with the installation and taking of office of the officers of the National Association of REALTORS®.

Election Results

1. Upon conclusion of the voting period, the third-party provider shall deliver the election results to the Chief Executive Officer and Women's Council Staff.
2. The President will share the results with the Governing Board. Upon review of the election procedure and election results, the official election results will be included in the meeting minutes. The Council will publish final election results on its website.
3. All candidates will be supportive of election results.