



# ANNUAL ELECTION

## CAMPAIGN POLICY AND PROCEDURES

As a result of the governance changes made in July 2024, SNA's election model shifted to a vetted slate, meaning only one name is put forward for each open position. As a result, competitive campaigning for elected positions will no longer be necessary or permitted.

That said, candidates are encouraged to engage in "get out the vote" campaigning, so this campaign policy is modified to address those situations.

### General Policy

Candidates are expected to undertake campaign activities in a professional, ethical, and fair manner.

SNA does not endorse any candidate for any position.

Candidates for election to the Board of Directors, Industry Advisory Council, and Leadership Development Committee (LDC) may not receive financial support of any kind in relation to the election.

Endorsements solicited by candidates should be in support of "get out the vote" efforts instead of support of their individual candidacy.

Candidates may receive individual or personal endorsements from their colleagues and peers so long as they are not members of the SNA Board of Directors, the Leadership Development Committee, or SNA staff.

### SNA Communication about Candidates

Candidates are not allowed to advertise in *School Nutrition* or on SNA's website.

SNA will feature the biographical profiles and photos of candidates for all positions on SNA's website. Candidates are responsible for reviewing the biographical information and providing a professional photo by the established deadline.

### Promotional Materials and Communications

Candidates may not use photos taken with members of the SNA Board of Directors, the LDC, or SNA staff in their "get out the vote" campaigns.

Materials to support "get out the vote" campaigns will be provided by the SNA marketing team and these materials should not be distributed during any SNA national meetings or conferences. This includes within, or in response to, email and social media communications directed at meetings or conference attendees during the dates of the meeting or conference.

### Social Media

Candidates are encouraged to utilize social media to promote voting in the election. Candidates and their supporters should ensure all election-related communications on social media are professional, truthful, and fair. Candidates should avoid directly or indirectly commenting on candidates for other positions.

Questions regarding this policy should be directed to the Chief of Staff at [SNAElection@schoolnutrition.org](mailto:SNAElection@schoolnutrition.org)

## Email Communications

Candidates are permitted to use e-mail to promote voting in the election; however, SNA does not release members' e-mail addresses for such purposes. If candidates have e-mail addresses from an official SNA meeting attendee roster or other listing, they may utilize that information.

## Postal Mailings

Due to privacy concerns, SNA does not support the use of postal mail for campaigning and will not disclose member postal addresses to candidates.

## Roles and Responsibilities

### Board of Directors and LDC

While a member is a candidate on the election slate, members of the Board and the LDC must remain neutral and may not engage in support of any candidate, in any election-related manner. During the campaign period, this includes but is not limited to "liking" posts on social media, posting photos taken with candidates, commenting on a candidate's post(s), etc. Additionally, they may not initiate any election or campaign related communication (whether verbal or in writing) with the candidate(s).

They can, however, encourage members to vote in the election.

### State Affiliates

Endorsement or promotion of a candidate's "get out the vote" campaign by a state affiliate must be approved by a vote of the affiliate's Board of Directors – not by an individual officer or staff member – prior to any related communications. State affiliates should share their policy regarding logo use with candidates to ensure the candidate(s) understand how the logo may/may not be used in election communications.

State affiliates have a duty to protect member privacy and may not provide candidates with member names, physical addresses, phone numbers, or mailing labels. E-mail communications must continue to comply with e-mail marketing laws, including the CAN-SPAM act.

## Voting

Casting a vote on behalf of another member with or without their knowledge or consent is an unacceptable and unethical practice. Candidates should be sure their remarks and actions do not in any way suggest or encourage such actions.

## Campaign Violations

Violations of this Campaign policy may be reported to [SNAelection@schoolnutrition.org](mailto:SNAelection@schoolnutrition.org) and may be referred to the LDC for review and recommendation to the SNA Board for action.

SNA reserves the right to prevent any member from engaging in any campaign activity, including distribution of election-related communications, that would adversely affect SNA's operations, public image, or legislative and regulatory goals.

I agree to undertake campaign activities in a professional, ethical, and fair manner and abide by this Campaign Policy.

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Signature

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Date