

**I. Role**

The role of any local affiliate is to provide information to members. In the case of elections for SDEA/NEA officers, members of the Board of Directors, and delegates to the NEA Representative Assembly it is important for local affiliate leaders to provide that information in an unbiased and equal manner for all candidates for a particular position. A disregard for campaign rules may result in punitive action to the candidate.

**II. Campaign Rules**

1. No portion of dues money at local, UniServ, state, or national level shall be used to promote the candidacy of an individual for an SDEA/NEA office.
2. Candidates may campaign from the end of the previous year's SDEA/NEA Representative Assembly to the close of the voting period for that election.
3. Prior to a campaign appearance in a local affiliate, the candidate will contact the local association president/designee and follow any local procedures/policies.
4. Equitable access shall be provided to candidates by the local, UniServ, and at state meetings/functions.
  - a. If candidates are invited or have requested to address a meeting, an invitation shall be extended to all candidates for the same office.
  - b. If a candidate makes contact with a local affiliate for additional campaign appearances, the local affiliate is not obligated to contact other candidates for the same office.
  - c. The initial announcement of candidacy does not apply. There shall be only one initial announcement.
5. All expenses of the candidate to attend such meetings are solely the responsibility of the candidate except as provided in Section III.
6. If space is provided in a local affiliate newsletter for one candidate, the invitation must be extended to all candidates for the same office.
7. Candidates, supporters, and the candidates' campaigns are prohibited from using any non-personal (district or association) electronic campaigning technology (i.e., FAX, voice mail, email, instant messaging, text messaging, etc.) to campaign.
8. No campaign literature, endorsement statements, or preferential list of candidates may be distributed with ballots or balloting instructions for members.

### III. Services Provided by Affiliates

No affiliate is required to provide any service on behalf of any candidate for SDEA/NEA office. If any service (tables, booths, distribution of materials, meals, mileage, and registration) is provided by a local affiliate to any candidate, similar services must be provided to all candidates for that office. Therefore, an affiliate shall not provide any service unless it is able to comply with a number of requests for that service.

### IV. Endorsements of Candidates

1. In its regular course of business, the membership or governing body of a local affiliate may endorse a candidate for office. A local affiliate may not, however, call a meeting for the sole purpose of issuing an endorsement or in any other manner spend any funds for that purpose.
2. A local affiliate may publicize, in a regularly published newsletter/communication, the action of the endorsement. A local affiliate may not spend funds to otherwise publicize the endorsement or to encourage the membership to vote for a particular candidate.
3. Although the affiliate may not use the funds of the organization to publicize or encourage support, the following actions may be taken:
  - a. The candidate may use the endorsement in his/her own literature (e.g., “I have been endorsed by the Delegate Assembly of the Anycity Education Association” or “All members of the Anycity Education Association committee have supported my candidacy”).
  - b. Any local affiliate or combination of members may use their own money or that of the candidate to encourage support from members or delegates. In a personal letter or any other type of personal communication, an officer may, of course, mention his/her title as a means of persuasion (e.g., “Dear Member: I am president of the Anycity Education Association and I urge your support for ...”). Such letters shall not be written on the official stationery of the affiliate.
4. Candidates may not be endorsed by UniServ Governance units or the SDEA/NEA Board of Directors, as a whole.

### V. Enforcement Procedures

1. Inquiries about campaign practices shall be addressed to the Elections Committee Chairperson or the SDEA/NEA Staff Liaison.
2. Any challenge alleging a violation of the campaign rules and regulations shall be filed in writing to the Elections Committee Chairperson or SDEA/NEA Staff Liaison. A challenge must be filed within 5 days of the time the challenger learns of the alleged violation, but in no event must the Elections Committee Chairperson or SDEA/NEA Staff Liaison recognize any challenge filed after the ballot deadline pursuant to SDEA/NEA Bylaws Article IX, Section 2. The written challenge must specify the rule or regulation being violated. The SDEA/NEA Staff Liaison will forward any complaints received to the Elections Committee Chairperson who will inform the challenger and the candidate of an expected timeline.

3. Pursuant to its authority, the Elections Committee shall meet and review every challenge to determine:
  - a. Whether one of the election rules or regulations has been violated; and
  - b. Whether such violation could have caused a different result from the result reported; and
  - c. Whether a new election could theoretically bring about a different result throughout the state than would otherwise be the case if the election were allowed to stand.
  - d. In as much as is feasible, the committee shall address violations as they occur and respond in a timely fashion.
  - e. All challenges shall be kept confidential unless otherwise determined by the committee.
4. Should the Elections Committee find that a candidate is in violation of the campaign rules or regulations, the committee may initiate disciplinary action which may include, but not limited to any or all of the following actions:
  - a. reprimand
  - b. withdrawal of assistance
  - c. billing for assistance
  - d. a recommendation to the SDEA/NEA Board of Directors to disqualify the candidate
  - e. a recommendation to the SDEA/NEA Board of Directors to call for a new election.

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Mary J. McCorkle  
President of the Board

Adopted      October 1, 2011  
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