

CAMPAIGN PROCEDURES GUIDELINES
FEDERAL EDUCATION ASSOCIATION
2009-2010

A. General

1. No dues money shall be used to promote the candidacy, directly or indirectly, of any individual for an FEA office.
2. All candidates will retain receipts and other records of expenditures for their campaign, as well as records of contributions, in accordance with NEA guidelines. All candidates will file a report of campaign expenditures and contributions upon request by the Board of Directors.
3. Campaign materials may include, but are not limited to, flyers, posters, blogs, websites, or any other electronic/social media.
4. Campaign materials, as described above, may not include pictures, names, images, likenesses, or any other media of any FEA staff member, including FEA attorneys and office/regional staff.
5. Campaign materials, as described above, may not include pictures, names, images, likenesses, or other media of present or past Association logos, the NEA logo, the symbol of the united education profession, or other symbols connected to the FEA, the NEA, or the local affiliates of FEA or NEA.
6. Should a candidate wish to use an individual's photo, image, likeness, or name in his/her campaign materials, he/she must obtain the prior express written consent of that individual.

B. Endorsements and Promoting of Candidates

1. In its regular course of business, the membership or leadership of a governing body may endorse a candidate for office. The FEA Board of Directors will not, as a body or a group therein, endorse any candidates for internal FEA elections.
2. A governing body may invite all candidates to a meeting under the guidelines of B.1. Adequate advance time will be made for all candidates to prepare a written presentation or designate a representative to speak on their behalf if they cannot attend in person.
3. If an endorsement has been made, no FEA funds will be used to encourage members to vote for a particular candidate.
4. FEA membership/leadership publications will not be used to announce an endorsement. A publication may encourage the membership to exercise their right to vote.

5. FEA members, including candidates and their supporters, as well as FEA Leadership and members of governing bodies, are prohibited from conducting raffles, lotteries, drawings, or offering any other economic or financial incentives to encourage/discourage the membership to exercise their vote.
6. While FEA funds may not be used to publicize or encourage support, the following is permissible:
 - a. The candidate may use the endorsement in his/her own campaign materials.
 - b. An officer of the Association or any other member, or combination of members, may use his/her own money, or that of the candidate, to encourage support from members. In a personal letter, or any other type of personal communication, an officer may mention his/her prior or current title(s). Such letters may not be written on official stationery of the organization. Candidates may use these endorsements in their campaign materials according to guidelines in B.1.
7. Regularly published newsletters or any publication at all levels of governance will refrain from negatively reporting and/or sensationalizing candidates, or actively reporting and/or promoting candidates, or themselves, through news articles, announcements, and/or personal columns.
8. Normal publication practices may continue during the election period.
9. **DODDS/DDESS OUTLOOK MAIL AND/OR GOVERNMENT COMPUTERS MAY NOT BE USED FOR ELECTION PURPOSES.** Outlook Mail is an internal government communications tool and cannot be used for internal union business. Candidates may NOT use any electronics/technology that is owned, paid for, or provided by the association or U.S. Government for campaign purposes. Candidates and Association Leaders may not use any government or association equipment to reproduce campaign literature.

C. Association Meetings

1. A single candidate or combination of candidates shall not sponsor, nor have sponsored, a social or fundraising event that promotes the candidacy of one or more candidates during any official governance/ business meeting of the organization.
2. Individual campaigning may take place before or after a scheduled Association meeting. Campaigning may take place before or after the function and between sessions. Campaign literature shall not be distributed during the meeting.

3. All staff members shall absent themselves from any part of a session when governance is considering endorsements. They shall not be present at, nor share in, the planning of any social and/or fundraising activity, or individual campaigning, as described in the Guidelines, or any such activities as may reasonably be construed as participating.

D. Role of Elected Leaders in Election Campaigns

1. Elected school level, Local, District, and State officers retain their rights as members to participate in the affairs of the organization, including supporting and working on behalf of candidates for office. However, such campaign activities may not occur during official Association functions, while actually performing in the capacity of their office, and may not involve the expenditure of Association funds.

If you have any questions regarding these guidelines, please contact the FEA Washington office at FEALegal@nea.org or 202-822-7850.

APPROVED BY THE FEA BOARD OF DIRECTORS
OCTOBER 2009