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# **CAMPAIGN REGULATIONS FOR VEA STATEWIDE ELECTIONS**

*Last revised by the VEA Board of Directors – April 2018*

## **CAMPAIGN REGULATIONS**

The campaign regulations herein are to cover the campaigns for statewide VEA office. Those offices are President, Vice President, NEA Director, Ethnic Minority Alternate, and at-large positions on the VEA Board of Directors.

\* **CANDIDATE:** A person may become a declared candidate at the close of the final state caucus of the NEA convention. All monies or no monies expended before and after that date are to be reported on the Financial Statement of the candidate. If a candidate does not spend or receive any money for his/her campaign, a financial statement still must be submitted. Candidates or designees in attendance at the VEA delegation meeting who are declaring for office may distribute campaign materials to the Virginia delegates as they exit from the state caucus. All candidates must read, sign and return the Campaign Guidelines Agreement form within 30 (thirty) days after receiving the petition.

Petitions for all positions for Association officers and NEA Directors open in the coming year will be made available to any member of the Association after the last state caucus of the NEA Representative Assembly. The completed petitions are due by January 10<sup>th</sup>.

### **SERVICES PROVIDED BY THE VIRGINIA EDUCATION ASSOCIATION**

The VEA may, at its discretion, provide member contact information (specifically: name, home address, home telephone, and e-mail address) directly to a candidate or a candidate's representative in the form of mailing labels or other format. The member contact information will be used only to distribute campaign literature for the election in question, and the candidate will take all reasonable steps, including all e-mails sent by a candidate, or on behalf of a candidate, have all e-mail addresses blind copied to safeguard the information and assure that it is not used for any other purpose. The member has the right to request the candidate remove them from future e-mails and the candidate must comply with the request by members to be removed from all future e-mails. If a run-off election were to occur, the candidate may only send one (1) e-mail concerning the run-off election.

The VEA can furnish blank envelopes at a cost of \$65.00\*\* (plus shipping expenses) per thousand for brown manila envelopes (9"x12") or \$12.75\*\* per thousand (plus shipping expenses) for white letter size envelopes (\*\*or cost at that time). Please provide several days' notice to take care of request.

The Communications Division may have pictures of candidates on file that could be used in campaign materials. Candidates may look through these files for pictures and pay for the developing cost.

The VEA shall post on the Association website and publish and distribute to all members information on all candidates for offices of the Association and NEA Directors not less than twenty-five (25) nor more than fifty (50) days prior to the opening date of the Representative Assembly Annual Meeting.

The VEA shall provide the candidate(s) with the official events calendar. Most of the events at which campaigning is allowed is indicated on the Candidate Table and Pre-Leg and Pre-Convention Caucus Speaking Reservation Request form. Please see the below paragraph that addresses this form. Any candidate who wishes a campaign table at any VEA event should contact the VEA Elections and Campaign Practices staff liaison to request the space and pay any applicable costs. **Notice must be provided two (2) weeks prior to the event(s).**

Campaign Regulations for VEA Statewide Elections – Last Revised April 2018

Candidates may distribute literature and campaign items at Pre-Leg and Pre-Convention Caucus meetings and will be afforded the opportunity to speak for three (3) minutes. Notice must be provided to the VEA Elections and Campaign Practices staff liaison **two (2) weeks prior** to the Pre-Leg and Pre-Convention Caucus meeting(s).

A Candidate Table and Pre-Leg and Pre-Convention Caucus Speaking Reservation Request form is included (Pages 10 & 11) in the Campaign Regulations for VEA Statewide Elections. To make your reservations to speak at a Pre-Leg or Pre-Convention Caucus meeting or reserve a candidate campaign table, this form should be submitted to the VEA Elections and Campaign Practices staff liaison. **Please note all reservations must be made two (2) weeks prior to an event.**

Candidates should contact Barbara Rackley  
for information concerning petitions  
Address: VEA Headquarters  
116 South Third Street  
Richmond, VA 23219  
Phone: 1-800-552-9554, Ext. 302  
e-mail: brackley@veanea.org

Approved by Board of Directors – August 29, 1987  
Revised by the VEA Board of Directors – December 6, 1997  
Revised by the VEA Board of Directors – June 2, 2007  
Revised by the VEA Board of Directors – October 2011  
Revised by the VEA Board of Directors – October 2014  
Revised by the VEA Board of Directors – July 2015  
Revised by the VEA Board of Directors – March 2017  
Revised by the VEA Board of Directors – October 2017

## **I. CAMPAIGN FUNDING**

- A. Campaign funds are non-reimbursable by the VEA, district, or local education association.
- B. No portion of dues or PAC money collected at the local, district, UniServ, state, or national level shall be used to promote the candidacy of any individual for a VEA office. Neither can association resources, (i.e. NEA, VEA or LEA logo/graphics, Newsletters, office equipment, materials) nor staff time be used to support any candidate.
  - 1. In its regular course of business, the membership or a governing body of an affiliate may endorse a candidate for office. An affiliate may not, however, call a meeting for the sole purpose of issuing an endorsement or, in any other manner, spend any funds for that purpose.
  - 2. An affiliate may not spend dues money to publicize the endorsement or to encourage delegates to vote for a particular candidate. If the actions or business of the membership or governing body are regularly published in a newsletter or distributed in some other manner, the endorsement may be published or distributed as part of such regular reporting, but this is the only condition under which the affiliate may use funds to note the endorsement.
  - 3. Although the affiliate may not use the dues money of the organization to publicize or encourage support, the following actions may be taken:
    - (a) The candidate may use the endorsement in his/her own literature; e.g., "I have been endorsed by the Delegate Assembly of the Any-City Education Association." "All members of the Any-City Education Association Executive Committee have supported my candidacy." Candidates should receive release of pictures or personal endorsements.
    - (b) An officer of an affiliate or any other member or combination of members may use his/her own money or that of the candidate to encourage support from members or delegates. In a communication, an officer may, of course, mention his/her title as a means of persuasion; e.g., "Dear Delegate, I am President of Any-City Education Association, and I urge your support for ...." Such letters may not be written on the official stationery of the affiliate.
    - (c) Campaign activities by supporting committees or supporting individuals shall be reported in the candidate's financial report.
  - 4. Materials produced by or equipment owned, rented, or provided by the VEA and/or NEA cannot be used as handouts, campaign materials or giveaways.
  - 5. Equipment owned/rented/provided by the VEA that a candidate wishes to use must have prior approval. The request must be made to the VEA at least ten (10) days in advance. Such approval would then be extended to all other candidates.
- C. All funds generated or produced for elections must come from active VEA members and must be itemized and accounted for in accordance with the reporting guidelines found in Section V, Financial Statement of Candidate.

## **II. CAMPAIGN ACTIVITIES**

- A. Campaign materials may include, but not be limited to, posters, brochures, biographical sketches, position papers, electronic media/communications, buttons, or any other printed material bearing the name of the candidate or The Committee to Elect promoting the candidacy of an individual for VEA office.

Campaign Regulations for VEA Statewide Elections – Last Revised April 2018

1. An identification of source and/or sponsorship shall appear on or with all campaign materials, including electronic materials. Pins, buttons, and small candy shall be excluded from this requirement, if the container in which they are placed is so marked with the candidate's information.
2. Distribution by a candidate or designee of electronic, written and/or printed materials shall constitute a campaign activity, and actual expenses incurred must be reported.

- B. Campaign costumes include vests, hats, buttons, armbands, ribbons, and other items of clothing.
- C. Candidates may campaign at any and all local, district, regional, state and national events where VEA members are in attendance. Advance notification to the event coordinator is the responsibility of the candidate and all expenses related to campaigning will be the responsibility of the candidate including the cost of the meal provided by sponsoring association.
- D. VEA, district or local events open to one candidate shall be open to all candidates.

Since VEA does not maintain a list of local, district, and regional meetings, it will be suggested to all declared candidates that they contact District Presidents and UniServ Council Chairs to request a list of opportunities based on the description above. The event coordinator is the governance spokesperson heading the meeting and/or event.

**III. VEA CONVENTION CAMPAIGN ACTIVITIES**

- A. Campaign materials may not be distributed or posted within the auditorium of the Delegate Assembly, or in the VEA polling area. Campaigning is permissible in the lobby area outside the auditorium. Distribution will be allowed in other areas of the Exhibit Hall and parking areas.
- B. Each candidate will be responsible for any damage to the building incurred as a result of displaying his/her campaign materials.
- C. All campaign materials must be identified as to source and sponsorship.
- D. The wearing of campaign costumes and articles will be allowed within the seating area of the convention site.
- E. At the conclusion of the convention, each candidate must remove campaign materials from the convention site, hotels, and motels.
- F. The VEA will supply space at the convention site for storing campaign materials for the candidates.
- G. There will be no campaign activities inside the auditorium.
- H. There will be no announcements from the podium concerning campaign activities.
- I. It is the responsibility of each candidate to contact the hotel sales manager's office regarding the posting of campaign materials within the hotel.

K. Speeches

1. Each candidate will be allowed five (5) minutes to address the delegates of the Delegate Assembly. At the end of four (4) minutes, a signal will be given indicating to the candidate that he/she has one (1) more minute to speak.
2. All candidates are expected to be on the platform at the designated time during the Delegate Assembly.

- L. If a member believes there has been a violation of these guidelines, it should be reported immediately to the Elections and Campaign Practices Committee.

Candidates may provide one 8-1/2" x 11" piece of campaign literature to be included in the convention folders. Materials must be submitted to the VEA six (6) weeks prior to the convention.

**IV. ELECTIONS AND CAMPAIGN PRACTICES COMMITTEE**

- A. The VEA Board of Directors at its June meeting shall elect five (5) members to the Elections and Campaign Practices Committee and the VEA President shall appoint five (5) additional members to form the ten (10) member committee.
- B. The chairperson of the Committee will be appointed by the VEA President.
- C. Declared candidates shall not serve on the Committee.
- D. If it becomes necessary for the Elections and Campaign Practices committee to meet at the Delegate Assembly, an announcement will be made from the stage.

**V. FINANCIAL STATEMENT OF CANDIDATE**

- A. Each candidate is required to send to the VEA Executive Director an itemized accounting of his/her campaign expenditures or lack of expenditures postmarked no later than thirty (30) days after the last VEA scheduled date of voting. (See Financial Statement of Candidate.) NOTE: "Information for completing the Financial Statement is attached."
- B. Each candidate's Financial Statement will be available, upon request, for review by any VEA member.
- C. The Elections and Campaign Practices Committee will review each candidate's Financial Statement and report its finding to the VEA Board of Directors.
- D. Failure to file a Financial Report may result in a successful candidate being removed from the office to which he/she was elected.

**VI. CHALLENGE AND APPEALS PROCEDURE**

- A. Any alleged violation of this policy by a candidate shall be formally reported (by a member or candidate) to the VEA Executive Director as soon as possible after the alleged infraction. The Executive Director will refer the challenges or complaints to the VEA President, VEA Elections and Campaign Practices Chair and Committee for review. A report will be presented to the VEA Board of Directors when repeat violations by a candidate occur.

Campaign Regulations for VEA Statewide Elections – Last Revised April 2018

- B. The Elections and Campaign Practices Committee shall review the alleged violation(s), report its findings, and recommend to the Delegates at the VEA Delegate Assembly whether or not the election should be set aside.

As stated in Bylaws Article VII, “if a candidate wishes to challenge the Elections and Campaign Practices Committee’s final certification of the results of an election, he/she may appeal the Committee’s decision to the VEA Delegate Assembly prior to the adjournment of the final session of the Delegate Assembly. The decision of the VEA Delegate Assembly shall be final.”

For Office Use: Date Received: \_\_\_\_\_

**FINANCIAL STATEMENT OF CANDIDATE**

NAME: \_\_\_\_\_

OFFICE SOUGHT: \_\_\_\_\_

**SOURCE OF CAMPAIGN FUNDS:**

|   |                 |
|---|-----------------|
| Personal Funds                            | \$ _____        |
| VEA Member Contributions                  | _____           |
| Other Income from Fund-raising Activities | _____           |
| Donations in Kind (Retail Value)          | _____           |
| <b>TOTAL</b>                              | <b>\$ _____</b> |

**EXPENSES:**

|  |                 |
|--|-----------------|
| Printing                               | \$ _____        |
| Electronic Materials                   | _____           |
| Mailing                                | _____           |
| Hospitality & Entertainment*           | _____           |
| Campaign Committee Expense             | _____           |
| Giveaway (pins, buttons, food, etc.)   | _____           |
| Fund-raising Activity                  | _____           |
| Travel*(rate same as VEA Board)        | _____           |
| Lodging and Meals*                     | _____           |
| Other (please explain on reverse side) | _____           |
| <b>TOTAL</b>                           | <b>\$ _____</b> |

\* If VEA Officer uses as a part of his/her campaigning, lodging facilities, travel, meals, etc., that are paid by the VEA, a charge must be made for the portion dealing with campaigning and reported on this form.

This financial statement must be postmarked no later than thirty (30) days after the last VEA scheduled date of voting.

Send this statement and supporting information to the VEA Executive Director.



## **INFORMATION FOR COMPLETING THE FINANCIAL STATEMENT**

### **I. INCOME**

Personal Funds: Any funds that the candidate contributes to his/her own campaign.

VEA Member Contributions: All funds contributed by VEA members. (Only VEA members can contribute to a VEA Candidate's Campaign.)

Other Income: All funds received as a result of fund-raising activities such as raffles, dances, etc.

Donations in Kind: The monetary value (retail) of contributions made such as food items for a reception, items for giveaway, etc.

### **II. EXPENSES**

No money or resources of NEA, VEA, a labor organization, an employer, or any entity created or controlled by any of the above, shall be used to promote the candidacy of any person for an VEA office.

Campaign expenditures include, but are not limited to, items used to solicit voluntary contribution. The purchase of any item(s) for an auction, giveaway, or similar activity by a candidate for the purpose of fundraising will be reported as campaign expenditure. The amount collected from such activities will be reported as campaign revenue. Receipts for all expenditures must be attached to this report when receipts are unavailable (such as donation in kind), documentation of the retail cost of each item must also be attached.

Printing: The cost of printing letters, brochures, stationery, envelopes, including art layouts, graphics, photographs, etc., transmitted either electronically or camera-ready.

Electronic Materials: The cost of materials for production of electronic material for distribution, such as flash drives, DVDs, CDs, etc.

Mailing: The cost of mailing permits, postage, etc.

Hospitality and Entertainment: Includes the cost of the room/suite, food (including in-kind contributions), beverages, bands, giveaway items, etc.

Campaign Committee Expense: Meeting costs, stationery, etc.

Giveaway: Pins, buttons, hats, food, etc.

Fund-raising Activities: The cost of conducting a raffle, dance, maintaining a digital fund raising web site, or any other activity that raises money for the candidates. Items such as item to be raffled, raffle tickets, etc., would be included.

Travel: Itemized listing of miles traveled per day indicating origin(s) to destination at twenty-five (25) cents, or the current per mile rate for the VEA Board.

Lodging and Meals: Receipts for all lodging and meals during travel that were for campaign purposes.

**NOTE:** If supporting committees and individuals operate in a candidate's campaign, all the income and expenses incurred must be reported on the Financial Statement.

\* \* \* \* \*

Excerpt from Bylaws of the Virginia Education Association, Inc.

*VEA Bylaws, Article XII.12.1 Transmittal of Official Documents*

- 12.1 Documents to be transmitted to the Association under the provisions of the Charter, Constitution and Bylaws shall be transmitted to the Association by either the U. S. Postal Service or a commercial carrier that will supply a receipt or hand delivered no later than 5:00 PM of the appropriate business day to the President, Executive Director, or his or her official designee.

\* \* \* \* \*

**Reservation Request**  
**VEA Candidates for Elected Office**  
**Candidate Table Reservation and**  
**Pre-Leg & Pre-Convention Caucus Speaking Request**

**NAME:** \_\_\_\_\_

In compliance with the Campaign Regulations for VEA Statewide Elections, all candidates must provide a campaign table or a Pre-Leg & Pre-Convention Caucus **speaking reservation request two (2) weeks prior to an event.**

Please refer to the VEA Planning Calendar for the event dates.

Please check the box for each event you wish to have a campaign table provided.

**NOTE: If you do not make your reservation two (2) weeks in advance of each event, you will be charged \$25.00 for the provider/venue of the event to supply a table.**

|                          |                          |
|--------------------------|--------------------------|
| Local Officers Retreat   | <input type="checkbox"/> |
| RSOS                     | <input type="checkbox"/> |
| IPD                      | <input type="checkbox"/> |
| ESP                      | <input type="checkbox"/> |
| Board meetings           | <input type="checkbox"/> |
| All Committee meetings   | <input type="checkbox"/> |
| VEA Delegate Assembly    | <input type="checkbox"/> |
| <u>Other VEA Events:</u> | <input type="checkbox"/> |
| _____                    | <input type="checkbox"/> |
| _____                    | <input type="checkbox"/> |
| _____                    | <input type="checkbox"/> |

## **Pre-Leg & Pre-Convention Caucus Meetings/Dinners**

**Pre-Leg meeting dates/locations on VEA Planning Calendar**

**Pre-Convention caucus meetings, contact VEA Elections & Campaign Practices Staff Liaison**

**NOTE:** While no table is reserved for candidates and dinner is not provided, each candidate is allowed to speak for a MAXIMUM of three (3) minutes. **Speaking time must be reserved on the meeting agenda.**

**Please check the box of each Pre-Leg meeting you will attend.**

|                       |                          |
|-----------------------|--------------------------|
| <u>Hampton</u>        | <input type="checkbox"/> |
| <u>Norfolk</u>        | <input type="checkbox"/> |
| <u>Fredericksburg</u> | <input type="checkbox"/> |
| <u>NOVA</u>           | <input type="checkbox"/> |
| <u>Abingdon</u>       | <input type="checkbox"/> |
| <u>Roanoke</u>        | <input type="checkbox"/> |
| <u>Staunton</u>       | <input type="checkbox"/> |
| <u>Danville</u>       | <input type="checkbox"/> |
| <u>Richmond</u>       | <input type="checkbox"/> |

**Please check the box of each Pre-Convention Caucus meeting you will attend.**

|          |                          |
|----------|--------------------------|
| <u>A</u> | <input type="checkbox"/> |
| <u>B</u> | <input type="checkbox"/> |
| <u>C</u> | <input type="checkbox"/> |
| <u>D</u> | <input type="checkbox"/> |
| <u>E</u> | <input type="checkbox"/> |
| <u>F</u> | <input type="checkbox"/> |
| <u>G</u> | <input type="checkbox"/> |
| <u>H</u> | <input type="checkbox"/> |
| <u>I</u> | <input type="checkbox"/> |
| <u>J</u> | <input type="checkbox"/> |
| <u>K</u> | <input type="checkbox"/> |
| <u>L</u> | <input type="checkbox"/> |
| <u>M</u> | <input type="checkbox"/> |
| <u>N</u> | <input type="checkbox"/> |
| <u>O</u> | <input type="checkbox"/> |
| <u>P</u> | <input type="checkbox"/> |
| <u>Q</u> | <input type="checkbox"/> |

Submit your reservation form to the VEA Elections and Campaign Practices staff liaison.

**Please note all reservations must be made two (2) weeks prior to an event.**