



CAMPAIGN GUIDELINES FOR ILLINOIS REALTORS® BOARD OF DIRECTOR APPLICANTS

The following guidelines apply to all members seeking election to the Illinois REALTORS® Board of Directors:

Although campaigning cannot be prohibited certain absolute prohibitions do exist:

PROHIBITED ACTIVITIES

- A. Any member named to the Nominating Committee may not be contacted by a candidate about being slated for a position;
- B. Active campaigning in the Board meeting room and during the Board meeting;
- C. Seeking election as a separate full slate or partial slate;
- D. Negative campaigning or comparative campaigning;
- E. Endorsements and/or photographs without the express written release of the parties;
- F. Campaign signage and banners at Illinois REALTORS® events.

GENERALLY ACCEPTED CAMPAIGN ACTIVITIES

- A. Brochures reflective of the applicant's real estate service;
- B. Website(s) reflective of the applicant's real estate service;
- C. "Vote For" buttons;
- D. Participation at an Illinois REALTORS® sponsored "Meet the Candidates" Forum;
- E. Hosting receptions, if at an Illinois REALTORS® meeting, only with prior approval of Illinois REALTORS®.

Approved by the Nominating Committee on June 12, 2013