



## ASHE Election Campaign Guidelines for President-elect and Advisory Board Member Candidates

ASHE aims to facilitate a fair, unbiased and positive elections process where each candidate's experience, knowledge, willingness to serve, and leadership skills are at the center. With this goal in mind, candidates for the ASHE Advisory Board are expected to run a fair and ethical campaign by agreeing to adhere to the following guidelines. **Candidates who fail to adhere to any of the guidelines outlined below will be disqualified from participating in the election.**

### Campaign Guidelines

- No campaign advertising or promotional materials in support of a candidate or candidacy shall be false, misleading or deceptive.
- Candidates will not:
  - Use or permit the use of character defamation, whispering campaigns, libel, slander, or insulting attacks on any candidate.
  - Use or permit any appeal to negative prejudice based on race, age, gender, religion, or national origin.
  - Use malicious or unfounded accusations.
- Any ASHE Membership list and the ASHE Member Directory, no matter how it is obtained, is not, under any circumstances, to be used for campaigning.
- While candidates are allowed to communicate with members, use discretion and limit the number of emails and calls and provide individuals with the ability to opt out of communications.
- Candidates will not undertake or condone any dishonest or unethical practice that tends to corrupt or undermine ASHE's election, including any activity aimed at intimidating voters, discouraging them from voting or misrepresenting your candidacy.

| Dos  | Don'ts   |
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| Use personal contact lists, communications and social media channels to campaign.  | Do not use the ASHE membership list and Member Directory for campaigning.  |
| Support and encourage voting and emphasize member participation in the elections.  | Do not use employer, employees, clients, volunteer groups or other distribution lists to promote individual candidacy.   |
| Candidates can be interviewed for podcasts, articles or other venues providing the opposing candidate(s) are offered the same opportunity.                   | Do not use disparaging or negative comments against opposing candidates.   |
| Current ASHE Advisory Board members who are running for election can self-campaign.  | Current ASHE Advisory Board or National Nominating Committee members cannot campaign for or endorse candidates.  |
| Do run an individual campaign.   | Do <u>not</u> run a joint campaign.<br>This avoids the perception by voters that candidates are running mates and confusion whether they must vote for both.                             |
| Do utilize your speech recording for personal campaigning. ( <i>ASHE staff will provide all candidates with access to their recordings once available.</i> ) | Candidates cannot use campaign consultants.  |
| Encourage your local chapter to support your candidacy.  | Provide other chapters with your individual campaign materials. ASHE will provide chapters with ASHE Election materials.   |
| Create personal campaign materials that link or direct back to ASHE's Election webpage.  | Create campaign materials that are not easily identifiable for which candidate they are for.   |
| Candidates should attend their Regional Networking events and Regional Roundtables during HFIC to network.   | No campaign materials may be distributed, posted, or displayed at the HFIC general sessions, networking events, education sessions, or other ASHE events/meetings during the conference. |
| Use ASHE Election materials provided by ASHE.  | Utilize the ASHE brand or imply an ASHE endorsement through campaign materials.  |
| Candidacy may be mentioned when the individual is introduced for a professional presentation.  | Do not utilize a presentation at an ASHE event of any kind to campaign.  |