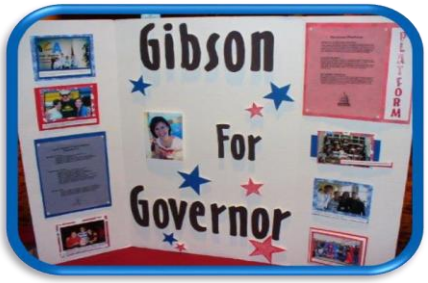
CAMPAIGN RULES

Please note that the State Director and other YG personnel will ensure fairness by disqualifying candidates found to be in violation of these rules. YG staff also reserves the right to disqualify candidates who otherwise do not abide by our core values of RESPECT, RESPONSIBILITY, CARING, and HONESTY**.** Any such decisions made by the Elections Section Leader or the YG State Office will be final.

1. The only physical campaign material allowed is one Tri-Fold Poster (3' x 5') such as the poster below. With the exception of battery-operated lights, no board decorations requiring any form of electricity to operate are permitted.



2. No distribution of other materials of any kind is allowed. This rule includes candy, snacks, business cards, handouts, and other such items and applies to the candidate and any person in his or her entourage. Leaving these items in front of posters for pick up by other delegates is also not permitted.

3. There will be no campaign spending, other than spending on the display board, by the candidate or any friends or family members of the candidate. Advisors will assess spending on the campaign board. Spending should not exceed $50.00.

4. Contacting other YG clubs to go speak to the members is allowed.

5. Online campaigning such as a Facebook group page is allowed. However, to avoid disqualification, please adhere to the following guidelines across ALL social media platforms:

   - As stated in other YG materials, the purchase of additional social media publicity is not permitted.

- ANY posting must abide by our core values of RESPECT, RESPONSIBILITY, CARING, and HONESTY. Inappropriate photos, foul language, and trash talking are never permissible.
- No negative messages towards another candidate or the YMCA are permitted.
- Titles and names on your campaign social media pages/platforms cannot reference the YMCA. The YMCA is a branded entity, and candidates should not make any claims or name pages in such a way that might suggest they represent the YMCA brand.
- You are solely responsible for the management of your social media site(s). The State Office must approve any use of social media for campaign purposes before social media pages go public. Additionally, send social media links to your Advisor AND District Director so they can monitor activity for adherence to rules and Y core values.

6. All campaign speeches must abide by the time limit of 2 1/2 minutes (150 seconds). You will be stopped if you exceed the stated time limit.

- Expect to make a campaign speech at District Conference. If you win the District nomination, you will make a speech in your section at State (please note: some sections such as Legislative will have elections during the opening orientation). Only at large candidates (Governor, Attorney General, and Chief Justice) will make campaign speeches during the Opening Session at the State Conference. Candidates for these positions should sit in the front row at Opening Session.
- Note to High School Governor Candidates: as time allows, you will have an opportunity to hold a Q&A session in each of the sections at the State Conference. Be prepared to make a one-minute or shorter speech prior to the group being given a chance to ask the Governor Candidates questions. This speech should be your "elevator speech." You will be stopped if you go over one minute.

All candidates must participate in a section during their District Conferences. However, at the State Conference, Governor Candidates do not participate in any section.

7. Do not use any props, displays, pictures, music, etc. during your campaigning or campaign speech (with the exception of your Tri-Fold Poster mentioned above).

8. All candidates must abide by the dress code.

9. Candidates are not allowed to campaign near voting booths or lines and should strive to remain 25 people away from them. Candidates will vote separately from other participants to eliminate any need to go near voting booths. Candidates are not to move their Tri-Fold Posters to be closer to voting booths.

10. The following rules apply to election results and special circumstances:

- A run-off election will take place only when no candidate wins by 50% of the vote + 1.
- The YG State Office will not release details about voting results beyond names of winners. For example, the State Office will not share percentages of votes per candidate.
- A volunteer point person will be designated to discuss concerns about elections with the Section Leader. Students and advisors should bring concerns to this point person, not the Section Leader.

District representatives – All the information above concerning state representatives applies to those running for District Representatives as well. Some additional things to consider though:

1. Sophomores and Juniors who have already participated in the program for more year can run for their District Representative position.
2. Each district will choose 2 candidates during the primary election who will be on the ballot for their District specific election at the state conference. If one candidate receives more than 70% of the votes at District, they will automatically win the race for their district.
3. While candidates will be encouraged to campaign at state, they will also need to compete within a section during the conference.
4. Representatives will be asked to help represent their district at different YMCA events and be a leader for their community.
    a. Represent the interests of your district and serve as a reliable voice during the program year

b. Serve as a resource to local YMCA Directors to support with programming, interviews, or other local events that support YG
c. May be called upon to represent the YMCA and speak about the YMCA's program and impact
d. Cultivate leadership skills in other delegates in your region by being an exemplary citizen and delegate, and by providing guidance to those around you.
e. Interact with delegates from across your region to better understand their needs and challenges