



Candidate Campaign Guidelines

Adopted by the TNA Board of Directors September 30, 2016

Candidates

Candidates are ultimately responsible for the conduct of their campaigns including the conduct of individuals assisting with the campaign.

Candidates are responsible for:

1. **Reviewing** the *TNA Policies Regarding Nominations and Elections* to become fully familiar with relevant policies, procedures, and guidelines governing TNA's nominations and elections processes.
2. **Identifying** an individual to assist with the campaign (*optional*). Individual must be a TNA member and should be present at the TNA House of Delegates either as a delegate or an observer.
3. **Ensuring** that the actions of all individuals involved in the campaign adhere to TNA nomination and elections policies, procedures and guidelines set forth by TNA.
4. **Reviewing** and approving all campaign platforms, strategies, and materials; and ensuring that individuals assisting with the campaign adhere to and manage the approved campaign.

Individuals assisting with the campaign

1. Review and adhere to the *TNA Policies Regarding Nominations and Elections* to become fully familiar with relevant policies, procedures, and guidelines governing TNA's nominations and elections processes.
2. Campaign in a professional, respectful and ethical manner
3. Notify candidate immediately if unable to serve

Elections Conducted at the Annual TNA House of Delegates

If the candidate is running for a position elected by delegates at TNA's annual business meeting, the candidate and a designated individual assisting with the campaign are strongly encouraged to register and attend the TNA House of Delegates as either a delegate or an observer, and

1. Wear the official identification badge while campaigning in the designated campaign area during designated campaigning dates and times.
2. Keep hallways leading to rooms being used for official association business free of campaign activities and materials to allow delegates easy access to and from meeting rooms.
3. Remove all campaign materials from the campaign display area at the end of the designated campaigning hours.

4. In the event that a candidate cannot attend the annual House of Delegates the designated campaign assistant is authorized to present the candidates platform and to distribute election materials on behalf of the candidate.
5. If the identified campaign assistant is also unavailable to attend the HOD the candidate must notify the TNA Nominating Committee staff at the HOD at least 24 hours prior to the published start time for the candidate forum and provide the name of another TNA member who will be campaigning on their behalf.

TNA Board Members of the TNA Family of Corporations, and TNA Nominating Committee Members

TNA, TNF, and NACES Board members and the TNA Nominating Committee members shall maintain a position of neutrality with respect to individual candidates; therefore, they are ineligible to assist with campaigns.

Neutrality is maintained by:

1. Placing obligations as a board member as a first priority.
2. Refraining from wearing/displaying anything that would connote support for a particular candidate (e.g. badges, ribbons)
3. Avoiding rhetoric which could be construed as campaigning (e.g. speech making, elaborating on credentials or former positions, making comments simply as a means of increasing visibility).

Districts

1. May not provide financial support from dues money for candidates; however individual district members may contribute to a candidate's campaign.
2. May endorse candidates and the endorsement may be noted on the candidate's campaign materials.

Campaign Opportunities

1. TNA will disseminate candidate images and biographical and platform information* as follows:
 - Exclusive email to all TNA members eligible to vote in the election
 - Publish information on its website* Candidates must provide TNA with a high resolution photograph, biographical sketch (150 words or less, and platform at least 45 days prior to the opening of the election period
2. Candidates are encouraged to campaign individual districts. TNA will provide conference call/virtual meeting services for candidates wishing to connect electronically with districts for campaign purposes.
3. Additionally, candidates being elected by the delegates at TNA's annual business meeting may:
 - Present a 2-3 minute platform to delegates during the Issues and Candidate Forum prior to the opening of the TNA House of Delegates.
 - Set-up a display in the designated campaigning area outside the official HOD floor.
 - Distribute campaign materials during designated campaigning hours.