

ELECTION PROCEDURES

2021 Election of NOW Officers

Adopted by the NOW Board of Directors on 4/18/21

I. Roles of the NOW Nominating Committee and NOW Elections Committee

1. The role of the NOW Nominating Committee is to accept nominations for officer tickets and determine candidate eligibility to run for NOW office.
2. The role of the NOW Elections Committee is to develop and oversee the procedures and standards of the NOW officers election.
3. No member of the Nominating Committee nor the Elections Committee shall endorse an officer ticket, and each member shall maintain strict neutrality regarding all such candidates.

II. Prohibition on Use of NAC Staff or Resources

1. Members of the National Action Center staff, acting on their own time and at their own expense, may campaign for an officer ticket, but must not be required to do so.
2. National NOW resources (including virtual national NOW environments), facilities, and supplies must not be used for campaign purposes.

III. Duties of the NOW Nominating Committee

1. The Nominating Committee shall post the deadline for submission of officer ticket information on the Members Only section of the National NOW website, with notice sent to the member email list. The deadline for submitting officer ticket information shall be set by the National NOW Board.
2. Officer ticket nominations must be submitted to the Nominating Committee in writing at least 90 days before the first day of the 2021 Conference (no later than Saturday, April 24).
3. Within 10 business days after the deadline for receiving nominations (no later than Monday, May 10), the Nominating Committee shall determine whether each nominee meets the qualifications as described in NOW bylaws; notify each officer ticket whether they are eligible; and notify the Elections Committee of the names of all eligible tickets.
4. Nominations will not be taken from the floor at the Conference.

IV. Duties of the NOW Elections Committee

1. The Elections Committee shall develop Election Procedures for the 2021 election of NOW officers. These Election Procedures shall be ratified by the NOW board and published on the Members Only section of the National NOW website, with notice sent to the member email list.
2. The Elections Committee shall receive written complaints of violations of the Election Procedures and determine if a campaign violation has occurred. The committee may assess a fine of up to \$100 against either the individual(s) or the candidate(s) committing the violation, depending on the circumstances and the severity of the violation.

V. Campaign Materials / Information About Candidates

A. Information published on the NOW website

1. Each officer ticket may choose to submit, at least 60 days before the first day of the Conference (no later than Tuesday, May 25), a biographical/platform statement of no more than 750 words and an electronic photograph to the Elections Committee and the National Action Center for publication on the National NOW website.
2. Biographical/platform statements may be updated after May 25 upon review by the Elections Committee.

B. Written/social media material distributed by officer tickets

1. Distribution and display of physical and electronic campaign materials may not commence until an officer ticket has submitted its preliminary financial disclosure statement to the Elections Committee.
2. All physical and electronic campaign materials shall contain the following disclosure: *"Paid for and authorized by [name of officer ticket, mailing address, email address, and phone number]."* Any ticket that distributes physical or electronic publicity without this disclosure statement will be subject to a fine by the Elections Committee.
3. The NOW logo may not appear on physical or electronic campaign literature or material except incidentally within a photograph of the candidate(s).
4. No campaign materials shall be placed in the Conference virtual library other than (1) the Nominating Committee's list of eligible candidates and (2) the officer tickers' photos and biographical/platform statements previously posted on the NOW website.
5. No one may wear campaign materials or regalia or use a campaign-related virtual backdrop while serving as a Conference plenary speaker, workshop presenter, or Special Constituency moderator.

C. Candidate outreach to NOW leaders and conference registrants

1. At least 60 days before the first day of the Conference (no later than Tuesday, May 25), the Elections Committee shall send each officer ticket one electronic copy of the NOW leadership list (including state and chapter presidents, as well as contacts for campus action networks). The list shall include names, postal addresses, e-mail addresses, and telephone numbers where available.
2. In any paper or electronic communication that uses NOW's leadership list, the name of the officer ticket sending the communication must be so indicated. Outside-party advertising that uses NOW's leadership list is prohibited.
3. At least 25 days before the first day of the Conference (no later than Wednesday, June 30), the Elections Committee shall send each candidate a list of the name, mailing address, email address, and phone number of Conference registrants who are eligible to vote in the 2021 officer election.

VI. Candidate Forums at the National Conference

1. Members of the Elections Committee shall moderate the virtual Candidate Forums at the NOW Conference.

2. Each forum shall include a Q&A session as well as an opportunity for each candidate to speak at the outset and the closing.
3. The Elections Committee shall assign time for Q&A as well as candidate statements, depending on the number of officer tickets. The Forum moderator shall ensure equal time for all candidates to make their statements and respond in the Q&A session.
4. The Candidate Forums will be recorded to allow for later viewing by Conference participants.

VII. Voting

1. One of the proposed officer tickets shall be elected by a majority of the votes cast at the National Conference. If there are more than two officer tickets nominated, preferential voting shall be used.
2. Only new members in good standing whose dues are received by the national organization or its appropriate subunits at least 90 days prior to the conference (by Saturday, April 24, 2021) and who are duly registered, credentialed and in attendance shall be eligible to vote. Only renewing members in good standing whose dues have been received by the national organization or its appropriate subunits at least 30 days prior to the conference (by Thursday, June 24, 2021) with waiver under force majeure for lapses from March 15, 2020 to Thursday, June 24, 2021 and who are duly registered, credentialed and in attendance shall be eligible to vote.
3. Only members in good standing whose dues are received by the national organization or its appropriate subunits at least 90 days prior to the Conference (by Saturday, April 24) and who are duly registered, credentialed and in attendance shall be eligible to vote. Each member in attendance shall have one vote.
4. Electronic voting in accordance with procedures adopted by the national Board and approved by the National Conference is permitted, provided that it must be conducted in a secure, affordable and accessible manner.
5. The Elections Committee shall announce the election results by the end of the elections Conference (no later than Sunday, August 8).
6. The Elections Committee shall retain access to all ballots for a minimum of six months. If any grievance is filed as a result of the officer elections, access to the ballots shall be retained until any such grievance is resolved.

VIII. Campaign Funding and Financial Disclosure Reports

1. If campaign expenditures exceed \$100, each officer ticket shall submit a preliminary financial disclosure report to the Elections Committee, showing actual and anticipated income and expenditures to date. Individual (monetary and in-kind) contributions in excess of \$50 must be listed by the name of the donor.
2. The preliminary financial disclosure report may be submitted at any time, preferably by Saturday, May 1. No ticket may display or distribute written or virtual campaign materials until the preliminary financial disclosure report has been submitted.
3. A final report of campaign income and expenditures shall be provided to the Elections Committee no later than 30 days after the Conference.

4. Financial disclosure reports shall be available to any member of NOW upon request for six months following the Conference.
5. Candidates may not accept contributions from a vendor of a local chapter, a state chapter, or national NOW. No allied organizations, political parties, or their subunits may contribute to a campaign either directly or indirectly.

IX. Media Guidelines

1. NOW's policy statement regarding "Who Speaks for NOW" (adopted by the National Board in July 1978) must be observed.
2. In speaking with the media, officer candidates and their staffs should remember that their words and social media posts create the world's impression of NOW. Campaign rhetoric that attacks NOW members or their motives should be avoided during interviews. Internal politicking should be avoided in front of reporters and journalists.
3. The National Action Center will strive to promote positive images of all candidates running for NOW office on a non-partisan basis.
4. The NOW Conference is neutral territory. No campaigning is permitted in the plenaries or breakout sessions. NOW staff and volunteers are prohibited from campaigning (including wearing partisan buttons and paraphernalia) while identified as media workers. Anyone violating the neutrality of the press will be prohibited from working in that area.
5. Violations of these rules should be promptly reported to the chair of the Elections Committee. The chair will consult with the Elections Committee to determine if a campaign violation has occurred. The committee may assess a fine of up to \$100 against either the individual or the ticket, depending on the circumstances and the severity of the violation.

X. Candidate Code of Ethics Pledge

1. Every candidate for NOW office must sign and return the Code of Ethics Pledge for NOW Officer Elections to the chair of the Elections Committee and the National Action Center by Tuesday, June 1.
2. The provisions of the Code of Ethics Pledge shall be enforceable by the Elections Committee in the same manner as all other Election Rules for the year in which the election is taking place.
3. All officer tickets shall inform their supporters regarding NOW's 2021 Election Procedures and Code of Ethics Pledge and shall encourage their supporters to follow these procedures. Receipt of these documents by the candidates indicates that the candidates agree to abide by the election policies and procedures.

2021 Code of Ethics Rules for NOW Officer Elections

As a candidate, I support NOW's commitment to truthful, fair, and clean campaigns for elected office.

Assumptions: *I understand the importance of free, open, sincere, and intense debate in maintaining exemplary representative leadership. I believe that electoral campaigns are subject to unacceptable levels of negativism, attack advertising, and other practices which demean civil society. I understand that each candidate is fully responsible for fair and ethical practices by or on behalf of his or her campaign. These core values are fundamental to our members and are widely shared throughout NOW: honesty, fairness, respect, responsibility, and compassion.*

Principles of Fair Campaign Practices: *My campaign will be committed to the principles of honesty, fairness, respect for my opponent(s), responsibility, and compassion.*

Honesty and Fairness: *I shall emphasize my views, beliefs and experiences. I am committed to an open and public discussion of issues and presenting my record with sincerity and frankness.*

Respect: *I shall behave in a respectful manner toward my opponents and their supporters. I shall not use, or allow to be used, personal attacks, innuendo, or stereotyping.*

Responsibility: *I shall not knowingly or recklessly misrepresent my record or that of my opponents. I shall ensure that my campaign staff and campaign supporters will observe these principles of fair campaign practices. I take full responsibility for all advertising or other statements created or used on my behalf by members and supporters. I shall conduct my campaign with open and public discussion of the issues as I see them, presenting my record and policies with intensity, sincerity and frankness, and criticizing without fear and without malice the record and policies of my opponents. I will not condone or allow outside party advertising which does not meet the principles contained in NOW policy. If such practices are used by outside parties without my approval, I shall repudiate it immediately and publicly upon my knowledge of its occurrence.*

Compassion: *In the conduct of my candidacy, I shall show compassion at all times for my opponent(s). I shall remember that the campaign process is fundamental to representative democracy and that my behavior in the campaign affects the integrity of our organization.*

Signed: _____

Candidate for: _____

Date: _____



CAMPAIGN DISCLOSURE FORM 2021 OFFICER ELECTION

Candidates' Names: _____

Address: _____

Email: _____ Phone: _____

Check One: Pre-Conference Report Final Report (Due 30 days after election)

SUMMARY	
CONTRIBUTIONS	AMOUNT
Cash Contributions	
In-Kind Estimated Value	
TOTAL	
EXPENDITURES	
Actual to date	
Anticipated additional expenditures	
TOTAL	

Signature

Date

