



## **Election Campaign Guidelines 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. Candidates for the ASHE Advisory Board are expected to follow the guidelines.

**Candidates who fail to adhere to any of the guidelines outlined below will be disqualified from participating in the election.**

### **Campaign Guidelines**

- Current Advisory Board members who are running for re-election may self-campaign but are not to campaign for or endorse other candidates, while they are currently serving.
- Members of the current nominating committee are not to campaign or endorse candidates.
- No false, misleading, or deceptive promotional material.
- 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
  - 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 their candidacy
- Candidates are only to use personal contact lists or social media connections for communication.
- Use of any ASHE Membership list (chapter or national) no matter how it is obtained, is grounds for disqualification.
- Candidates should provide individuals with the ability to opt out of communications as it relates to their candidacy.

Permitted	Not Permitted
Use of personal contact lists, and social media channels.	ASHE membership list and Member Directory (chapter and national).
Support and encourage voting	Use of employer, employees, clients, volunteer groups or other distribution lists.
Interviewed for podcasts, articles or other venues providing the opposing candidate(s) are offered the same opportunity.	Use disparaging or negative comments against opposing candidates.
Do run an individual campaign.	Joint campaigns of any kind.
Utilize pre-recorded speeches and/or videos.	Campaign consultants.
Encouraging 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 linking to ASHE's Election webpage.	Create campaign materials that are not easily identifiable for which candidate they are for.
Attendance at Regional Networking events and Regional Roundtables during HFIC to network.	Campaign material posted, or displayed at the HFIC general sessions, networking events, education sessions, or other ASHE events/meetings during the conference.
Use of ASHE Election materials provided by ASHE.	Use of the ASHE brand or imply an ASHE endorsement through campaign materials.
Candidacy may be mentioned when the individual is introduced for a professional presentation.	Use of presentations of any kind at any ASHE event to campaign.

By signing this document, I agree to adhere to the guidelines as outlined above and understand that failure to comply with the campaign guidelines will result in being disqualified from participating in the election. I also agree to not begin campaigning until after the official ASHE Election announcement on May 19.

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Name (print)

Signature

Date

All questions or concerns about campaigning or the ASHE Election should be directed to Jenny Hull, election secretary, at [jhull@aha.org](mailto:jhull@aha.org). Please note that questions or concerns may be forwarded to the National Nominating Committee for input and/or resolution.