



Pennsylvania
Pharmacists
Association

Board Election Campaign Guidelines

PURPOSE/OVERVIEW

The purpose of the campaign guidelines is to ensure that the Board of Directors elections take place in an ethical and fair manner. All candidates are required to follow the campaign practices outlined in this document. It is important that all parties understand appropriate campaign activities and that the PPA membership has sufficient information to make informed decisions when selecting Board Officers and Directors.

FINANCES

The following guidelines and requirements apply to funds and/or other contributions in support of or in opposition to a candidate:

- No PPA funds shall be used to support or oppose the election of a candidate.
- In-kind contributions such as supplies or office space from PPA are prohibited.

CANDIDATE CAMPAIGN ACTIVITIES

- The mailing of campaign solicitations utilizing PPA resources is prohibited (mail, email, or text messaging).
- Candidates may utilize their personal social media accounts including Facebook, Instagram and LinkedIn, in accordance with the Communication Guidelines included in this document. Candidates should assume their social media reach includes individuals who already have an established relationship with them.
- Candidates are to tag the Pennsylvania Pharmacists Association in any posts related to their candidacy for the PPA election.
- Candidates shall not make campaign statements at any PPA hosted event including the Annual Conference, Regional Meetings or networking events unless other candidates for Director positions are invited to present and are provided with equal speaking time.

COMMUNICATION GUIDELINES

All candidates are expected to abide by the following guidelines with regard to communication to members during the election process:

- PPA will communicate the candidates' position statements and biographical information to the PPA membership through the election ballot software, and the PPA website if/when deemed appropriate.
- Candidates are urged to focus on their qualifications and actions in their own statements. PPA will provide a list of prompts.
- Candidates are encouraged to provide a video introduction, limited to 90 seconds, that will be posted as part of their position statements/biographical information on the election ballot.
 - The PPA may use approved platforms owned by the Association to host videos e.g., YouTube or Vimeo, and link to them.
 - Candidates are permitted to repost their video introductions as part of their campaign materials.
- Board Directors and Affiliated County leaders may encourage members to vote in accordance with these guidelines.
- Regional Director election candidates should focus their communications to their respective regions.
- Candidates and their supporters are not permitted to engage in any activities that could be interpreted as negative campaign tactics.
- The PPA logo may not be used on any materials used for campaign purposes, including communication to the membership regarding candidacy.