Running for Office
Navigating the Nominating Process

Eastern Area Nominating Committee

Kimberly Conliffe Stephens, Chair – *Silver Spring (MD) Chapter*

Dana Davis-Mitchell – *Metropolitan (DC) Chapter*

Patricia Fisher – *Portsmouth (VA) Chapter*

Lenaye Lawyer – *Columbia (MD) Chapter*

Carolyn Streets – *New Haven (CT) Chapter*

About this Presentation

This presentation is intended for members of The Links, Incorporated only. The objectives of this presentation are to inform members on navigating the Area nominating process and to provide information to consider when contemplating running for an Area level position. The contents are based on information in the *Constitution & Bylaws of The Links, Incorporated* , *the Constitution & Bylaws of The Links Foundation, Incorporated,* and the *Nominating Procedures Manual*. For the official wording of terms and descriptions, consult the current versions of those documents directly.

Eastern Area Nominating Committee 2013-2015

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Agenda

- Area Level Elected Positions
  - Responsibilities
  - Eligibility Requirements
- Nominating Process
  - Overview and Timeline
  - *Profile of Candidate for Nomination* Form
    - Member Duties
    - Chapter President/VP Duties
    - Area Nominating Committee Duties
- As a Candidate…. Campaigning Do's and Don'ts
- Getting Ready to Run

Area Level Elected Positions

Area Level Elected Positions

OFFICERS

- ❑ Area Director
- ❑ Area Vice Director
- ❑ Area Secretary
- ❑ Area Treasurer
- ❑ Area Nominating Committee (5)
- ❑ Area Foundation Representative

- Elected at each Area Conference for a 2-year term
- May serve only 2 consecutive terms in the same position

Area Director

- Representing the Area, or appointing a designee, on all occasions
- Presiding at Area Conferences and making annual reports
- Preparing and presenting an annual Area work plan
- Presiding at Area Executive Committee meetings
- Approving expenditures of Area funds
- Appointing Area program chairs
- Appointing officers and chairs of all committees not otherwise provided for, except the Nominating Committee
- Serving as an ex officio member of all Area committees, except the Nominating and Program Awards Committees
- Appointing officers to fill unexpired terms

Area Director (continued)

- Assigning duties to the Area Vice Director
- Making assignments to Area Chapters for implementation of National Programs, policies, and procedures
- Keeping all Area Chapters informed of important business pertaining to the Area and The Links, Incorporated
- Visiting Area Chapters upon her initiative or upon request
- Assisting with the mediation of Chapter internal problems
- Ensuring compliance with the *Constitution and Bylaws* and the *Manual of Procedures* of The Links, Incorporated

Area Vice Director

- Serving in the absence of the Area Director
- Assisting in carrying out the duties of the Area Director
- Filling the unexpired term of an Area Director, in the event of a vacancy in that office
- Representing the Area on the National Membership Committee

Area Secretary

- Recording and distributing the minutes of the Area Conference and the Area Executive Committee meetings
- Calling for the seating of the delegates at the Area Conference and recording the names and Chapters of the delegates and alternate delegates present
- Serving on the National Committee of Secretaries
- Assisting with certifying member compliance with the Assembly and Conference Participation Policy (one-in-five policy)
- Maintaining and communicating necrology reports
- Performing other duties as requested by the Area Director and/or National Secretary

Area Treasurer

- Receiving all Area funds (allotments, fees, and income)
- Depositing all Area funds in an approved bank
- Paying all approved expenses of the Area
- Serving on the National Finance Committee
- Compiling and maintaining adequate and correct accounts of the receipts and disbursements of Area funds
- Submitting a certified, audited financial report of Area receipts and disbursements at each Area Conference
- Submitting a certified, audited financial report of income and expenses for each Area Conference
- Preparing and submitting the Area budget for approval
- Being bonded at the expense of the Area

Area Nominating Committee

- Initiating and overseeing the nominating process
- Certifying all candidates for Area Office
- Notifying candidates of their certification status and guidelines for campaigning and electioneering
- Submitting a slate of candidates with at least one name for each elected position to be filled at Area Conference
- Hosting the “Meet the Candidates” reception at the Area Conference
- Investigating complaints of campaigning violations
- Performing other duties including, but not limited to, establishing goals, objectives, and strategies and planning and conducting Area and Chapter Workshops
- Chair serves on the National Nominating Committee

Area Foundation Representative

- Representing her Area on the Board of The Links Foundation, Incorporated
- Stimulating and managing Area corporate and Foundation relations
- Researching and identifying potential Area and Foundation corporate funding sources for projects of The Links, Incorporated
- Soliciting funds and/or coordinating solicitations of funds
- Facilitating awareness of The Foundation through seminars and information exchanges

Qualifications for Officers

All elected officers shall:

- ✓ Be active members of Links at the time of election
- ✓ Have been a Link for at least 5 years
- ✓ Have attended at least 2 Area Conferences and attended1 National Assembly in the past 5 years
- ✓ Reside physically in the locality that the Area serves
- ✓ Have Chapter endorsement

Furthermore, no elected officer shall at the same time:

- Hold a Chapter office (must resign if elected Area officer)
- Serve as an Area Conference Delegate or Alternate

Area Director/ Vice Director

To be eligible for this office, a member shall…..

✓Meet Qualifications for Officers

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✓Have served as Chapter President or Vice President or Committee Chair at the Area or National level of Links

✓Exhibit executive ability, poise, dignity, articulate speech

✓Have demonstrated leadership skills

Area Secretary

To be eligible for this office, a member shall…..

- ✓ Meet Qualifications for Officers

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- ✓ Have served as Chapter Recording Secretary in Links
- ✓ Possess documented professional technology-based secretarial skills appropriate to organization management, including the ability to record, organize, and edit proceedings for dissemination

Area Treasurer

To be eligible for this office, a member shall…..

- ✓ Meet Qualifications for Officers

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- ✓ Have served as Chapter Treasurer in Links
- ✓ Possess documented professional technology-based financial credentials or expertise

Area Nominating Committee

To be eligible, all members must…

- ✓ Be active members of Links at the time of election
- ✓ Have been a Link for at least 5 years
- ✓ Have attended at least 2 Area Conferences and attended 1 National Assembly in the past 5 years
- ✓ Physically reside in the locality that the Area serves
- ✓ Have served in a chapter leadership position

Chapter Nominating Committee experience is suggested.

If the Committee Chair or member is a candidate for any Area office other than re-election to the Nominating Committee, she shall resign from the Committee.

Area Foundation Representative

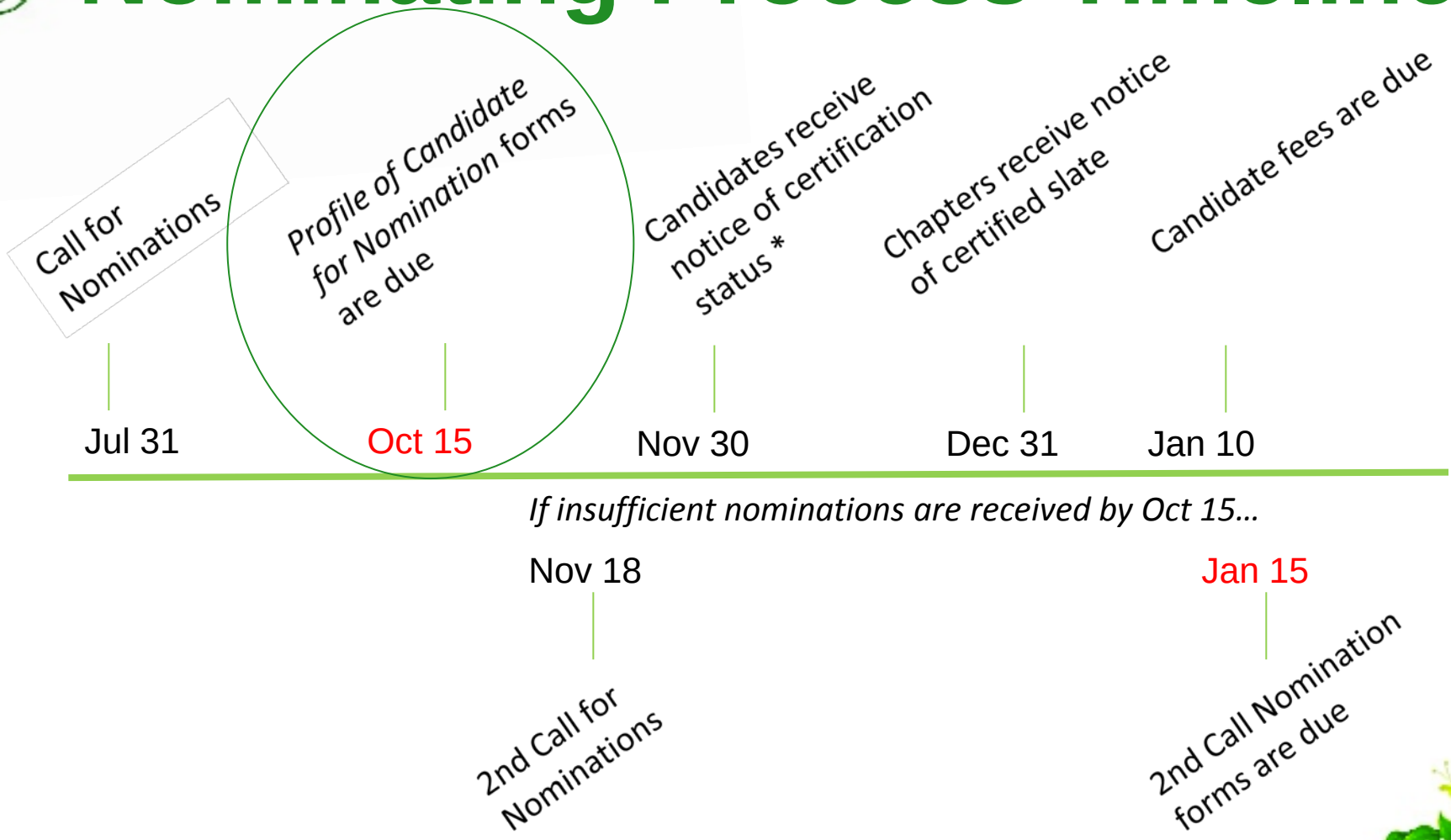
- Chapter experience as Financial Secretary or Treasurer with at least one cycle of chapter fundraising or a professional background in the finance field is suggested.
- Experience outside of Links in fund development and fundraising can be valuable.

Nominating Process

Nominating Process Overview

- Call for Nominations
- Submission of *Profile of Candidate for Nomination* forms by interested Links
- Certification of Candidates
- Announcement of the Slate
- Posting of profile forms and campaign brochures on the Links website for all Area members to view
- Speeches and “Meet the Candidates” reception at the Area Conference

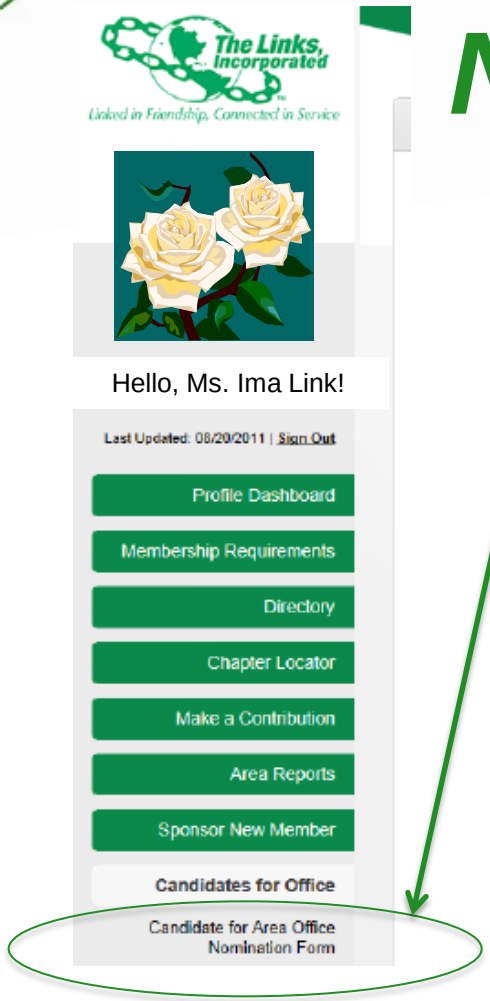
Nominating Process Timeline



Profile of Candidate for Nomination Form

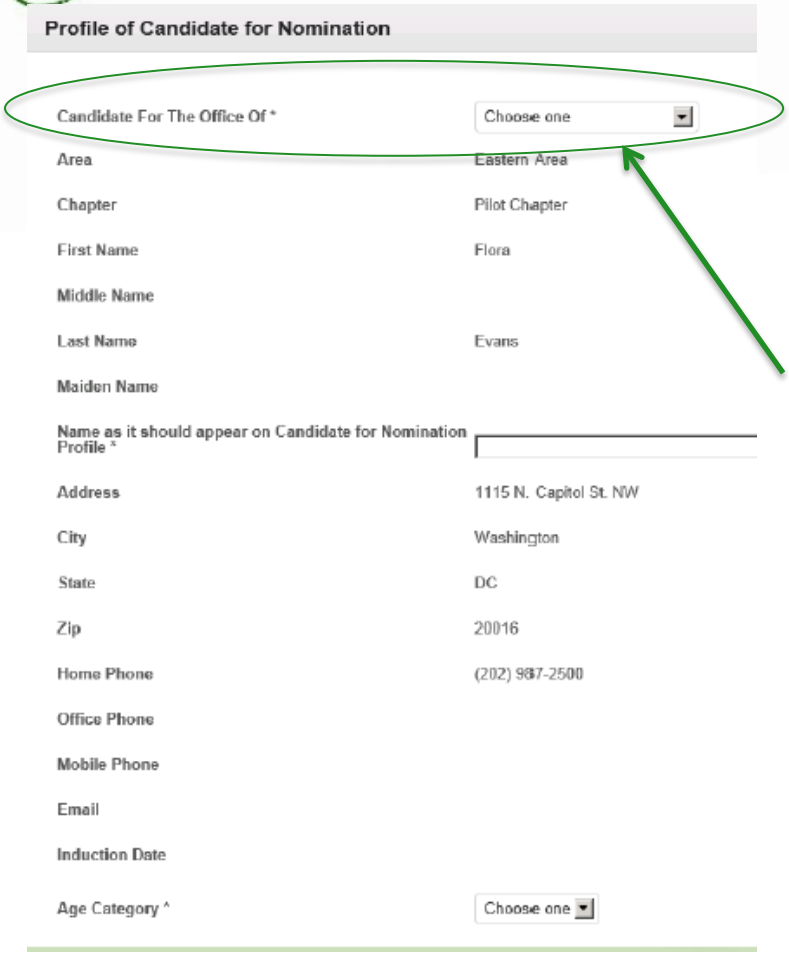
Member Duties	President* Duties	Area Nominating Committee Duties
▪ Log onto Members only section of the Links website. ▪ Complete and submit the profile form. ▪ Communicate to chapter president (or VP if member is chapter president) when done.	▪ Log onto Members only section of the Links website. ▪ Confirm/deny that member is in good standing. ▪ Communicate to member when done. ** Done by VP if member is chapter president*	▪ Log onto Members only section of the Links website. ▪ Certify member's candidacy. ▪ Communicate confirmation to the candidate.
All Done by October 15		By November 30

Profile of Candidate for Nomination Form



1. Log into the Members Only section of the National website: www.linksinc.org.
2. Click the “Candidates for Office” button on the left side of your profile page.
3. Click on the “Candidate for Area Office Nomination Form” button.

Profile of Candidate for Nomination Form



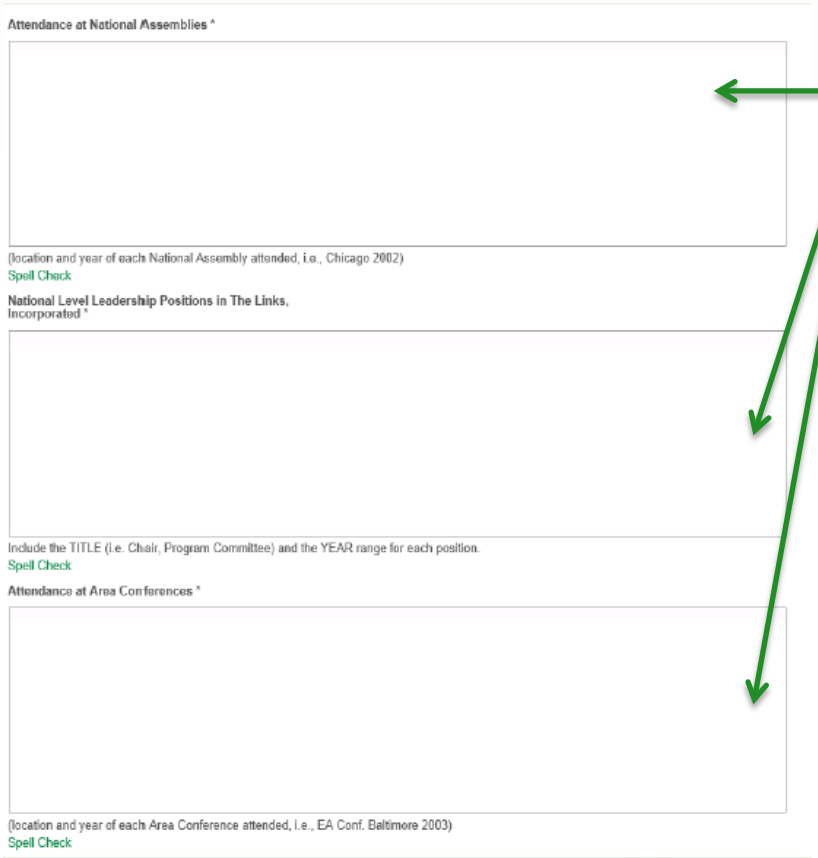
The *Profile of Candidate for Nomination* form will appear, auto-populated with your name, photo, chapter, contact information, and induction date.

4. Select which Area position you are seeking from the drop-down menu.

5. Complete the remainder of the form.

Note: To edit contact information or upload your photo, you must edit your member profile.

Profile of Candidate for Nomination Form


Attendance at National Assemblies *

(location and year of each National Assembly attended, i.e., Chicago 2002)

Spell Check

National Level Leadership Positions in The Links, Incorporated *

Include the TITLE (i.e. Chair, Program Committee) and the YEAR range for each position.

Spell Check

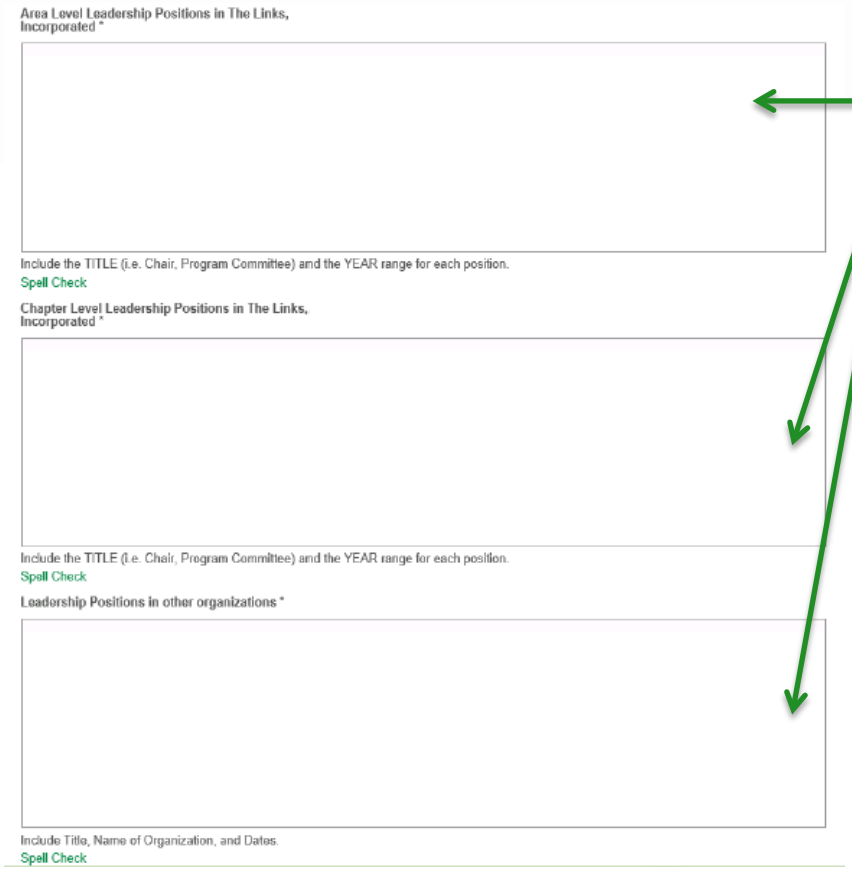
Attendance at Area Conferences *

(location and year of each Area Conference attended, i.e., EA Conf. Baltimore 2003)

Spell Check

5. Complete the remainder of the form (continued).

Profile of Candidate for Nomination Form


Area Level Leadership Positions in The Links, Incorporated *

Include the TITLE (i.e. Chair, Program Committee) and the YEAR range for each position.

Spell Check

Chapter Level Leadership Positions in The Links, Incorporated *

Include the TITLE (i.e. Chair, Program Committee) and the YEAR range for each position.

Spell Check

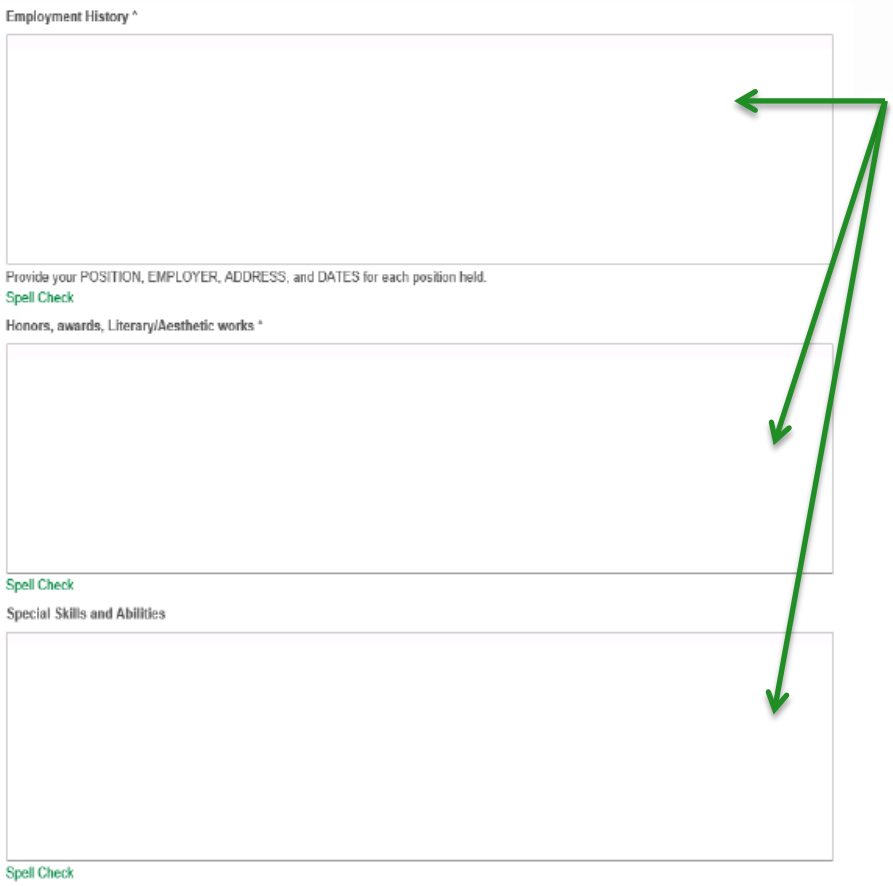
Leadership Positions in other organizations *

Include Title, Name of Organization, and Dates

Spell Check

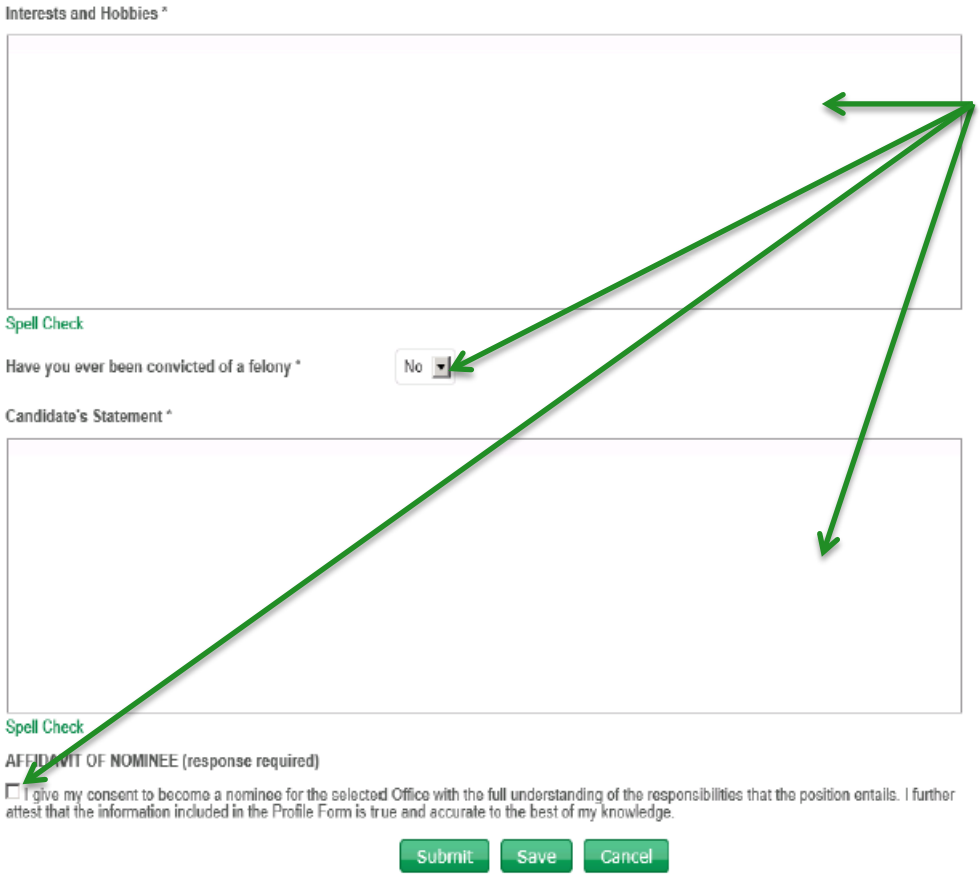
5. Complete the remainder of the form (continued).

Profile of Candidate for Nomination Form



5. Complete the remainder of the form (continued).

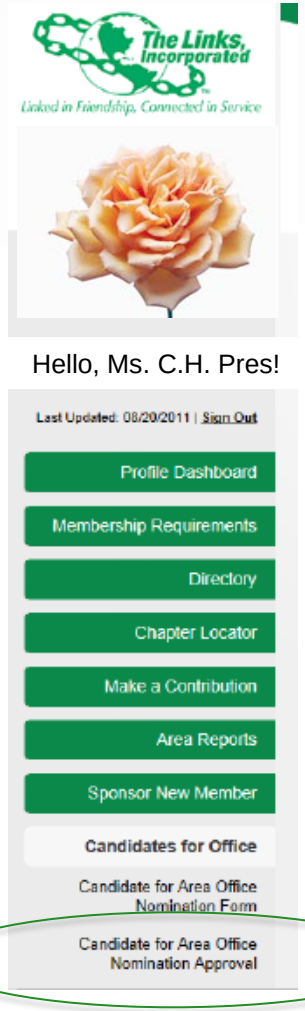
Profile of Candidate for Nomination Form



5. Complete the remainder of the form (continued).
6. If you want to save your work and make changes later, click the SAVE button.
7. Verify that all information is correct. Then click the SUBMIT button.

Note: You will not be able to change the form after clicking SUBMIT.

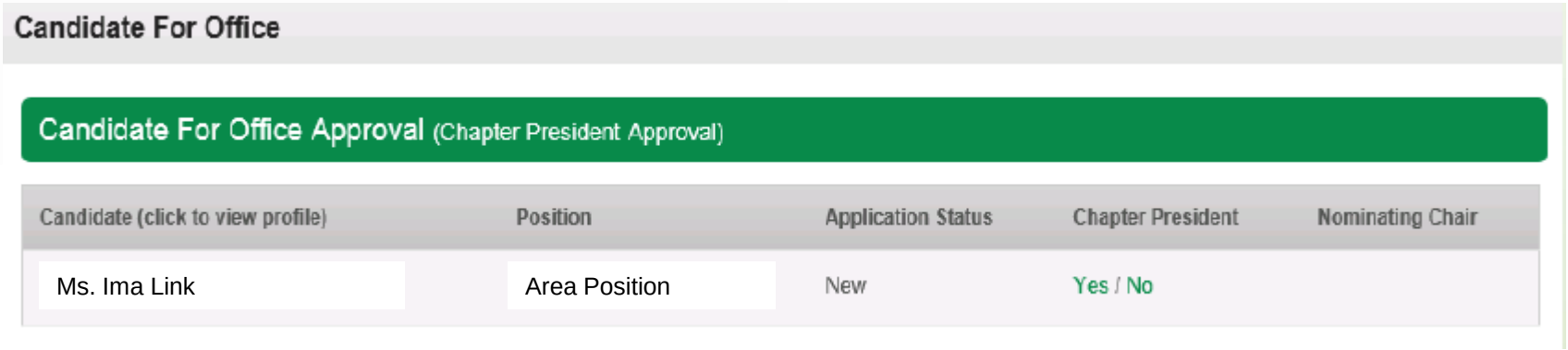
Profile of Candidate for Nomination Form



These actions are performed by the Chapter VP if the member is the Chapter President.

1. Log into the Members Only section of the National website: www.linksinc.org.
2. Click the “Candidates for Office” button on the left side of your profile page.
3. Click on the “Candidate for Area Office Nomination Approval” button.

Profile of Candidate for Nomination Form



The Candidate for Office Approval page will list all chapter members who have submitted a form.

4. Click the member's name to access her *Profile of Candidate for Nomination* form.
5. To confirm that she is a member in good standing, click "Yes."
6. To deny, click "No."

Profile of Candidate for Nomination Form

- The Area Nominating Committee Chair logs into the website to access the member's *Profile of Candidate for Nomination* form.
- Based on Area Nominating Committee's review of the form against the requirements, the Chair clicks "Approve" to approve the member's candidacy or "Deny" to deny it.



The slate is officially placed in nomination at the Area Conference. Nominations may also come from the floor.

As a Candidate….

Congratulations

Now that you're a candidate, it's time to:

- Prepare your brochure
- Prepare your speech
- Prepare to go to the Area Conference

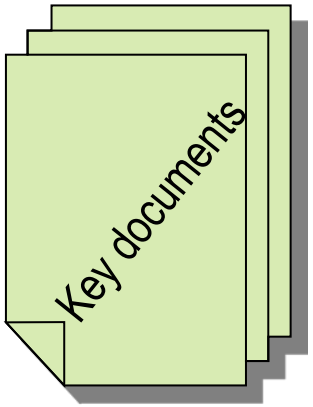
but 1st ….

As a Candidate

Understand the rules! **Read** the….

- Current version of the Links *Constitution & Bylaws*
- *Nominating Procedures Manual*
- Information provided in your certification letter





As a Candidate…. DO















As a Candidate…. DON'T



facebook







VOTE
FOR
ME











Campaigning/Electioneering

"The Links, Incorporated is a public service organization dedicated to building and maintaining better human relations within chapters, the organization, the community, and the nation. The Links, Incorporated, as a collective unit, is non-partisan and non-political. Likewise, it does not support excessive campaigning and electioneering for office within the organization. Thus, campaigning will be kept to a minimum and held in strict compliance with the guidelines set forth herein. A high level of decorum is expected, and elections shall be without improprieties."

- Nominating Procedures Manual

Preparations/Communications

- Only one piece of campaign literature (a brochure) may be posted on the Links website (Members Only access).
- The *Profile of Candidate for Nomination* form will also be posted on the Links website (Members Only access).
- Candidates must pay an administration fee of $50.
- No printed campaign literature may be distributed by or for a candidate.
- No campaigning via robocalls, videos, email, social media, or websites (other than the official posting on the Links site) is permitted.

Creating Your Brochure

- Submit as an Adobe (.pdf) file.
- Length should not exceed four (4) pages.
- 12 point font size is recommended.
- File size must not exceed 5 MB (megabytes).
- Do not link to any websites, videos, or social media.
- Tips to economize space:
  - Use low resolution (or a limited amount of) photos.
  - Minimize amount of text; brochures may only be viewed online.
  - Focus on salient points, rather than lengthy restatements of your profile form.
  - A multitude of endorsements is not essential.

Endorsements/Photographs

- Sitting Area and/or National Officers may not endorse candidates (e.g., no written endorsement statements in campaign literature).
- All sitting Area and National officers and all members of the Area and National Nominating Committees shall remain neutral.
- There is no regulation prohibiting the use of photos of past and present elected officers in campaign material. Candidates are, however, advised to obtain permission first from anyone featured in a photo.
- Writing chapters on behalf of a candidate is prohibited.

Speeches/Advertisements

- No campaigning at the Area Conference except for the candidates' speeches and the "Meet the Candidates" reception hosted by the Area Nominating Committee
- Certified candidates are expected to deliver a speech in person during the Area Conference and adhere to limits:
  - **3 minutes** for Area Director, Vice Director, Secretary, and Treasurer
  - **2 minutes** for Area Nominating Committee and Foundation Representative
- No soliciting funds on behalf of a candidate
- No distribution of written campaign paraphernalia or literature at the Area Conference (buttons, signs, etc.)

If Issues Arise…

- Contact the Area Nominating Committee.
- The Area Nominating Committee shall investigate complaints of campaigning violations, as appropriate.
- Based on findings, the Area Nominating Committee shall refer matters to the Executive Committee of the Executive Council or Area Executive Committee (as appropriate) for disciplinary action.
- Disciplinary action may include, but not be limited to, a fine, and/or suspension, or disqualification of a candidate.

Getting Ready to Run

Getting Ready to Run

- Plan ahead!
- Be an active member in good standing.
- Serve in leadership roles in your Chapter.
- Attend Area Conferences and National Assemblies.
- Know the governing documents online (www.linksinc.org):
  - *Constitution & Bylaws*
  - *Nominating Procedures Manual*
- Understand the responsibilities and eligibility requirements of the position(s) of interest.
- Gain real-life understanding of the Area positions by talking to Links currently serving in those roles.

Getting Ready to Run

- Consider the time and talents need at the Area level:
  - Travel to Area Conferences, National Assemblies, Leadership Conferences, and Chapter events
  - Participate in conference calls (often monthly)
  - Be available and responsive to inquiries
  - Know the Links governing documents
  - Be able to prepare and conduct presentations
  - Be proficient with technology (e.g., email, website/internet navigation, and word processing)
  - Be able to work in a team
  - All the while, maintain good standing in your chapter
- Reflect on your skills and capacity to contribute.

Getting Ready to Run

- Know the deadlines.
- Talk to your Chapter president.
- Familiarize yourself with the profile form.
- Don’t wait until the last minute to file the form!
- Consult your Area Nominating Committee for help with questions.
- Build on each experience.
- Make a positive difference.

Enjoy the Journey!

THANK YOU!