



Washington REALTORS®

NAR DIRECTOR CAMPAIGN GUIDELINES & PROCEDURES

The objective of these guidelines is to outline procedures for NAR Director candidates to follow while campaigning.

1. Candidates for NAR Director are permitted to formally announce their candidacy one (1) year in advance of the election. NOTE: positions for election are dependent on NAR membership counts published in August of each year.

2. Candidates for NAR Director must complete and submit an [NAR Board of Directors Application Form](#) AND a [WR Candidate Affirmation Form](#).

3. All candidates are encouraged to coordinate with local Association Executives to address Local Caucuses.

4. All candidates are encouraged to coordinate with Regional Roundtable Representatives to announce their candidacy during Regional Roundtable meetings.

5. Candidates are prohibited from seeking endorsement from current WR Officers and members of the Nominations Committee. WR Officers include the: President, President-Elect, 1st Vice President, Immediate Past President, Treasurer, and Treasurer-Elect.

6. Candidate Forums are opportunities for the voting member population to learn more about candidates running for election. The Nominations Committee may host a Candidate Forum for positions prior to the corresponding election as appropriate.
 - a. Candidates are strongly encouraged to participate.
 - b. The Nominations Committee determines the rules for the Candidate Forum (e.g., Forum moderator, speaking order, length of time each candidate has to address

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Washington REALTORS®

NAR DIRECTOR CAMPAIGN GUIDELINES & PROCEDURES

the assembly, whether or not to ask candidate questions, whether/how to sequester candidates in contested races, etc.).

- c. The Nominations Committee will determine the Forum format (e.g., virtual or in-person) on a case-by-case basis.

7. WR's Board of Directors' contact information may be provided only for communication pertaining to Board of Directors Candidate campaign-related information. NOTE: dissemination of any other information is prohibited.

Candidates seeking Board of Directors' contact information must submit a completed [BOARD OF DIRECTORS CONTACT INFORMATION REQUEST FORM](#). Candidates must agree and acknowledge that use of Board of Directors' contact information:

- a) will comply with the Washington REALTOR® Communication Policy; and
- b) is provided for use, and solely in connection, with campaign-related material; and
- c) when working with a third party, candidates will maintain control of the Board contact list, and not allow the list to be retained or sold; and
- d) all electronic communications must be sent in a "blind copy" (aka bcc) format.

Board of Directors' contact information will be shared only with candidates who have completed and submitted all necessary materials.

NAR Director candidates are limited to one (1) request per election cycle.

Candidates agree to promptly destroy WR's Board of Director's contact information once the communication is sent.



Washington REALTORS®

NAR DIRECTOR CAMPAIGN GUIDELINES & PROCEDURES

NOTE: Board of Directors' contact information will only be shared with candidates running for election and only after they have submitted an NAR Board of Director Application.

8. NAR Director candidate name, affirmation form, and allowable campaign treatments listed below will be made available for publication to the WR election page on or after August 1st and no less than seven (7) days prior to election. No additional candidate information will be accepted. It is the responsibility of the candidate to submit the information in its entirety directly to WR by 3:00pm of the due date. Additionally, campaign material(s) will not be posted to the WR website, or distributed to members by WR staff, if it promotes a candidate firm or business.
 - a. Candidates are **highly encouraged** to submit a video and/or a 2-page information sheet to post on the WR Election webpage. The video and/or 2-page information sheet will be posted no sooner than August 1st and no less than seven (7) days prior to election day by 3:00pm. No additional campaign material will be accepted. It is the responsibility of the candidate to submit and confirm receipt to WR. Only candidate videos and 2-page information sheet will be made available for publication on the WR webpage.
 - i. Candidate videos shall be limited to 2 minutes or less. Video production is the sole responsibility of the candidate and WR will not edit or alter the video. Videos that exceed 2-minutes will not be posted to the WR election page. Video content may not include disparaging commentary regarding other candidates or promote the candidate's firm or business.
 - ii. The 2-page information sheet is intended for candidates to include information about their candidacy. Development of the 2-page information sheet is the sole responsibility of the candidate and WR will

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Washington REALTORS®

NAR DIRECTOR CAMPAIGN GUIDELINES & PROCEDURES

not edit or alter the document. Information sheets that exceed 2-consecutive pages will not be posted to the WR election page and must be in pdf format, letter sized. The content of the information sheet may not include disparaging commentary regarding other candidates or promote the candidate's firm or business.

9. No campaign materials are allowed on walls at venues; however, materials may be placed on chairs at any WR meetings/conferences or at the Board of Directors meeting if applicable. Candidates, meeting attendees, and participants are prohibited from using campaign related virtual backgrounds during any Washington REALTOR® virtual meetings.
10. The Nominations Committee shall advise the Executive Committee of any candidates' variance from campaign guidelines and procedures prior to the election.
11. The conference newsletter is not a vehicle for campaigning, nor can materials be delivered by the hotel/venue along with the newsletter.
12. WR staff supports all candidates. To avoid bias, staff will not assist with campaigning, wear buttons, or distribute materials. Please do not ask staff for help in making copies in the workroom or request staff assistance in asking the hotel to make and/or distribute copies.
13. WR staff will not assist with campaign events and will not attend any campaign activities. If you wish to hold a reception or event during a WR conference, please contact the WR events coordinator. The events coordinator will work with the venue to release space for your event if available. Your contact information will be provided to the hotel. Candidates



Washington REALTORS®

NAR DIRECTOR CAMPAIGN GUIDELINES & PROCEDURES

are responsible for coordinating event activities directly with the venue, WR staff are prohibited from assisting with candidate events.

ADDITIONAL REFERENCES:

- Candidate qualifications and applications are available year-round on the [Washington REALTOR® website on the elections page.](#)