

Local Network Campaign Policy Guidelines

Timeline

Candidates can start campaigning after the President notifies the membership about date, location, rules of running and names of candidates. These candidates have been credentialed through the candidate review committee.

Material approval and branding compliance

Candidates should be cognizant of Women's Council branding guidelines as they conduct outreach and communications. A current copy of branding guidelines can be found under the brand assets page of wcr.org. When utilizing Council branding, it should be prominently clear and visible that the material you are conveying is "official campaign material" and not Women's Council advertising.

Campaign materials:

- There may be announcements and brochures containing only information about the candidate themselves.
- Must ensure that all campaign materials contain truthful and accurate information.
- Electronic media communications to members shall be allowed and must include an "opt-out" provision.
- Must accurately specify the office and year for which the Eligible Candidate is running for election in all Types.

Running from the floor

- Candidates running from the floor **MUST** meet the local network job description criteria/qualifications for the position they are running for as stated by the National Women's Council of REALTORS[®].
- Candidates running from the floor must submit their consent to serve by 6:00 pm EST, seven (7) calendar days prior to the election day.
- The Candidate Review Team will inform the candidate if she/he is eligible to run no later than five (5) calendar days prior to the election day.
- This Candidate can campaign after receiving the confirmation of eligibility.