



## Campaigning Guidelines for BRR Candidates

The Board encourages you to campaign vigorously, fairly, and collegially, with respect for your fellow nominees and association members. Keep in mind that the Code of Ethics is no less applicable here than in other aspects of REALTOR® life – its principles underlie, inform, and govern your actions as a nominee and a campaigner. Always remember that you are subject to the Code of Ethics as you plan and implement your campaign strategy.

The following guidelines allow each candidate an opportunity to publicize his or her qualifications and reasons for candidacy to fellow members, to allow an opportunity for the candidate to solicit votes, and to allow members an opportunity to cast an informed vote. While election to the Board of Directors is a political process, the guidelines intend to minimize campaign expenditures and to maximize fair access to the process.

- You may reach out to fellow REALTORS®, asking for support and remind them to vote.
- You may visit real estate offices and campaign, *but only* with the broker's permission.
- You may create campaign materials that accurately describe your qualifications to serve BRR members in the position you are seeking.
- You may include the BRR logo in these campaign materials, *only after* a review and approval by BRR's Director of Communications to ensure our brand standards.
- The Board recognizes the important role of electronic communications in the dissemination of information about the candidates. Candidates are asked to act reasonably in their use of electronic communications to their fellow members.
- Electronic communications should be treated with the same dignity and standards that the candidate would use with more traditional methods. Please be reasonable, courteous, and conscientious in your use of electronic campaign communications.
- You **may not** campaign during a class, meeting, or other event, held, hosted, or sponsored by BRR or IMLS. Further, instructors, speakers, presenters, sponsors, etc., **may not** campaign during a class or event, either for themselves or for another candidate.

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- You **may not** post or display campaign materials of any kind either inside (on interior walls, bulletin boards, doors, etc.) or on the exterior (exterior walls, planted signs, hanging banners, car windshields, etc.) at the BRR or IMLS offices.
- During virtual/online meetings, classes, events, etc., hosted by BRR or IMLS, you **may not** use campaign-related virtual backgrounds or digital graphics, you **may not** post campaign messages or links in the chat or make any verbal statements, and you **may not** wear any buttons, pins, or other campaign paraphernalia.
- You **may not** publish names of supporters without having first obtained that person's consent in writing, and further, current members of BRR's Board of Directors cannot endorse or campaign on behalf of any candidate.
- You **may not** imply or threaten that how a member votes will result in any reward (such as appointments, funding, or any other benefit) or retaliation.
- You **may not** engage in any unfair practice, including but not limited to: infraction or contempt for any campaign rule; libel or slander of another candidate; or maliciously undermining another candidate's campaign.
- You **may not**, in connection with your campaign, repeat any statement that is untruthful, deceptive, or misleading, or that omits material information.
- BRR **will not** supply any candidate with member rosters or contact lists.
- BRR as an organization **cannot** endorse any individual candidate but will present and promote all candidates equally to the membership.
- BRR staff **cannot** help or guide individual candidates with their campaign strategies, nor can they endorse or promote any individual candidate. Any assistance offered to one candidate by BRR staff will be subsequently offered to all candidates.
- You are responsible for any activity undertaken by another on behalf of you and your candidacy, as fully as if you had undertaken the activity yourself, unless it can be shown that you actively and affirmatively discouraged the activity. ***While focused on the candidate, these guidelines extend to any person campaigning on behalf of the candidate.***

Please contact BRR's Project Manager or CEO with questions about these guidelines.

Thank you!

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