

Campaign Guidelines

The purpose of this document is to provide guidance as to permissible campaign practices where Case Management Society of America (CMSA) national office is sought.

TO THE CANDIDATE

You may provide the following information to CMSA National to aide in the promotion of your board candidacy. These items will be placed on the CMSA Election page or used in CMSA National Communications to members about the candidates on the election slate.

Candidate Statement and Biography

CMSA provides candidates with the opportunity to submit a prepared campaign statement and biography for distribution to members. It is highly recommended that all candidates carefully prepare and submit this documentation for inclusion in the election website and/or election-related communication/brochure. Candidate will also have the opportunity pre-record their campaign statement to be placed on the CMSA Election page for review by members.

Items in Candidate Statement and Biography should include:

- Biography highlights which may include educational experience, CM experience, committee appointments, volunteer work awards, and/or honors received
- A photo headshot
- A testimony statement from his/her local board
- A statement of views, goals and/or philosophies he or she would attempt to implement or follow as an officer, or director, of CMSA

Individual Campaign Guidelines

Campaigning is a way to let others know you are running for a position and encourage their participation in the election.

- 1) You may use access to personal contacts or social media pages you own. You may not post campaign-related statements to CMSA National or Local Chapter social media sites.
- 2) You may let personal contacts know you are running for office, BUT promote the election process and candidate slate as a whole. Encourage them to view the Election website to view information on all Candidates and their campaign statement; and encourage them to vote in the election for who they believe will make the most impact on the new board. Provide direct links to Election page in your correspondence.
- 3) You must respect policies of other social media sites on what can or cannot be posted on their sites. Access and usage policies may vary between other sites.
- 4) You may NOT send mass emails to member lists, or ask a chapter to send a letter for you to their members on your behalf.
- 5) You may NOT practice in negative campaigning of other candidates.

TO THE CHAPTER

All chapters are encouraged to support the campaign process.

Announcements

In an effort to neutralize the potential influence of chapter size, or available resources, as giving unfair advantage to a candidate(s), chapters are encouraged to inform its members of the entire slate of candidates.

A chapter may point out that one of their own member(s) is running for national office but encourage members to review full slate and candidate information to make an informed decision in election and not highlight a single candidate.

Chapters may promote the election process through their newsletters, websites, social media or other communications.

Chapters may NOT engage in negative campaigning by highlighting any negative aspects of any candidates or policies.

GENERAL PRACTICES

In addition to the guidelines above, the following are considered unacceptable practices by candidates or chapters:

- Gifts or favors*
- Printed brochures/flyers*
- Additional testimonial letters to national directors from the state/local boards/public officials/industry representatives, etc. *

* The purpose of these restrictions is to ensure that candidates and their state/local organizations shall not be obliged to incur competitive expenses in the promotion of the candidate's interest.

Allegations of Campaign Guideline violations will be reviewed by the CMSA Board of Directors and may result in removal from the ballot or disqualification from the election process.

REFERENCES

Negative Campaign

For the purposes of CMSA elections, negative campaigning is defined as “attempting to win an advantage by referring to negative aspects of an opponent and/or of a policy”.

Candidates and chapters should focus on the positive attributes rather than the real/perceived negatives of any other candidates/opponents.

The politics of ethics and elections: Can negative campaign advertising be regulated in Florida? <http://www.law.fsu.edu/journals/lawreview/frames/242/ferqfram.html>. Retrieved September 20, 2011.

Definition “negative campaigning”. http://en.wikipedia.org/wiki/Negative_campaigning. Retrieved September 20, 2011.

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