

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

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, organizational units may promote all candidates (even if there is just one) associated with their unit equally.

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
Academy	<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>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>Solicit support for one candidate over another.</p>
Candidate or anyone campaigning on behalf of a candidate. (<i>May not begin personal campaigning until January 18</i>)	<p>ALLOWED</p> <p>Adhere to Academy’s National Election Campaign Rules.</p> <p>Encourage members to vote.</p> <p>Promote self and the Academy and give members a reason to vote.</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.) To use photos or video images of current elected or appointed DPG, MIG, CDR, ACEND, Affiliate, and/or District leaders in personal campaigning, candidates must obtain permission from the individual.</p> <p>Option to use Academy member logo on campaign promotional materials – website, correspondence, signage. (Note: Academy marks and logos may not be altered.)</p>	<p>NOT ALLOWED</p> <p>If currently holding an <u>elected or appointed</u> Academy/DPG/MIG/CDR/ACEND/Affiliate/District leadership position, use current role to campaign for self.</p> <p>Use of disparaging or negative comments against the Academy or any other candidate.</p> <p>Use of photos or video images of current Academy or Foundation Boards of Directors or Nominating Committee members on personal campaign sites or in campaign materials.</p>

Candidate (<i>continued</i>)	ALLOWED	NOT ALLOWED
	Use personal contact list as a source to send personal emails and/or call members to solicit votes.	Blast emails or newsletters, using services such as Mailchimp, to DPG, MIG, CDR, ACEND, Affiliate, and/or District membership lists.
	Hire or request assistance with campaigning as long as the person/organization is not Academy/DPG/CDR/ACEND employed staff.	Ask Academy/CDR/ACEND staff and/or Executive Directors assigned to Affiliates, DPGs and MIGs for support or to assist with campaigning.
	Enlist friends and colleagues to campaign on any candidates' behalf by sending emails, making phone calls, posting on personal social media accounts.	Use official Academy or organization unit social media channels, Facebook groups, websites, electronic mailing lists or Community of Interest posts to promote individual candidacy.
		Use social media channels to promote individual candidacy that are associated with employer, employees, clients, volunteer groups or other organizations.
	Promote candidacy at personal social gatherings.	Campaign at Academy-sponsored events such as, DPG, MIG, CDR, ACEND, Affiliate, or District meetings, webinars.
	Use <i>personal</i> communications and social media channels to campaign.	Use communications and social media channels associated with or owned by the Academy (including Affiliates, DPGs, MIGs).
	Use hashtag #eatrightPRO in the campaign.	Tag or mention @eatrightPRO, or any Academy-owned profiles including Affiliates, DPGs, MIGs, media spokespeople.

<p>Elected and Appointed Officials in the Academy, Affiliates, Districts, DPGs, MIGs, ACEND, House of Delegates, and CDR</p>	<p>ALLOWED</p>	<p>NOT ALLOWED</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 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 leadership position.</p>
	<p>Beginning January 1, Organizational units promote all candidates (even if there is just one) associated with their unit equally via DPG, MIG, CDR, ACEND, Affiliate, and District communications (social media, newsletters, website, etc.). For example, organizational units 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, and we encourage you to support them (you may 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>NOT 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.		