

ASA Election Campaign Policy

Adopted by the ASA Board of Governors on February 25, 2014
(Revised March 22, 2014; March 24, 2015; January 26, 2016; January 24, 2017; June 25, 2019;
July 9, 2020); February 27, 2024

Campaign communication shall be in accordance with the following guidelines:

Communications sent by ASA Headquarters:

- Each candidate shall have the opportunity to complete a Headquarters-provided election biography template by a reasonable deadline.
- Each candidate shall send Headquarters their campaign statement in which ASA Headquarters will post to ASA Election web page. The campaign statement should follow the following guidelines:
 - Shall be truthful
 - Shall be civil in tone and promote civility
 - To the extent that opinions are expressed, these opinions shall be the personal opinions of the candidate and must be clearly identified as such
- All candidates' names will be posted on an ASA Election web page along with their campaign statement hosted by ASA or a designated third-party election system. Candidates completing the election biography template by the deadline will also have the template information posted. The information will be available from at least one week prior to the date the ballots are distributed until the election closes.
- Headquarters shall send five informational email messages to all eligible voting members with a link to the ASA Election web page. The following is the schedule of the email messages:
 - (1) week prior to the opening date of the election
 - (2) second email will be sent the day before the election opens.
 - (3) third email will be sent the day after the election opens
 - (4) fourth email will be sent 7 days prior to the close of the election
 - (5) fifth email will be sent the day before the close of the election.
- The Elections Committee may review and offer guidance on campaign statements for content consistent with ASA communications policies.
- ASA member email addresses or cell phone numbers will not be provided to the candidates. No member of ASA shall email or text message any other members about the election and/or on behalf of candidates. The ASA E-Mail Distribution System (aka the ASAConnect listserv), ASA E-Mail Distribution Lists, Find An Appraiser, or the Comprehensive Member Directory or any ASA confidential rosters will not be used for campaign purposes.
- ASA's social media platform and other ASA publications shall not be used for campaign purposes by any member of ASA.

Communications outside of those sent by ASA Headquarters:

General Rules

- Campaigning shall begin on April 1 and end at the close of the election period.
- Candidates can post their campaign statements, which must be the same statement that was provided to ASA Headquarters, to their social media outlets (including, but not limited to LinkedIn, Facebook and Twitter). Members may also post to their social media outlets about candidate(s).

Special Rules Applicable to Social Media

- Candidates for election are permitted to establish social media pages outside the ASA website for the purposes of campaigning. These pages must follow the General Rules of campaign communications and are subject to the same remedies for violations.
- A candidate's social media profiles and his/her professional web page may be updated during the election campaign cycle as long as it does not automatically generate a campaign electronic message. It is strongly recommended that a candidate's profiles be updated before campaigning begins on April 1 as automatic communications may be sent to other subscribers when a profile is updated.

Write-in candidates:

- If a member runs as a write-in candidate, he/she shall follow the same rules as all other candidates but shall not be included on any ASA Election web page or in communications sent by ASA Headquarters as stated above under the section "Communications sent by ASA Headquarters." A member's request to write-in their name for a position shall constitute that Member as standing for election for that position. A member can only stand for election for one (1) position, so a member listed as a nominee for any position is ineligible to be a write-in candidate for another position.
- Members running as write-in candidates are considered as standing for election under ASA's governance documents and are subject to all provisions of those documents that are applicable to any other candidate regardless of status as included or not included on any official ASA ballot.

Enforcement

- If a candidate uses the ASA E-Mail Distribution System, E-Mail Distribution Lists, or confidential rosters for campaign purposes, inadvertently or not, he/she shall be deemed to have withdrawn as a candidate for that election.
- Any complaint against a candidate or alleged violations of this Election Campaign Policy shall be referred to the Elections Committee for review and deliberation as specified in ASA's governing documents. The Elections Committee shall inform the Board of Governors of such complaints it considers to be relevant and appropriate and may also recommend possible remedies for such alleged violations.
- Available remedies for violations may include, but are not limited to, removal of a candidate from the ballot, disallowing votes for a candidate, and complete disqualification of a candidate for that election.
- Alleged violations of ASA's ethical standards may be referred to the Ethics Committee for review and action as specified in ASA's governing documents.

Policy on Endorsements During ASA's Campaign Election Period

- Adopted by the ASA Board of Governors on March 22, 2014. Members of the Board of Governors, including the Parliamentarian, Legal Counsel, and the Executive Vice President shall not formally endorse any candidate for any elected position of the Society during the election campaign period. A formal endorsement is defined as any message in support of a candidate in written or electronic form. Any candidate claiming an endorsement from an individual must be able to provide written confirmation from the endorsing party if asked to do so.