



Campaigning for National Positions

Dos and Don'ts for NASW Offices

DO

1. Maintain association standards of taste and decorum in the preparation of printed materials.
2. Make available for sale NASW mailing lists and labels to all candidates.
3. Do allow candidates to purchase paid announcements.
4. If your chapter newsletter is going to provide election coverage it should report on the candidacy of all chapter members and electoral area candidates that have been nominated (as well as their opponents, see #5 below).
5. If your chapter reports on a candidate in its newsletter it must give equal coverage to the opponents, preferably at the same time. The candidate(s)' opponents are informed at least two weeks in advance of the deadline for receipt of copy, so that they may insert material of their own if they wish. The names of the opposing candidates must be included in the article or announcement, whether or not the opponent submits material to be included in the article.
6. Promotions other than the above of any candidate should be available only at private cost (see Election Standards for National Leadership).
7. Do report concerns about campaigning activities immediately to the NCNLI staff at the national office (Doreta Richards and Denise Melville 202-336-8216 or 202-336-8353). Problems identified early in a campaign can usually be remedied.

DON'TS

1. Members of NCNLI, boards of directors, or chapter/national staff may not endorse or support candidates.
2. NASW chapters, committees, commissions, etc. may not endorse candidates.
3. Do not allow the use of any association-related materials or stationary in campaigns.
4. Do not allow the use of listservs and e-mail addresses created or administered by NASW National, or Chapter offices.
5. Do not allow a candidate to campaign at an NASW function or meeting without extending an equal opportunity to their opponents. Invitations should be made in writing or by the Chapter Executive Director.