



2024 Campaign Guidelines for NACAC Board of Directors Nominees

Running for national office is considered an opportunity, not so much a "race"; an opportunity for leaders to present themselves for service to the association and for the association to identify among its members those leaders who can best guide and govern the association in pursuit of its mission and objectives.

The following list identifies specific behaviors to avoid in the election process that detract from the integrity of the process and the association. Inappropriate campaign practices include:

- Discussion or promotion by the nominee, or anyone acting on their behalf (intentionally or unintentionally), of the election or the nominee through public E-lists, blogs, websites and social media. If you are tagged on social media regarding your nomination, a simple like or "thank you" is the appropriate acknowledgement. Please do not engage in any further conversation online regarding your candidacy.
- Don't increase your social media presence after being selected for the slate. This includes but isn't limited to joining new online groups. Rule of thumb: if it gives you pause to post, don't post it.
- The use of flyers, buttons, banners, bracelets, ribbons, favors or any other such campaign gimmicks promoting a specific candidate are prohibited.
- Implied, stated, or solicited endorsement from current members of the NACAC Board of Directors or the NACAC Nominating Committee;

NACAC will share the slate and nominee materials on their website and official social media accounts in conjunction with the corresponding Bulletin announcements.

- Nominees and NACAC members may repost/reshare any of NACAC's official posts highlighting all candidates and encouraging participation in the Annual Member Vote, but please don't post anything specifically promoting one candidate over another.

Speaking at Affiliate, SIG, or other Group Meetings

Groups may recognize and congratulate nominees from their group at conferences, meetings or in communications. Nominees should not, however, give campaign speeches at meetings or otherwise campaign for their candidacy. Groups should not promote or participate in activities that would be considered campaigning for the nominee.

If you are unsure if activity is outside of the guidelines explained in this document, please contact Heather McGhee (hmcghee@nacacnet.org) before planning such an activity, to ensure that the integrity of the election is maintained.

Revised April 4, 2024