

These National Campaign Rules clarify roles and responsibilities in the campaign process. A deliberate violation of the National Campaign Rules may result in disqualification and removal from the ballot.

The principles governing these Rules include:

- Candidates must campaign in accordance with the Campaign Rules and in a positive manner, never disparaging or offering negative comments about other candidates or the Academy. Candidates must let *their work* speak for itself and not compare or discuss other individuals in campaign materials.
 - Campaigning must conform to Academy's Code of Ethics. Adhering to the Principles and Standards of professionalism and practicing using an evidence-based approach are the underpinnings of ethical conduct and practice. As possible future Board of Directors leaders, candidates are the face of the Academy and must uphold its core ethical values of customer focus, integrity, innovation, social responsibility, and diversity.
 - Candidates must demonstrate positive, productive engagement with the Academy community. Candidates are encouraged to take the Academy's Pledge of Professional Civility Guiding Principles.
- Candidates are encouraged to be creative and innovative in the development and distribution of campaign materials. Candidates may use personal social media channels to generate enthusiasm about voting in the Academy election and to campaign for their own election in accordance with these Rules.
- Candidates should list their qualifications, highlight their accomplishments in an open, honest manner and give members reasons to vote.
- Once campaigning officially begins, candidates are encouraged to disseminate their campaign materials and opinions on professional issues so voters can differentiate among the candidates and fully understand their positions.
- **Candidates and Academy members will be held accountable for adhering to the rules.**

Beginning January 1, Academy groups (DPGs, MIGs, CDR, Affiliates, and Districts) are encouraged to list all candidates (even if there is just one) associated with their unit equally via their communications such as social media, newsletters, website, etc.

All other campaigning must not begin until **January 18**.

Campaigning ends on February 15.

Please read the following carefully.

Contact Joan Schwaba, Nominating Committee Staff Resource, at nominations@eatright.org or 800/877-1600 ext. 4798 if you have any questions.

ROLE IN CAMPAIGNING	ALLOWED	NOT ALLOWED
<p>Academy</p>	<p>All candidates will have equal exposure through the Academy, Affiliates and other Academy-related groups, such as postings on social media, in <i>Eat Right Weekly</i> and all-member email blasts.</p>	<p>Solicit support for one candidate over another.</p>
	<p>Promote voting to membership via Academy emails and social media channels.</p>	
	<p>Maintain designated Election website promoting all candidates and providing biographical information.</p>	
<p>Candidate or anyone campaigning on behalf of a candidate. (<i>May not begin personal campaigning until January 18</i>)</p>	<p>ALLOWED</p>	<p>NOT ALLOWED</p>
	<p>Adhere to Academy’s National Election Campaign Rules.</p>	
	<p>Encourage members to vote.</p>	<p>Outreach to members BEFORE JANUARY 18 to ask for support is considered campaigning and not allowed.</p>
	<p>Promote self and the Academy and give members a reason to vote. <i>Joint campaigning is discouraged to avoid perception by voters that candidates are running mates and confusion whether separate votes must be cast for both.</i></p>	<p>Use of disparaging or negative comments against the Academy or any other candidate.</p>
	<p>Employ campaign video for self-promotion.</p>	
	<p>Create personal campaign materials or website and link to Academy’s election webpage (www.eatright.org/elections). (Note: Academy election webpage will not link to personal campaign websites.)</p>	<p>If currently holding an <u>elected or appointed</u> Academy/DPG/MIG/CDR/ACEND/HOD/Affiliate/District leadership position, use current role to campaign for self.</p>
<p>To use photos or video images of current elected or appointed DPG, MIG, CDR, ACEND, HOD Affiliate, and/or District leaders in personal campaigning, candidates must obtain permission from the individual.</p>	<p>Use of photos or video images of current Academy or Foundation Boards of Directors or Nominating Committee members or staff on personal campaign sites or in campaign materials.</p>	

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<p>Candidate <i>(continued)</i></p>	<p>Option to use Academy member logo or election graphic promotional logo on campaign promotional materials – website, correspondence, signage. (Note: Academy marks and logos may not be altered.)</p>	
	<p>Use personal contact list as a source to send personal emails and/or call members to solicit votes.</p>	<p>Blast emails or newsletters, using services such as Mailchimp, to any Academy DPG, MIG, CDR, HOD, Affiliate, and/or District membership lists. The use of membership lists obtained through their role as org unit leaders is not allowed.</p>
	<p>Hire or request assistance with campaigning as long as the person/organization is not Academy/DPG/MIG/HOD or CDR/ACEND employed staff.</p>	<p>Ask Academy or CDR staff and/or Executive Directors assigned to Affiliates, DPGs and MIGs for support or to assist with campaigning.</p>
	<p>Enlist friends and colleagues to campaign on any candidates’ behalf by sending emails, making phone calls, posting on personal social media accounts.</p>	<p>Use official Academy or organization unit communications or social media channels, Facebook groups, websites, electronic mailing lists or Community of Interest posts to promote individual candidacy.</p>
		<p>Use communications or social media channels to promote individual candidacy that are associated with employer, employees, clients, volunteer groups or other organizations.</p>
	<p>Promote candidacy at personal social gatherings.</p>	<p>Campaign at Academy, Affiliate, District or CDR sponsored events, such as, DPG, MIG, CDR, HOD, meetings, or webinars.</p>
	<p>Use <i>personal</i> communications and social media channels to campaign.</p>	<p>Use communications and social media channels associated with or owned by the Academy (including HOD, Affiliates, DPGs, MIGs).</p>
	<p>Use hashtag #eatrightPRO in the campaign.</p>	<p>Tag or mention @eatrightPRO, or any Academy-owned profiles including HOD, Affiliates, DPGs, MIGs, media spokespeople.</p>

	ALLOWED	NOT ALLOWED
<p>Elected and Appointed Officials in the Academy, Affiliates, Districts, DPGs, MIGs, and CDR</p>	<p>Support and encourage voting in general and emphasize member participation in the elections.</p>	<p>Use disparaging or negative comments against opposing candidates.</p>
	<p>May show personal support for a candidate via non-Academy related electronic mailing lists or communication platforms without mentioning their current leadership position. For example, leaders can say, “As a colleague of candidate X, expressing my personal opinion, I support her/his candidacy for the office of X.”</p>	<p>If showing support through written personal communications, signature line may <u>not</u> display current leadership position.</p>
	<p>Beginning January 1, Academy groups may list all candidates (even if there is just one) associated with their unit equally via DPG, MIG, CDR, Affiliate, and District communications (social media, newsletters, website, etc.). For example, groups can say, <i>To read about the candidates running for national and XYZ offices and to cast your vote, visit the Academy elections webpage. Several XYZ members are running for national office (name the candidates).</i></p>	
	<p>Use meetings, print, electronic or social media to communicate with members of their unit about the voting process.</p>	
	<p>Hold meetings (electronic, phone, in person) to allow discussion of candidates’ qualifications/positions as long as all candidates are given the opportunity to be represented.</p>	
	<p>Emphasize issues and qualifications presented by candidates in a professional, positive, accurate manner.</p>	
	<p>Academy and Foundation Boards of Directors</p>	<p>ALLOWED</p>
<p>Encourage all members to vote.</p>		<p>Support an individual candidate through print, electronic or social media communications.</p>
		<p>Encourage friends and colleagues who to vote for or not to vote for.</p>

Academy Nominating Committee	ALLOWED		NOT ALLOWED
	Encourage all members to vote.		Support an individual candidate through print, electronic or social media communications or share preferences for one candidate over another.
	Answer questions about voting process; route questions to staff as needed.		
	Report all suspected campaign violations.		
Academy Members and Credentialed Nutrition and Dietetics Practitioners	ALLOWED		NOT ALLOWED
	Support election process; encourage fellow members to vote; talk about preferred candidates and why.		Promote candidates on Academy-related electronic mailing lists or communication platforms.
	Post messages on social media in support of a candidate(s).		Use of disparaging or negative comments against opposing candidates.
	Send individual messages using personal email account(s) to encourage support for a candidate.		