

## **AMCP CAMPAIGN POLICY**

The AMCP election process entails the recommendation of a slate of candidates by the Leadership Development Committee. In the event one or more candidates are nominated by petition to challenge one or more candidates on the recommended slate, an election will be undertaken. The rules set forth in this section pertain to activities by candidates and others when a contested election is taking place. vacancies. This policy applies to all candidates for election to any Director or Officer position, regardless of whether an individual has been identified as part of the Board-approved slate of candidates.

The purpose of this policy is to assure that AMCP's election process is fair and equitable, thereby allowing all members the opportunity to learn about the candidates via professional means.

Any candidate may request that AMCP post biographical information and a brief platform statement on AMCP's website, subject to reasonable limits on length.

### ***Campaigning Rules***

Candidates for the AMCP Board of Directors are required to act professionally throughout the campaign process and not engage in any activity that would disparage a fellow candidate or discredit AMCP. This also applies to those groups or individuals supporting the candidate.

The permitted and prohibited campaign activities are listed below. In the event a Candidate breaches the requirements listed herein, they may be subject to removal as a candidate, as determined by the Leadership Development Committee.

#### ***Permitted***

- Candidates and their supporters are allowed to generally promote the AMCP Board of Directors election by encouraging members to vote in the election without specific reference to one or more candidates.
- Candidates and their supporters may use social media to announce their candidacy in the context of calling attention to the election in general but may not encourage members to vote for the candidate (whether expressly or implicitly) in any such statement.
  - Acceptable: Jane Smith is a candidate for the AMCP Board of Directors. [Check out all the candidates for the AMCP Board on AMCP's website.](#)
  - Election closes in XXX days.
  - Unacceptable: Jane Smith is slated for the AMCP Board of Directors. She's awesome – the best! Vote for Jane!
  - Unacceptable: Jane Smith is a candidate for the AMCP Board of Directors. She really needs your support! Vote for Jane!

#### ***Prohibited***

- No member (whether a candidate or not) may use the names, addresses, telephone numbers or email addresses of its members obtained through AMCP or by virtue of a candidate's prior service as an AMCP volunteer, for the purposes of sending any campaign material, unless such use is approved in advance by AMCP staff.
- Individuals may not solicit or accept funds for or in connection with the AMCP Board of Directors election.
- Candidates or those supporting the candidates will not discredit other candidates or attempt to influence voters
- Candidates or those supporting the candidates may not use social media and websites to support

or oppose an individual candidate.

- Candidates may not include reference as a candidate for the AMCP Board of Directors on a social media profile.
- Candidates or those supporting the candidates will not request formal endorsements from parties within or outside AMCP or place paid advertisements.
- Distribution of campaign materials, posters, buttons, pens (promotional materials) of any kind is not allowed.

Members are encouraged to report any suspected violations of the AMCP Election Campaign Policy to the AMCP CEO.

Any alleged misconduct violation of the AMCP Election Campaign Policy may result in the disqualification of the candidate or other appropriate action as determined by the AMCP Leadership Development Committee.