



GUIDELINES FOR NATIONAL OFFICE CAMPAIGNS

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GUIDELINES FOR NATIONAL OFFICE CAMPAIGNS
Amended by the Board of Governors: July 2010, October 2010, April 2019

I. APPLICABILITY OF GUIDELINES

These Guidelines for National Office Campaigns shall be applicable to and shall govern the conduct of campaigns and elections for the offices of National President and National Senior Vice President of the National Association of Housing and Redevelopment Officials (NAHRO).

II. CAMPAIGN ACTIVITIES

A. Endorsements

Any time after January 1 in even-numbered years, declared candidates may seek the endorsement and/or support of their own Regions or Chapters/State Associations. Regions, Chapters/State Associations and declared candidates are prohibited from making any **public announcements** of endorsements before the formal public announcement by the candidate at the National Conference and Exhibition. Declared candidates must have filed with the NAHRO CEO the executed certification statement that confirms their candidacy.

Candidates shall refrain from seeking or using endorsements of entities outside the NAHRO organization.

NAHRO staff shall not endorse any candidate.

The Board of Governors, any committees, task forces or ad hoc groups shall not endorse any candidate.

B. Public Announcements

The earliest date and time at which a candidate for NAHRO office may publicly announce his or her candidacy is the date and time at which on-site general registration commences for the National Conference and Exhibition in the even-numbered year preceding the election for which announcement of the candidacy is made. Following such date and time, an Associate may announce his or her candidacy for national office at any time prior to the last date on which a qualifying petition for placement on the ballot may be delivered by an Associate under Article VII of the NAHRO Constitution (*i.e.*, 60 days prior to the annual meeting in the odd-numbered year in which the election is to occur).

C. Certification of Receipt of Guidelines for National Office Campaigns

Candidates and their campaign managers must sign a Certification Statement (prepared by national NAHRO), which confirms that the candidate has received, read, understand, and will abide by the "Guidelines for National Office Campaigns." The Certification Statement must be signed before a candidate and campaign managers engage in campaign activities.

D. Distribution of Campaign Literature

Candidates and others acting on their behalf are prohibited from distributing campaign literature or other campaign-related materials and from conducting campaign activities: (a) within any professional conference session, committee meeting, or other organized meeting of NAHRO; (b) while delivering training or technical assistance for NAHRO or Regions, Chapters/State Associations; or (c) during conferences at any time prior to the opening of on-site general registration at any Washington, Summer or National Conference of NAHRO. Candidates are prohibited from campaigning or distributing campaign literature from any exhibit booth in the exhibit hall, except a booth purchased by the candidate. Exhibit fee must be counted against the candidate's campaign expense cap.

E. Exposure of Candidates by National NAHRO

Even if there is only one candidate for an office, he/she should be given exposure to the NAHRO membership, e.g., conference programs, NAHRO website and publications.

1. Conferences

National NAHRO will provide a program opportunity for candidates at each national conference beginning with the National Conference and Exhibition in even-numbered years, i.e., debate, town hall meeting, open forum. Therefore, candidates will have three events at which they can address the NAHRO membership: National Conference and Exhibition in even-numbered years; the Washington and Summer Conferences in the election year.

NAHRO will provide a table and campaign space in the vicinity of the registration area, if possible, for candidates at the Washington and Summer Conferences in an election year. NAHRO shall provide candidates with distinctive ribbons, which may be worn at national NAHRO conferences. Conference programs may feature key election milestones and general information about the election.

If provided by the candidates, programs for the National Conference and Exhibition in even-numbered years; and for the Washington and Summer conferences in election years may feature candidates' photo, brief bio, and campaign statements. National NAHRO may videotape candidates' forums/events at the Washington and Summer conferences for posting on the NAHRO website. Links will be provided to regions and chapters for their use.

2. Website

NAHRO will provide each candidate with a separate page on its website, which may contain candidates' photo, bio, campaign statement, list of endorsements, and their answers to monthly questions from May to August. Candidates may include additional material or customize their webpages for a fee, which must be counted against their campaign expense cap. NAHRO staff is responsible for posting material on candidates' webpages.

Candidates are prohibited from setting up their own or using an existing website for the election. Candidates shall direct the originators of any social media supporting their candidacy to indicate that the posting or transmission of information is not sanctioned by NAHRO. NAHRO staff should consider and implement other technological means of communication, if feasible, subject to approval of the Nominating & Election Committee.

3. Print Media

NAHRO will feature election news in issues of the *NAHRO Monitor* and the *Journal of Housing and Community Development*. The *NAHRO Monitor* and/or the *Special Election News Monitor* will feature candidates' campaign statements and biographical information. Publication date shall be determined by NAHRO staff.

NAHRO will provide each candidate with one set of mailing labels but will not provide lists that contain e-mail addresses or phone numbers. Candidates are prohibited from sending e-mails to the entire membership but may ask the designated NAHRO staff to send one e-mail per period (periods being defined as: October-December, January-March, April-June, July-August, and September-October) to all current associates entitled to vote. Staff will transmit candidates' e-mails in the order that they are scheduled with staff but will schedule no more than one a day.

4. Social Media

Candidates may use their own social media accounts (e.g., Twitter and Facebook) while campaigning for a NAHRO office. Candidates may not tag NAHRO on any social media accounts, including, but not limited to Twitter and Facebook at the point when they have formally declared their candidacy. NAHRO will provide information on the NAHRO website to inform members how to access candidates' social media sites. NAHRO staff shall refrain from campaigning for or showing preference to any candidate via social media at the point when they have formally declared their candidacy. NAHRO reserves the right to publish, broadcast, tweet, retweet or "like" news or material from or by its members, whether they are candidates or not. However, NAHRO will not mention or disseminate any material relating to a candidate's campaign or campaign proposals unless specifically approved under policies determined by the Nominating and Election Committee.

F. Exposure of Candidates by Regions and Chapters/State Associations

NAHRO encourages Regions, Chapters/State Associations to provide coverage of candidates' platforms in conference programs, newsletters and website, i.e., link candidates' NAHRO webpages on their websites. Regions and Chapters/State Associations should provide candidates with publication deadlines and specifications for the submission of material for their newsletters and websites.

NAHRO also encourages Regions and Chapters/State Associations to invite, and where feasible, fund the travel expenses of candidates. At any meeting attended by the candidates, the Region or Chapter/State Association shall provide a forum where candidates may present their views and positions and answer questions. If feasible, videotape event; download and post on websites. Candidates may be invited to participate in other conference events/sessions, in addition to the event designed especially for candidates. Provide a table and campaign space in the vicinity of the registration area for candidates, if available.

If a Region, Chapter/State Association extends an invitation to a candidate for national president or senior vice president, it must also extend the same invitation to all other declared candidates for the same office. When candidates are invited to events, they shall be invited with equity in terms of role. If candidates are unable to attend events outside their region, their campaign representatives may distribute campaign literature and buttons on their behalf, provided all candidates for the same office were invited to the event.

If candidates are unable to attend events outside their region, their campaign representatives may distribute campaign literature and buttons or other paraphernalia on their behalf provided all candidates for the same office were invited to the event.

G. Limitations on Travel

Candidates must agree to limit their election-related travel to only national NAHRO conferences and meetings, unless within their own Region, or unless the organization inviting them invites all candidates for a specific office. Candidates may travel and campaign throughout their own region without an official invitation and at their own expense, which means that candidates may attend chapter/state events within their region and campaign.

H. Payment of Travel Expenses by Regions and Chapters/State Associations

If a Region, Chapter/State Association invites candidates it **may** elect to pay their travel expenses and provide lodging but shall not be required to do so. However, if the Region, Chapter/State Association does elect to pay travel expenses, it must do so for all candidates for the same office who must also be invited. If a Region, Chapter/State Association has not elected to pay candidates' travel expenses, but wishes to invite the candidates, it must invite all candidates for the same office.

In such event, any candidate may attend at his or her own expense regardless of whether any other candidate for the same office has also elected to attend. Any additional expenses incurred by a candidate who chooses to extend his/her stay at the meeting shall be campaign expenses and must be counted against such candidate's campaign expense cap. Regions, Chapters/State Associations shall not pay candidates a per diem.

I. Participation in other NAHRO Activities

Candidate may carry out activities of his/her respective position within NAHRO without being in violation of the guidelines, e.g., trainer, chair of a national committee or group. Other than guidelines for travel relating to invitations to conferences, candidates shall not be restricted from conducting other official business of the association.

III. FINANCES

A. Limitation on Expenditures

Expenditures by candidates for national office (President and Senior Vice President) shall be limited to \$20,000 from cash and in-kind sources. For purposes of these Guidelines, the term "in-kind contributions" shall mean a contribution or donation of goods, services, or anything of value, other than money or its equivalent, to candidate or the campaign of a candidate free of charge or for less than fair market value. In-kind contributions shall include sums spent or liabilities incurred by a person in cooperation, consultation or in concert with, or at the request or suggestion of a candidate or a candidate's campaign. In-kind contributions do not include the value of time spent by unpaid volunteers engaging in campaign activities on a candidate's behalf.

B. Reports

Three reports of income and expenses shall be provided to national NAHRO by the candidate. Reports shall record all sources and amounts of cash and the fair value of all "in-kind" contributions of goods and/or services.

First: 90 days before the date on which ballots are to be issued; **Second:** 30 days before the date on which ballots are to be issued (each report must be current within 15 days of the due date); **Third:** 6 days prior to certification of the election results.

Income: Identify cash and in-kind separately, broken down by source (*e.g.*, individual, corporation, agency, Region, Chapter/State Association. With respect to agency expenditures, NAHRO cautions candidates to consider federal and local regulations concerning the use of public funds and resources.

Expenses: Identify cash and in-kind separately; categorize (*e.g.*, travel; telephone, postage, printing, promotions, other). A candidate is in violation of these Guidelines if he/she fails to submit a report when due.

C. Access to reports

The NAHRO Monitor shall report that the Nominating and Election Committee has received and reviewed candidates' final statements of income and expenses and has found that they are in order and consistent with the Guidelines for "National Office Campaigns." NAHRO members who would like to receive a copy of the reports should contact NAHRO's Chief Executive Officer.

IV. NAHRO STAFF

A. The Role of NAHRO Staff

NAHRO staff will provide administrative support to the Nominating and Election Committee and carry out the duties specified in these Guidelines.

B. Prohibition on Advice to Candidates

The NAHRO staff shall not give personal advice to any candidate.

C. Messages from the CEO

The NAHRO CEO shall communicate frequently to the NAHRO membership via e-mail, website and NAHRO Monitor. His/her message shall convey the importance of the election and an overview of the campaign process.

V. ELECTION PROCEDURES

A. Role of the Nominating and Election Committee

The Nominating and Election committee carries out the duties of the committee as specified in Article VII of the NAHRO Constitution and oversees generally the campaign and election process and the implementation and enforcement of these Guidelines for National Office Campaigns. The entire membership shall be given notice as to the composition of the Nominating and Election Committee via the *NAHRO Monitor*. The article should clearly encourage agencies to share this information with all eligible voters on their staff.

The Nominating and Election Committee shall: inform members of the election process and procedures; encourage members to vote; and work with appropriate Regional and Chapter/State Association leadership to ensure that they provide opportunities for exposure to the election process and candidates.

In order to avoid any possible appearance of impropriety, a member of the Nominating and Election Committee shall not endorse, engage in any campaign activities on behalf of, or indicate support for, any candidate for national office or other person whom the member has reason to believe may become such a candidate.

B. Election Ballots

When the Nominating and Election Committee selects more than one nominee for a position, NAHRO shall publish an *Election News Monitor*, which will be sent to all eligible voters **without** an e-mail address. If there are no budgetary constraints, the *Election News Monitor* will be sent to **all** eligible voters. Voters **with e-mail** addresses will receive this information via a regular issue of the *NAHRO Monitor*.

The *Election News Monitor* may include the following information: candidates' biographical information and campaign statements; the voting period; anticipated date that election ballots will be mailed and electronically transmitted; and instructions on what to do if a paper or e-ballot is not received by a specified date. The primary means of election ballot delivery shall be electronically. Paper ballots will be used as a backup and for those whom there is no e-mail address on file.

For the sake of fairness to each candidate, both paper and electronic ballots will show the candidates' names in rotating order for each office. Thus, each candidate for an office will appear on each position on a ballot a fixed percentage of the time. Ballots will be distributed in a representative manner for the mailing or appear online in such a way that voters in the same zip code will receive ballots with the candidates' names in different orders.

C. Election Results

If there is not more than one nominee for a position to be filled, the N&E shall certify to the Board of Governors at the annual meeting that such nominees have been duly elected to such positions.

Results will be tabulated both nationally and for each state and will include: the total number of eligible voters, the number of votes cast in each state for both paper and electronic ballots, and the total number of ballots cast. This information will be made available to the candidates and campaign managers, members of the N&E and any other voter upon request. Candidates shall have the results of the election announced to them and/or their designees prior to the public announcement. The candidate with the highest number of votes shall be declared the winner.

VI. ENFORCEMENT OF GUIDELINES FOR NATIONAL OFFICE CAMPAIGNS

A. Reporting of Violations

It is the responsibility of all members of the Nominating and Election Committee and candidates to report violations, in writing, to the chair of the Nominating and Election Committee. In addition, any NAHRO Associate who believes that a violation has occurred is encouraged to report the alleged violation to the chair of the Nominating and Election Committee.

B. Hearing of Complaints, Sanctions, Appeals

The Nominating and Election Committee shall have the authority and responsibility to accept, hear, and determine the merits of any complaint alleging a violation of these Guidelines by a candidate for national office (President or Senior Vice President) or any person acting on behalf of such a candidate. The Nominating & Election Committee may also impose sanctions in connection with any determination that these guidelines have been violated.

The actions of the Nominating & Election Committee with respect to hearing and determining the merits of complaints and imposing sanctions and appealing a decision of the Nominating & Election Committee, shall be governed by the provisions set forth in Exhibit A, attached hereto and hereby incorporated by reference.

Exhibit A
To
NAHRO Guidelines for National Office Campaigns:

Violations of NAHRO Guidelines for National Office Campaigns

1. Complaints during the Campaign and Election Period

The following provisions shall be applicable to a complaint alleging violation of the NAHRO Guidelines for National Office Campaigns (Guidelines) which is communicated to the Chief Executive Officer or the Nominating and Elections Committee (N&E Committee) during the period commencing on or after the first date on which announcements of candidacy for the national offices of President and Senior Vice President may be made and continuing until the time of certification of the results of the election by the N&E Committee.

A. General

The Nominating and Election Committee (N & E Committee) shall hear and determine the merit of all complaints alleging violation of the NAHRO Guidelines for National Office Campaigns (Guidelines) by a candidate for national office or any person acting on behalf of such a candidate.

B. Procedure

Any NAHRO Associate may file a complaint alleging violation of the Guidelines with the N&E Committee or the Chief Executive Officer. A complaint may be heard in person or by teleconference or video conference, as the committee shall deem appropriate. The procedure for hearing a complaint, which must allow for presentation by both the complainant and the candidate and provide for expeditious action regarding the complaint, shall be as specified by the N&E Committee. The rules of evidence shall not be applicable, and the standard of proof shall be a preponderance of the evidence. A hearing of a complaint may be open or closed as the N&E Committee shall deem appropriate.

Any determination of violation of the Guidelines and any imposition of a sanction shall require the affirmative vote of a majority of the entire N&E Committee, except that removal of a candidate from the ballot shall require a two-thirds vote of the Committee.

C. Imposition of Sanctions

In determining any sanction or sanctions to be imposed in connection with a violation of the Guidelines, the N&E Committee shall take into account the seriousness of a violation, whether it is repetitive, whether it is inadvertent or willful, and such other matters as the committee deems relevant under the circumstances.

The N&E Committee may take any one or more of the following actions with respect to a determination that a violation of the Guidelines has occurred.

- 1) Issue a public warning to a candidate to cease and desist from further violations, with or without a specification of future sanction in event of further violation.
- 2) Issue a public letter of reprimand to a candidate, with or without a specification of additional sanction or a future sanction in event of further violation.
- 3) Suspend any or all services to be provided by NAHRO staff to the campaign of a candidate for such period as the committee determines to be appropriate.
- 4) Bar a person who has violated the guidelines while acting on behalf of a candidate from further participation in a candidate's campaign.
- 5) Impose limitations or prohibitions on campaign activities of a candidate and/or others acting on the candidate's behalf, which the committee determines are necessary to achieve fairness and equal treatment among candidates. Such limitations may include, but shall not be limited to, prohibiting or limiting further expenditures.

Permit other candidates to engage in additional campaign activities or make additional expenditures that the committee determines are reasonably necessary in order to achieve fairness and equal treatment among candidates in the election process.

- 6) Suspend all campaign activities of a candidate for such period as the committee determines to be appropriate.
- 7) Remove a candidate from the ballot, which may occur at any time prior to the certification of the election results by the committee. If a candidate's name is removed after the ballot has been promulgated, all votes for the disqualified candidate shall be disregarded and the remaining candidate with the highest number of votes shall be declared the winner.
- 8) Take such other action as the committee determines to be appropriate under the circumstances.

D. Communication of Decision

The decision of the committee that the Guidelines have been violated and any determination concerning the imposition of a sanction or sanctions shall be in writing, delivered promptly, electronically or by other means, to the candidate, the complainant, NAHRO's President and NAHRO's Chief Executive Officer.

E. Appeal

A candidate may appeal any decision of the committee with respect to a determination of violation or the imposition of any sanction to the NAHRO Steering Committee, which shall hear the appeal at the earliest practicable time in person or by teleconference. An appeal shall be initiated by a written request to the NAHRO Chief Executive Officer made within 5 business days after receipt by a candidate of the decision of the N&E Committee.

Any action of the N&E Committee shall be stayed pending an appeal. Any decision to reverse, affirm, or modify a decision of the N&E Committee shall require the affirmative vote of a majority of Steering Committee members present, there being a quorum, except that affirmance of a decision to remove a candidate from the ballot shall require a two-thirds vote of Steering Committee members present.

The Steering committee may act to reduce the severity of sanctions approved by the N&E Committee but may not increase their severity. The decision of the Steering Committee on an appeal shall be final and conclusive. If notice requesting an appeal is not sent within the 5-day period allowed, the decision of the N&E Committee shall be final and conclusive

F. Public Notice

Any final action determination by the N&E Committee or the Steering Committee (if an appeal is brought) shall be conspicuously posted on the NAHRO website and communicated electronically to the NAHRO membership.

II. Complaints Made Subsequent to Election Certification

A complaint alleging violation of the NAHRO Guidelines for National Office Campaigns (Guidelines), which is brought forward after the time at which the N&E Committee certifies the result of an election, shall be governed by the following provisions:

A. Filing and Preliminary Determination

The complaint shall be communicated in writing to the Chief Executive officer. The Chief Executive Officer shall immediately determine if the complaint: 1) alleges a violation of the Guidelines that, if proved, is of sufficient seriousness that the fairness of the election or the fitness of the candidate for office may reasonably be in question, and 2) is based on information discovered at a time at which the filing of a complaint prior to the election certification by the N&E Committee would have been impossible or impracticable. In making these determinations, the Chief Executive Officer may confer with the outgoing National President (whose term is then expiring or has most recently expired, as the case may be) and any one or more other past National Presidents.

B. Consideration of Complaint

If the Chief Executive Officer determines that the complaint satisfies both requirements described in paragraph II. A., he or she shall immediately convene a special meeting of the NAHRO Board of Governors to hear and consider the complaint. At such meeting, the Board of Governors shall determine the merits of the complaint and prescribe such action, if any, as it shall in its sole discretion determine to be appropriate. The outgoing National President (whose term is then expiring or has most recently expired, as the case may be) shall preside at any special meeting held to consider the complaint. The meeting may be held in executive session if the Board of Governors determines such action to be appropriate. The decision of two-thirds of those present, there being a quorum, shall be required with respect to any determination or action taken regarding the complaint. The complaint shall be heard and decided according to such procedures as the Board of Governors shall determine to be appropriate.

Confidentiality

The Chief Executive Officer, and any person with whom he or she confers concerning the complaint, shall regard the complaint as confidential until the Board of Governors has considered the matter alleged therein. Thereafter, the Board of Governors shall determine all matters relating to the release of information concerning the complaint.