

IAFC Elections Policy Manual



Updated: August 2018

Information for individuals interested in running for an
elected officer position on the IAFC Board of Directors

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Message from the IAFC Elections Committee Chair

Dear Prospective Candidate,

This information document is intended to supply essential information about the process of running for an elected officer position on the IAFC Board of Directors (BoD). It was decided to produce this document after several candidates from past elections reported that they needed more information about the election process than was available to them at election time.

Current and past members of the IAFC BoD were surveyed. Survey questions were designed to provide more concrete information on the candidate experience and subsequent active service as an elected IAFC officer. More importantly, the survey questions were intended to show that being elected as an IAFC BoD member is accessible to every IAFC member.

Information collected from this survey includes financing and organizing a campaign. It also includes the estimated time commitment involved in being an active IAFC BoD member. Present and past IAFC BoD members reveal in the document why being an IAFC BoD member is fulfilling.

We hope that this document serves the purpose of clarifying the process of running and ultimately serving on the IAFC BoD. Please let me know if you need any further information.

Sincerely,

Chief Robert Spurr
Elections Committee Chair

Are you ready to be an IAFC Officer?

Officer Positions and Eligibility

The following excerpts were taken directly from Article III, Section 1 and Section 2, of the IAFC Constitution and By-Laws.

Article III. Officers and Directors

Section 1. Elected Officers

The elected officers of the Association shall consist of a president, first vice president, second vice president and treasurer, all of whom shall be elected by mail or electronic ballot. The president, first vice president and second vice president shall each have a term of office for one (1) year or until the next annual conference when their successors shall take office. The treasurer shall be elected for a term of three (3) years and cannot serve more than two (2) consecutive elected terms.

Section 2. Officer Eligibility

Any member of the Association seeking election to any of the elective offices specified in Article III, Section 1 of the constitution and by-laws shall:

- A. Be the chief of a fire department and a regular member of the Association in good standing at the time of filing and upon installation.*
- B. In the event that a member vacates his/her position through retirement or otherwise as chief of department while holding an elected office, the member may continue to hold said office until completion of the term.*
- C. Questions of eligibility shall be resolved by the Elections Committee (By-laws Section III, Subsection 1).*

Definition – Fire Department

A fire and emergency service organization is an agency or organization commonly referred to as fire department, fire district, fire rescue department, fire and EMS, fire brigade or any combination thereof, having a formally recognized arrangement with a state, territory, province, military, tribal, private, or contractual authority (borough, city, county, parish, township, town, industrial facility, private sector or other governing body) (collectively, "Authority"), and either is recognized by the Authority as a fire department and/or, for United States departments, has an FDID number and is in the U. S. Fire Administration registry of fire departments, to provide fire suppression services (required), in addition to other services such as rescue, emergency medical services, hazardous materials mitigation, special operations, and other services, or any combination thereof, to a population within a geographically fixed primary response area.

Definition – Fire Chief

A Fire Chief is defined as the highest regulatory/statutory authority of a fire department whether it is public or private. He/she serves as the Chief Executive Officer (CEO) of the organization and is responsible for coordination of daily operations and long-term leadership. He/she may be assisted by other Chief Officers; however, ultimately, final responsibility and accountability stops at the Fire Chief as the highest operational and administrative level. The Fire Chief works with jurisdiction leadership, be that mayoral, city administrator, elected board/commission, tribal leaders, private organizational leadership (i.e. Industrial facilities), etc. and applies the direction or policies set by that body.

Commencement of Fire Chief Position

Officer eligibility is determined by “start date,” which is defined as the date when a person is officially sworn in and/or installed as the Fire Chief by the relevant fire department or Authority. For compensated Fire Chief positions, the “start date” shall be the date when the person joins the department or Authority payroll.

Current and past elected officers recommend that candidates possess a true passion for the IAFC and for representing the fire service. Although it is not a prerequisite, past elected officers recommend that candidates be involved in the organization for at least five years before they consider running. This is beneficial because it ensures candidates are updated on current issues within the fire service and are informed on IAFC involvement in these issues.

Qualifications for Treasurer

This position must be filled by a person that is an active fire chief of an officially recognized and organized fire department and a regular IAFC member in good standing. The person must have a strong background in accounting, budgeting, finance, investments, audits, and non-profit management. At a minimum must have a Bachelors Degree in management, finance or equivalent. A Master's Degree is preferred. Preferred individual has Executive Fire Officer and Chief Fire Officer Designation. Experience in handling at least a five (5)-million-dollar budget is required. The person must be able to travel throughout the year with a minimum of five (5) times often for three (3) or more days, sometimes with short notice. Must have excellent presentation skills and be able to make complex financial reports understood by those that may not understand not-for-profit financial reports.

Estimated Time Commitments

Campaigning

Current and past IAFC BoD members spent between one- and two-years campaigning for their positions. Actual time spent making campaign materials or organizing campaign related events was reported to be between 100 and 200 hours. This also includes hours from other people, whether volunteers or paid workers, who assisted with the campaign.

The time candidates took off from their jobs for campaigning varies. Some IAFC BoD members report having spent as little as 10 hours away from their job while campaigning. Others report between 20 and 40 days off during a year-long campaign.

Serving as an Officer

Candidates seeking the office of 2nd Vice President should be aware that their commitment as an officer will last four consecutive years. During those four years, their positions will progress in the following order: 2nd VP, 1st VP, President, and finally, Immediate Past President.

Current and past elected officers spent varying amounts of time away from their job traveling on behalf of the IAFC. Time away depends often on the position (President, 1st VP, 2nd VP or Treasurer).

By far, the most demanding position on the IAFC BoD is that of President. The President requires the most travel and time away from his/her job. Past Presidents have taken

from 20 to more than 160 trips during their term. Time away depends on current issues addressed by the IAFC as well as the President's own vision of the organization.

According to current and past Presidents of IAFC, Presidents should expect to spend at least 1/3 of their time away from their job.

This includes, but is not limited to the list below:

- a) IAFC Executive Committee members attend numerous meetings throughout the year, including, but not limited to:
 - Four (4) IAFC BoD meetings: January, April/May, Fire-Rescue International, October Teleconference
 - One (1) CFSI Dinner
 - One (1) Executive Committee Meeting
- b) Division Conferences: Executive Committee members go to at least two (2) Division or Section conferences per year (including their own Division)
- c) Fire-Rescue International (FRI): Executive Committee members are expected to attend Fire-Rescue International (FRI)
- d) Teleconferences: Executive Committee members of the IAFC are involved in about 30 teleconferences each year
- e) In addition to the above, the IAFC President and 1st Vice President may be asked to represent the IAFC before various fire service organizations in the US and internationally; meet with Congress and federal agencies; speak at regional and state chiefs' conferences; and participate in media interviews,

Duties as an IAFC Officer

The following is an excerpt from the IAFC Constitution & By-laws.

Article IV, Section 1. Duties of Elected Officers

The duties of the elective officers are as follows:

*The **President** shall:*

- a) *Be the official representative and spokesperson for the Association.*
- b) *Serve as the chair of the executive committee.*
- c) *Preside at meetings of the Association and at meetings of the board of directors.*
- d) *Insure that all committees, work groups or task forces operate according to the constitution and by-laws and Association policies.*
- e) *Call a special meeting of the board of directors when so requested by a majority of the board of directors or whenever the president determines necessary. At least five (5) days notification shall be given for the special meeting with the reason for the special meeting stated, except when the president determines that an unusual emergency exists.*
- f) *Name additional committees, work groups, or task forces and appoint their chairs for the term of office to accomplish the goals and objectives of the Association. See By-laws Section II (4).*

*The **First Vice President** shall:*

- a) *In the absence or inability of the president to perform all the duties of the office, be directed to assume the duties of the president.*
- b) *Assist the president in conducting the business and policies of the Association.*
- c) *Perform such other duties as are prescribed by the board of directors.*

*The **Second Vice President** shall:*

- a) *Assist the president and the first vice president in conducting the business and policies of the Association.*
- b) *In the absence or inability of the president and first vice president, be directed to assume all the duties and responsibilities of the president.*
- c) *Perform such other duties as are prescribed by the board of directors.*

In addition to all other duties required by the president, the first and second vice presidents shall perform such other duties as may be required of them by majority vote of the Association in conference assembled or by policy direction of the board of directors.

The following is an excerpt from the IAFC Policy Manual.

*Under the **Treasurer's** oversight; the IAFC CEO/Executive Director shall:*

- a) *Oversee the use of all assets of the Association with the advice and approval of the IAFC Board of Directors. Determine that all monies of the Association are deposited in proper accounts and, where applicable, draw the highest rate of return consistent with the greatest safety for the Association funds.*
- b) *Determine that all funds collected and disbursed by the Association are collected, recorded, and disbursed according to generally accepted accounting principles (GAAP) and in accordance with the bylaws of the Association and policies adopted by the board of directors.*
- c) *At a minimum, report to the annual conference on the financial condition of the Association, including a summary of all revenues and disbursements and net assets.*

*Direct Duties of the **Treasurer:***

- a) *Consult with the CEO/Executive Director, and/or his/her designee during budget preparation prior to consideration by the IAFC Finance Committee.*
- b) *Present the annual budget, along with a recommendation to the IAFC Finance Committee and IAFC Board of Directors.*
- c) *Ensure that an annual audit is performed and review the results with staff and auditors to ensure a solid understanding of strengths and deficiencies.*
- d) *Address financial policy violations with members and make recommendations to the IAFC Finance Committee for repeat offenders.*
- e) *Set annual financial guidelines and works directly with IAFC section treasurers to ensure that all sections submit annual spending plans and that revenue and expenditures meet IAFC policy and practice.*
- f) *Serve as the point of contact for the CEO/Executive Director for high-level strategic financial issues as they arise and provides recommendations on how to best address the issue.*
- g) *Complete other duties as assigned by the President, including the CEO annual appraisal, CEO contract management, FRI Site Selection Task Force, etc.*

Estimated Campaigning Costs

Current and past Board members report spending from \$2,000 to \$25,000 on their campaigns. This cost spectrum depends on the campaign methods used by the candidate. If a candidate emphasizes attendance at IAFC or other related conferences, most of the campaign expenses may be consumed by travel expenses (including transportation, hotels, meals, etc.). On the other hand, emphasis could be placed on other campaign opportunities including direct mail, e-mail, *On Scene* advertisements,

and giveaways. Other campaign costs include the purchase of IAFC member mailing lists, postage, printing, and possibly the use of a mailing service.

Past candidates have also sought endorsements from their own IAFC Division as well as Divisions outside of their own. Endorsements can also come from fire organizations outside of the IAFC.

Obtaining Campaign Funds

Current and past IAFC BoD members utilized several methods to finance their campaigns. These methods include: fundraising, corporate sponsorship, personal out-of-pocket contributions, and donations. Donations come from private donors (friends, family, co-workers, citizens, etc.) and professional associations (companies, organizations, other professional associations, etc.).

Costs while Serving as an Officer

Once elected, all documented expenses incurred by IAFC BoD members related to IAFC business are reimbursed in full to IAFC BoD members by the IAFC.

What is fulfilling about being an IAFC Officer?

Current and past IAFC BoD members comment on how satisfying it feels to be a part of an influential organization such as the IAFC. IAFC Past President Chief Richard “Smokey” Dyer feels that his participation was “the highlight of his professional career.” IAFC BoD members value their ability to influence national policy and the direction of the fire service. Although the term of office requires extreme dedication and hard work, BoD members refer to it as very fulfilling.

Being an officer means building new friendships and relationships with peers across the world. It also means enhancing the IAFC as an organization and the fire service as a whole.

Getting Started

Personal Candidate Declaration

All candidates are required to officially announce their candidacy by **February 1 of the election year in which they are running** and agree in writing to the IAFC's dispute resolution policy as outlined below. However, in order to campaign at IAFC events (FRI, Section/Committee/Task Force events, etc.) during a year other than the year they are running, the Elections Committee requires that the candidate officially file their paperwork at least 30 days prior to any campaigning by submitting a candidate platform, profile, Letter of Support and Letter of Intent to Run to the Elections Committee liaison. No candidate announcement will be accepted more than one (1) year prior to the filing deadline in advance of any election year in which they are running.

Sample documents are included in this section. Both the platform and profile will be featured in IAFC publications on behalf of those candidates running for current vacancies. Declaring candidacy confirms your intent to run and helps the membership become aware of your campaign. All elections committee members will review and approve candidate's credentials approving the candidate qualifications. The candidate will be notified by the elections chair of candidate approval and the candidate may begin to campaign.

Letter of Support from Supervisor

Each candidate must present to the Elections Committee a letter signed by the authority having jurisdiction in which the candidate is employed, stating that the jurisdiction is aware of the candidate's interest in pursuing an IAFC office. Once elected, one letter indicating support for the four-year commitment through the chairs will be acceptable and will apply throughout your continuation through the chairs or throughout your three-year term as Treasurer. If the candidate changes departments anytime during the their 4-year commitment, or through the 3-year term as Treasurer, a letter of support from their new supervisor is required.

Current and Past IAFC BoD members advise that candidates convey clearly to their supervisors, as well as their own families, the time commitment that they will assume as an IAFC officer. Past IAFC President Chief Randy Bruegman, adds:

“During your term as President, if that is the position that you seek, you will have a difficult time maintaining much of what goes on in your own organization as well as trying to do simple things at home, such as mowing your lawn and doing all of the things necessary to keep your house running. It can be a very time-consuming position.”

Dispute Resolution Policy

The IAFC, its Officers and Candidates for Office, agree that any and all disputes between them shall be submitted to final and binding confidential arbitration before a single arbitrator of the American Arbitration Association (“AAA”). This arbitration provision sets forth the terms and conditions of our agreement to final and binding confidential arbitration and is governed by and enforceable under the Federal Arbitration Act.

For any dispute related to running for an Elected Officer Position on the IAFC Board of Directors: the candidate agrees to settle any such dispute arising from the interpretation of, or performance by any party in connection with, the Elections Manual through friendly consultation and following existing IAFC policy, [with recourse to arbitration]. In case no settlement can be reached through consultation within 30 days after such dispute is raised, each party can submit such matter to be settled exclusively by arbitration in Virginia, in accordance with the rules of the AAA then in effect. Arbitration shall take place at the IAFC headquarters. Any resulting arbitration award shall be final, conclusive and binding upon both parties.

- A. Any dispute must be submitted in writing within 10 business days following the action leading to said dispute [or conclusion of investigation under existing IAFC policies].
- B. If the dispute is not resolved within 30 days after such dispute is submitted in writing either party may move the dispute to arbitration within 10 business days upon notification of the other party.
- C. The selection of an arbitrator will be accomplished by requesting a list of nine (9) qualified arbitrators from the American Arbitration Association. Within 10 business days each party will alternately strike one name until one (1) name remains. Alternatively, and by written agreement, the parties may agree to the selection of an arbitrator under procedures contained in the Commercial Arbitration Rules of the American Arbitration Association.

Sample Documents

A sample format for the candidate's Letter of Intent to Run, letter of support from supervisor and platform profile follow

Sample Letter of Intent to Run

Date

Elections Committee Chair
International Association of Fire Chiefs
4025 Fair Ridge Drive
Fairfax, VA 22033

Dear Chair:

This letter shall serve as my letter of intent to run for the office of *(insert name of office)* of the International Association of Fire Chiefs in the *(insert year you are running)* election.

I would like my name to appear on the ballot as *(insert name)*.

Insert any other comments here.

Sincerely,

Your Name
Your Department
Your IAFC Member Number

Sample Letter of Support from Supervisor

Date

Elections Committee Chair
International Association of Fire Chiefs
4025 Fair Ridge Dr
Fairfax, VA 22033

Dear Chair:

As Chief *(insert your name)*'s supervisor, the purpose of this letter is to convey my approval and support of Chief *(insert your name)*'s candidacy for Second Vice President of the International Association of Fire Chiefs for *(insert the year of your ballot)*. I understand that election to this office entails a multi-year commitment to move through the chairs which includes a year of service as the Immediate Past President.

Insert any other comments here.

Sincerely,

Your Supervisor's Name
Your Supervisor's Title
Your Supervisor's Organization

Candidate Profile and Platform

The Profile and Platform should include the following information: **(please provide both profile and platform in narrative style and submit as a Word document).**

Profile

Your name, title and department. Also describe your organization memberships and

Platform

Describe your type of Department (Career, Volunteer, Combination) and your current responsibilities.

Also describe your top priorities and if elected, what you would like to achieve. The more specific, the better. Also make sure to include your campaign website address.

Information for IAFC Official Publication (contested races only)

The items listed in this section are limited to those approved candidates who have officially filed their intention to run in that year's election or if an immediate vacancy occurs.

Each candidate must provide to the Elections Committee Liaison information on his/her qualifications (Profile) a summary of what platform they will be running on (Platform) and a photograph for inclusion in the IAFC's official member publication.

1. Candidate Platform (not to exceed 300 words for print; 600 words for electronic)
2. An up-to-date 4-color personal photograph (jpeg or tiff format)

The Profile and Platform, along with the photograph, will be printed in the official publication up to one month prior to the election start date and posted to the IAFC elections website. Candidates will be notified of the issue date by the IAFC's publication editor.

Timeline of Events

The following is a schedule of deadlines imposed by current policies and the Constitution and By-laws (CBR) with respect to elections for officers and for constitutional changes.

Schedule of dates preceding FRI 2019 in Atlanta, GA (August 7-10)

2018 CBR mandated start day =	Feb 01, 2019
105 days =	Apr 24, 2019
90 days =	May 09, 2019
75 days =	May 24, 2019
60 days =	Jun 08, 2019
45 days =	Jun 23, 2019
30 days =	July 08, 2019
15 days =	July 23, 2019
FRI start =	Aug 07, 2019

<u>Action</u>	<u>Directive</u>	<u>Deadline</u>
• Following year candidates requesting booth space at FRI	Candidate Policy	7/08/18
• Candidates submit documentation to Elections Committee	(BL-SII; ss1)	2/01/19
• Proposed constitutional changes submitted to Executive Director	(C-Art. VII; S1)	2/01/19
• Members' submit questions for candidates	Candidate Policy	2/01/19
• Elections Committee reviews questions	Candidate Policy	2/08/19
• Candidates respond to questions	Candidate Policy	2/15/19
• Candidate platforms/profiles in <i>OnScene</i> and elections website	Candidate Policy	4/01/19
• Proposed constitutional changes in <i>OnScene</i> and elections website	(C-Art VII; S1)	4/01/19
• Voting opens (officer & constitutional changes)	(C-Art VII; S1) (BL-SII; s4)	5/08/19
• Voting eligibility cut-off (new members) (5 days before voting ends)	(C-Art II; S4)	6/03/19
• Voting eligibility cut-off (renewals) (5 days before voting ends)	Candidate Policy	6/03/19
• Voting ends	(C-Art VII; S1) (BL-S II; ss4)	6/07/19
• Voting results received		6/10/19
• Elections Subcommittee reviews results	(C-Art VII; S1)	6/10/19
• Unofficial results shared with membership	(C-Art VII; S1) (BL-S III; ss4)	6/10/19
• Publish date and place of annual meeting at conference (FRI)	(C-Art. VI; S2)	7/09/19
• Elections Committee reviews results		8/08/19
• Official results presented at business mtg.	(C-Art VI; S1)	8/09/19

Campaigning

The process of campaigning, and the experiences of candidates, has changed over the past several years. Since voters need not be present at FRI in order to vote, campaigning methods seem to have evolved. In some cases, a candidate may run unopposed for a position, in which case his or her campaigning efforts can be either non-existent or very low-key.

What remains consistent is the recommendation from IAFC BoD members that candidates should begin campaigning early. IAFC BoD members advise that campaigning is a multi-year commitment. That would include time to prepare the campaign, as well as at least one year of active campaigning.

Use of IAFC logo and/or IAFC member logo

All candidates for IAFC office (regardless of the year that they are running) may use either the IAFC logo or the IAFC member logo on campaign materials. The logo should be used in a manner to show affiliation. The use of either logo in no way implies an endorsement of the IAFC, the IAFC BoD, or the IAFC membership. **Use of either logo which seems to indicate endorsement by the IAFC, the IAFC BoD, or the IAFC membership is not acceptable.**

All approved endorsements must be stated in writing and may not be solely indicated using a logo; i.e., a Section's logo, etc.

Campaign Material Approval

All materials used by an approved candidate must be approved by the Elections Chair and the Elections Liaison prior to any use.

Campaigning at Division Conferences

It is not required that candidates campaign at Division conferences. However, if a candidate wishes to attend a Division conference, it is the candidate's responsibility to contact both the Division President and Division Secretary prior to the start of the Division's conference to accurately determine the essential dates and locations for participation in Division activities. Divisions are separate, autonomous, not-for-profit organizations. Therefore, it is necessary to contact the Division to determine if you are eligible to: speak or campaign at a Division event, use the Division's membership roster for campaigning, or to ask for endorsements. Each Division handles these arrangements in a slightly different manner.

Campaigning at Section Conferences or Section Board Meetings

It is not required that candidates campaign at Section conferences or board meetings. However, if a candidate wishes to attend a Section conference or board meeting to seek an endorsement, it is the candidate's responsibility to contact both the Section Chair prior to the start of the Section's meeting to accurately determine the essential dates and locations for participation in Section activities. All Sections follow the policies in this document as well as those specified in "Elections Committee Policies for IAFC Candidates Campaigning at IAFC Section Events." See Addendum A for more information. Sections are encouraged to provide access to time on the program at conferences at no cost to the candidates. Candidates also consider appointing a representative within a Section to promote their campaign interests at Section conferences.

Campaigning at Other IAFC Sponsored Events/Conferences (Including IAFC Committee and Task Force meetings)

Campaigning at other IAFC sponsored events/conferences (including the Leadership and Strategic Planning Summits) is limited to those candidates who have officially filed their intention to run in the following calendar year's election. This campaigning will be at the expense of the candidate solely. The IAFC will not provide booth space nor will the IAFC provide access to time on the program's agenda for campaigning. Moreover, a candidate may not seek the endorsement of an IAFC Committee or Task Force. Campaign materials may not be posted or distributed from any official IAFC booth (i.e., membership, registration).

Campaigning at Fire-Rescue International (FRI)

Participation in any of the following campaign activities at Fire-Rescue International (FRI) is limited to those approved candidates who have officially filed their intention to run in the following calendar year's election prior to the start of FRI. It is required that all banners, flags, printed materials, etc. be reviewed by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to the start of FRI**.

- a) Complimentary Exhibit Booth: A complimentary 10'x10' exhibitor booth and standard furnishings will be made available to approved candidates running in the following calendar year's election in the convention center/exhibit hall. Booth space is limited. The candidate must notify the Elections Committee Liaison in writing to reserve a booth no later than **30 calendar days prior to the start of that year's FRI**. The availability of booth space varies at each conference venue; therefore, candidate booth space is on a first-come first-served basis. Furnishings for the booth may be obtained at the standard exhibitor rental rate; the exhibitor kit containing costs for furnishings and services will be mailed when you reserve your space.

Complimentary booths will only be made available to candidates running in the following year's election. If future year candidates wish to purchase booth space, they may do so according to the same policies that governs other exhibitor booth purchases.

- b) Banners, Flags, etc.: Banners, posters, flyers, handouts, etc. may be used in the convention center, but must conform to the convention center guidelines. See the exhibitor kit for guidelines or contact the IAFC Exhibits Manager. Campaign material may not be posted at or distributed from any official IAFC booth (i.e. membership, registration). Contact each hotel for guidelines regarding the distribution or posting of campaign material in their respective properties. Approval for placement of campaign materials not specified in these guidelines should be obtained from the Elections Committee Chair.
- c) Conference Activities: Candidates may be invited to address the attendees at Division breakfast or luncheon meetings at the discretion of the Division – but only at the invitation of the official in charge of the meeting. Length of presentation will be determined by the individual presiding over the meeting.

Candidates may be invited to address the attendees at Section, Committee, or Task Force meetings at the discretion of the Section, Committee, or Task Force –

but only at the invitation of the official in charge of the meeting. Length of presentation will be determined by the individual presiding over the meeting.

Each candidate may attend all other conference functions—those open to all conference registrants—but **no campaign speeches will be permitted, and no campaign material shall be distributed before, during or after the event.**

- d) Candidate Forum: Each candidate may address the conference attendees during one of the general business sessions. It is the candidate's responsibility to contact both the Elections Committee Chair and the Elections Committee Liaison to accurately determine the dates and times of the general business sessions at least **30 calendar days prior to the start of that year's FRI**. Presentations shall be no more than two (2) minutes long.

Utilizing Other Marketing Opportunities

Participation in any of the following campaign marketing opportunities offered through the IAFC is limited to those approved candidates during the campaign year in which he/she is running. Each candidate may start to take advantage of these marketing opportunities immediately following FRI in the year preceding his/her election. It is required that all advertising materials be reviewed and approved by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to using each opportunity**. It is highly recommended that candidates take advantage of each advertising opportunity offered through the IAFC. Such opportunities include:

- a) Electronic advertising package: An electronic advertising package is available to a candidate for a discounted administrative fee of \$750. This package will include (1) an electronic copy of the eligible voter mailing list (emails excluded) for a one-time use for a postal mailing and (2) up to four e-mail advertisements sent by the IAFC on your behalf. The candidate may specify how the data is selected for the one electronic mailing list and/or the four e-mail advertisements (e.g. the candidate may wish to mail only to members in the United States). However, the candidate receives a total of only one mailing list and four e-mail advertisements for the entire length of the campaign year.

The candidate must contact the Elections Committee Liaison in writing to purchase this package and to coordinate approval of the contents of the mailing and each e-mail advertisement at least 10 business days prior to taking advantage of each marketing opportunity. Payment for the mailing list package may be by certified check or credit card. All IAFC mailing lists are to come from Member Services (including sections); all emails (including those to sections) will be sent by the IAFC. The only exception to this rule is that Divisions are autonomous and responsible for handling their own mail and e-mail lists. Therefore, candidates may not go through Member Services for Division mail or e-mail lists.

Candidates may send out one e-mail per two-week period for a total of four e-mails per campaign year. Blast email requests must be 10 business days in advance on a first come, first serve basis. Candidates must specify which day and no more than one campaign e-mail will be sent out per day. In other words, once

a candidate picks a day, no other candidate can send an e-mail on the same day. Campaigning emails must be labeled as a campaign e-mail. All campaign e-mails must follow IAFC email guidelines, see www.iafc.org/candidates for all details.

- b) Advertising space in official publication: IAFC will provide to each candidate, free of charge, three full-color 3.42" wide x 4.8" tall print ads, one of which will be the candidate profile/platform. The platform and profile will run in one of the print issues at least 30 days prior to the drop date for that year's ballot. The other two ads can be scheduled and approved by the Elections Committee Liaison and at the IAFC publication editor's choice. Candidates have the option to request that their ads be placed instead in the electronic edition of the official publication (subject to availability). Additional advertising space is available for purchase on a space available basis. All ads with the exception of the candidate platform/profile ads must be a high-resolution .jpg, .tif, or camera-ready art. If the provided ad does not meet these requirements, the ad will not be run in that issue and will not be run until the appropriate format is provided. The ad must be sent to the IAFC and approved **30 days prior to the issue date**. Contact the IAFC publications editor for an advertising rate card. A disclaimer statement, such as "This is a paid campaign advertisement" must be included in all paid advertising copy.
- c) Other e-mails: All candidate requests for emails to all other IAFC lists (including Boards, Sections, Committees, Task Forces, etc.) must be made in writing to the Elections Committee Liaison at least 10 business days prior to sending the e-mail. The Elections Committee Liaison will coordinate approval of the contents of the e-mail and the appropriate Staff Liaison for the Boards, Section, Committee, or Task Force will distribute the e-mail. **This request will be used as one of the candidate's four paid e-mails (see Section a above).**
- d) Video campaigning – candidates may produce and host campaign videos on their campaign websites or through video platforms (e.g. YouTube, Vimeo). Links to these videos can be shared through the candidate's campaign website and through their campaign emails. Each video shall be limited to 5 minutes in length. Videos must be reviewed and approved by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to posting or distributing**.
- e) Social media – candidates may utilize social media, but not IAFC official social media sites (e.g., Facebook, Twitter, Instagram, YouTube) for original posts, retweets, etc. All sections of this manual relating to campaign materials apply to social media. While comments on campaign posts are generally beyond the scope of this document, candidates should endeavor to keep the discussion positive.
- f) Q&A with members – IAFC members may be afforded the opportunity to submit written questions to the candidates. The Elections committee will review all questions and identify those which each candidate may respond to writing. Candidates will have two weeks to respond from the time of receipt of the questions. Candidate responses will be shared with members and posted to the IAFC elections website.

Future Candidate's Marketing Opportunities

All future candidates (those not running until the next year or beyond) may purchase IAFC printed mailing lists (including all IAFC members, Divisions, Sections, Committees, Task Forces, etc.) according to the same policies that govern others who purchase mailing lists from the IAFC. The request must be made in writing to the Elections Committee Liaison at least 10 business days prior to receiving the list. All materials used by an approved candidate shall be reviewed and approved by the Elections Chair and the Elections Liaison prior to mailing.

Future candidates may not access any IAFC e-mail lists (including all IAFC members, Sections, Committees, Task Forces, etc.). However, if a Section/Committee/Task Force sends out an e-mail for one candidate, all candidates must be given the same opportunity.

Balloting

The current process is to offer an election /CBR ballot in electronic ballot format (internet balloting) to every Regular, Departmental and Life member in good standing with the IAFC. The results of this ballot are then officially announced at FRI.

Further Information

IAFC members considering candidacy are strongly encouraged to contact a current or past member of the IAFC BoD. These IAFC BoD members may be able to share their experiences on the IAFC BoD, as well as give recommendations and advice to members who are serious about being candidates.

ADDENDUM A



Elections Committee

Policies for IAFC Candidates Campaigning at IAFC Section Events

In addition to the Elections Committee document entitled "Running for IAFC Election," the following policies apply to IAFC candidates campaigning at IAFC Section events:

Eligible Candidates

- 1) Only approved candidates who have filed official papers (candidate platform, profile, Letter of Support from Supervisor and a Letter of Intent to Run) with the IAFC Elections Committee Liaison and approved by the IAFC Elections Committee may campaign at a Section conference or other event.
- 2) Only approved candidates who are running for an IAFC office in the current or following year's election may speak at a Section conference or other event.

Campaigning at Section Conferences/Events

- 1) Approved IAFC candidates must request permission to speak at a Section conference/event from the Section Chair at least 10 business days prior to the event. Granting permission to candidates to speak is at the discretion of the Section Chair. However, if one candidate is given permission to speak at a Section conference/event, all approved candidates who request to speak must be given the same opportunity. The Section must inform the candidate of time allotment and the order in which he/she will speak (e.g. alphabetical). The Section must make every effort to ensure that each candidate adheres to the allocated speaking time.
- 2) All approved IAFC candidate campaign materials sanctioned by the IAFC Elections Committee may be displayed at Section conferences/events only with the permission of the Section Chair and located in an area or areas designated by the Section Chair. If one candidate is given permission to display approved campaign materials, all approved candidates must be given the same privilege.
- 3) The Section will not charge an approved IAFC candidate a full registration fee unless the candidate intends to participate fully in the conference/event.

Section Endorsement Policy

- 1) The Section will establish an endorsement policy that will be given to all approved IAFC candidates and will be followed by all Section endorsed candidates concerning such things as:
 - Who is eligible for Section endorsements?
 - How and when Section endorsements are sought and determined?
 - How, when and where candidates will be notified if he/she has been endorsed?
 - What does Section endorsement entitle the candidate to? For example, use of Section logos, ads/announcements in newsletters, web sites, campaign donations, etc.?

ADDENDUM B



Elections Committee Policies for IAFC Ballot Questions

In addition to the Elections Committee document entitled "Running for IAFC Election," the following policies apply to IAFC ballot questions.

Eligible Questions

Ballot questions are placed on the ballot after their approval, according to Article VII, Section 1A (Ballot Amendments) of the IAFC Constitution and Bylaws. Ballot question eligibility is outside the Election Committee's scope.

Campaigning

Campaigning must be consistent with current IAFC policy for candidates as stated within this document. Specifically:

Individuals or groups that put forth a ballot initiative may:

- Present at Division/Section meetings (per pre-approval of Division/Section).
- Include a 300 word write up to go on the ballot (subject to review by and approval of the Elections Committee)

IAFC Elections Contacts

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