

# Running for Elected Officer Position on IAFC Board of Directors 2017



Prepared by  
**The International Association of Fire Chiefs**

Information for individuals interested in running for an  
elected officer position on the IAFC Board of Directors

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# Message from the IAFC Elections Committee Chair

Dear Prospective Candidate,

This information document is intended to supply essential information about the process of running for an elected officer position on the IAFC Board of Directors (BoD). It was decided to produce this document after several candidates from past elections reported that they needed more information about the election process than was available to them at election time.

Current and past members of the IAFC BoD were surveyed. Survey questions were designed to provide more concrete information on the candidate experience and subsequent active service as an elected IAFC officer. More importantly, the survey questions were intended to show that being elected as an IAFC BoD member is accessible to every IAFC member.

Information collected from this survey includes financing and organizing a campaign. It also includes the estimated time commitment involved in being an active IAFC BoD member. Present and past IAFC BoD members reveal in the document why being an IAFC BoD member is fulfilling.

We hope that this document serves the purpose of clarifying the process of running and ultimately serving on the IAFC BoD. Please let me know if you need any further information.

Sincerely,

Chief Robert Spurr  
Elections Committee Chair

# Are you ready to be an IAFC Officer?

## Officer Positions and Eligibility

The following excerpts were taken directly from Article III, Section 1 and Section 2, of the IAFC Constitution and By-Laws.

### *Article III. Officers and Directors*

#### Section 1. Elected Officers

*The elected officers of the Association shall consist of a president, first vice president, second vice president and treasurer, all of whom shall be elected by mail or electronic ballot. The president, first vice president and second vice president shall each have a term of office for one (1) year or until the next annual conference when their successors shall take office. The treasurer shall be elected for a term of three (3) years and cannot serve more than two (2) consecutive elected terms.*

#### Section 2. Officer Eligibility

*Any member of the Association seeking election to any of the elective offices specified in Article III, Section 1 of the constitution and by-laws shall:*

- A. Be the chief of a fire department and a regular member of the Association in good standing at the time of filing and upon installation.*
- B. In the event that a member vacates his/her position through retirement or otherwise as chief of department while holding an elected office, the member may continue to hold said office until completion of the term.*
- C. Questions of eligibility shall be resolved by the Elections Committee (By-laws Section III, Subsection 1).*

Note: Candidates seeking the office of 2<sup>nd</sup> Vice President should be aware that their commitment as an officer will last four consecutive years. During those four years, their positions will progress in the following order: 2<sup>nd</sup> VP, 1<sup>st</sup> VP, President, and finally, Immediate Past President.

Current and past elected officers recommend that candidates possess a true passion for the IAFC and for representing the fire service. Although it is not a prerequisite, past elected officers recommend that candidates be involved in the organization for at least five years before they consider running. This is beneficial because it ensures candidates are updated on current issues within the fire service and are informed on IAFC involvement in these issues.

## Estimated Time Commitments

### Campaigning

Current and past IAFC BoD members spent between one and two years campaigning for their positions. Actual time spent making campaign materials or organizing campaign related events was reported to be between 100 and 200 hours. This also includes hours from other people, whether volunteers or paid workers, who assisted with the campaign.

The time candidates took off from their jobs for campaigning varies. Some IAFC BoD members report having spent as little as 10 hours away from their job while campaigning. Others report between 20 and 40 days off during a year-long campaign.

### Serving as an Officer

Current and past elected officers spent varying amounts of time away from their job traveling on behalf of the IAFC. Time away depends often on the position (President, 1<sup>st</sup> VP, 2<sup>nd</sup> VP or Treasurer).

By far, the most demanding position on the IAFC BoD is that of President. The President requires the most travel and time away from his/her job. Past Presidents have taken from 20 to more than 160 trips during their term. Time away depends on current issues addressed by the IAFC as well as the President's own vision of the organization.

**According to current and past Presidents of IAFC, Presidents should expect to spend at least 1/3 of their time away from their job.**

This includes, but is not limited to the list below:

- a) IAFC Executive Committee members attend numerous meetings throughout the year, including, but not limited to:
  - Four (4) IAFC BoD meetings: January, April/May, Fire-Rescue International, October Teleconference
  - One (1) CFSI Dinner
  - One (1) Executive Committee Meeting
- b) Division Conferences: Executive Committee members go to at least two (2) Division or Section conferences per year (including their own Division)
- c) Fire-Rescue International (FRI): Executive Committee members are expected to attend Fire-Rescue International (FRI)
- d) Teleconferences: Executive Committee members of the IAFC are involved in about 30 teleconferences each year
- e) In addition to the above, the IAFC President and 1<sup>st</sup> Vice President may be asked to represent the IAFC before various fire service organizations in the US and internationally; meet with Congress and federal agencies; speak at regional and state chiefs' conferences; and participate in media interviews,

### **Duties as an IAFC Officer**

The following is an excerpt from the IAFC Constitution & By-laws.

#### Article IV, Section 1. Duties of Elected Officers

*The duties of the elective officers are as follows:*

*The **President** shall:*

- a) Be the official representative and spokesperson for the Association.*
- b) Serve as the chair of the executive committee.*
- c) Preside at meetings of the Association and at meetings of the board of directors.*
- d) Insure that all committees, work groups or task forces operate according to the constitution and by-laws and Association policies.*
- e) Call a special meeting of the board of directors when so requested by a majority of the board of directors or whenever the president determines necessary. At least five (5) days notification shall be given for the special meeting with the reason for the special meeting stated, except when the president determines that an unusual emergency exists.*
- f) Name additional committees, work groups, or task forces and appoint their chairs for the term of office to accomplish the goals and objectives of the Association. See By-laws Section II (4).*

*The **First Vice President** shall:*

- a) In the absence or inability of the president to perform all the duties of the office, be directed to assume the duties of the president.*
- b) Assist the president in conducting the business and policies of the Association.*
- c) Perform such other duties as are prescribed by the board of directors.*

*The **Second Vice President** shall:*

- a) Assist the president and the first vice president in conducting the business and policies of the Association.*
- b) In the absence or inability of the president and first vice president, be directed to assume all the duties and responsibilities of the president.*
- c) Perform such other duties as are prescribed by the board of directors.*

*In addition to all other duties required by the president, the first and second vice presidents shall perform such other duties as may be required of them by majority vote of the Association in conference assembled or by policy direction of the board of directors.*

*The **Treasurer** shall:*

- a) Supervise the use of all the assets of the Association with the advice and approval of the executive committee.*
- b) Determine that all monies of the Association are deposited in proper accounts and, where applicable, draw the highest rate of return consistent with the greatest safety for the Association funds.*
- c) Determine that all funds collected and disbursed by the executive director are collected, recorded, and disbursed according to accepted accounting principles and in accordance with the by-laws of the Association and policies adopted by the board of directors.*
- d) Report to the annual conference on the financial condition of the Association, including a summary of all revenues and disbursements.*
- e) Consult with the executive director during budget preparation prior to consideration by the executive committee.*

### **Estimated Campaigning Costs**

Current and past Board members report spending from \$2,000 to \$25,000 on their campaigns. This cost spectrum depends on the campaign methods used by the candidate. If a candidate emphasizes attendance at IAFC or other related conferences, the majority of the campaign expenses may be consumed by travel expenses (including transportation, hotels, meals, etc.). On the other hand, emphasis could be placed on other campaign opportunities including direct mail, e-mail, *On Scene* advertisements, and giveaways. Other campaign costs include the purchase of IAFC member mailing lists, postage, printing, and possibly the use of a mailing service.

Past candidates have also sought endorsements from their own IAFC Division as well as Divisions outside of their own. Endorsements can also come from fire organizations outside of the IAFC.

### Obtaining Campaign Funds

Current and past IAFC BoD members utilized several methods to finance their campaigns. These methods include: fundraising, corporate sponsorship, personal out-of-pocket contributions, and donations. Donations come from private donors (friends,

family, co-workers, citizens, etc.) and professional associations (companies, organizations, other professional associations, etc.).

#### Costs while Serving as an Officer

Once elected, all documented expenses incurred by IAFC BoD members related to IAFC business are reimbursed in full to IAFC BoD members by the IAFC.

## What is fulfilling about being an IAFC Officer?

Current and past IAFC BoD members comment on how satisfying it feels to be a part of an influential organization such as the IAFC. IAFC Past President Chief Richard “Smokey” Dyer feels that his participation was “the highlight of his professional career.” IAFC BoD members value their ability to influence national policy and the direction of the fire service. Although the term of office requires extreme dedication and hard work, BoD members refer to it as very fulfilling.

Being an officer means building new friendships and relationships with peers across the world. It also means enhancing the IAFC as an organization and the fire service as a whole.

## Getting Started

#### Personal Candidate Declaration

All candidates are required to officially announce their candidacy by **February 1<sup>st</sup> of the election year in which they are running**. However, in order to speak at IAFC events (FRI, Section/Committee/Task Force events, etc.) during a year other than the year they are running, the Elections Committee requires that the candidate officially file their paperwork at least **30 days prior to any campaigning** by submitting a candidate platform, profile, Letter of Support and Letter of Intent to Run to the Elections Committee Liaison. No candidate announcement will be accepted more than three (3) years in advance of any election. Sample documents are included in this section. Both the platform and profile will be featured in IAFC publications on behalf of those candidates running for current vacancies. Declaring candidacy confirms your intent to run and also helps the membership become aware of your campaign. All elections committee members will review and approve candidate’s credentials approving the candidate qualifications. The candidate will be notified by the elections chair of candidate approval and the candidate may begin to campaign.

#### Letter of Support from Supervisor

Each candidate must present to the Elections Committee a letter signed by the authority having jurisdiction in which the candidate is employed, stating that the jurisdiction is aware of the candidate’s interest in pursuing an IAFC office. Once elected, one letter indicating support for the four-year commitment through the chairs will be acceptable and will apply throughout your continuation through the chairs or throughout your three-year term as Treasurer.

Current and Past IAFC BoD members advise that candidates convey clearly to their supervisors, as well as their own families, the time commitment that they will assume as an IAFC officer. Past IAFC President Chief Randy Bruegman, adds:

“During your term as President, if that is the position that you seek, you will have a difficult time maintaining much of what goes on in your own organization as well as trying to do simple things at home, such as mowing your lawn and doing all of the things necessary to keep your house running. It can be a very time consuming position.”

Information for *On Scene* Publications (contested races only)

The items listed in this section are limited to those approved candidates for 2<sup>nd</sup> VP and Treasurer who have officially filed their intention to run in that year’s election or if an immediate vacancy occurs.

Each candidate must provide to the Elections Committee Liaison information on his/her qualifications (Profile) a summary of what platform they will be running on (Platform) and a photograph for publication in the IAFC’s official publication, *On Scene*. The Profile and Platform, along with the photograph, will be printed in IAFC *On Scene* up to one month prior to the election start date and also posted to the IAFC elections website. Candidates will be notified of the issue date by the IAFC *On Scene* Editor.

Requirements for:

Print and Electronic *On Scene*

1. Candidate Profile of qualifications
2. Candidate Platform (not to exceed 300 words for print; 600 words for electronic)
3. An up-to-date 4-color personal photograph (jpeg or tiff format)

# Sample Documents

A sample format for the candidate's Letter of Intent to Run, letter of support from supervisor and platform profile follow

## Sample Letter of Intent to Run

Date

Elections Committee Chair  
International Association of Fire Chiefs  
4025 Fair Ridge Drive  
Fairfax, VA 22033

Dear Chair:

This letter shall serve as my letter of intent to run for the office of *(insert name of office)* of the International Association of Fire Chiefs in the *(insert year you are running)* election.

I would like my name to appear on the ballot as *(insert name)*.

*Insert any other comments here.*

Sincerely,

Your Name  
Your Department  
Your IAFC Member Number

**Sample Letter of Support from Supervisor**

Date

Elections Committee Chair  
International Association of Fire Chiefs  
4025 Fair Ridge Dr  
Fairfax, VA 22033

Dear Chair:

As Chief *(insert your name)*'s supervisor, the purpose of this letter is to convey my approval and support of Chief *(insert your name)*'s candidacy for Second Vice President of the International Association of Fire Chiefs for *(insert the year of your ballot)*. I understand that election to this office entails a multi-year commitment to move through the chairs which includes a year of service as the Immediate Past President.

*Insert any other comments here.*

Sincerely,

Your Supervisor's Name  
Your Supervisor's Title  
Your Supervisor's Organization

# Candidate Profile and Platform

The Profile and Platform should include the following information:

## Profile

1. Name
2. Department Name
3. Organization Memberships
4. Formal Education

## Platform

1. Type of Department (Career, Volunteer, Combination)
2. Your current responsibilities
3. Top priorities
4. If elected, what you would like to achieve
5. Include campaign website address

## Timeline of Events

The following is a schedule of deadlines imposed by current policies and the Constitution and By-laws (CBR) with respect to elections for officers and for constitutional changes.

Schedule of dates preceding FRI 2017 in Charlotte, NC (July 26-29)

2016 CBR mandated start day = February 1, 2016  
 105 days = April 12, 2017  
 90 days = April 27, 2017  
 75 days = May 12, 2017  
 60 days = May 27, 2017  
 45 days = June 11, 2017  
 30 days = June 26, 2017  
 15 days = July 11, 2017  
 FRI start = July 26, 2017

<u>Action</u>	<u>Directive</u>	<u>Deadline</u>
• Candidates requesting booth space at FRI 2017	Candidate Policy	7/17/16
• Candidates submit documentation to Elections Ctte.	(BL-SII; ss1)	2/01/17
• Proposed constitutional changes submitted to Executive Director	(C-Art. VII; S1)	2/01/17
• Members' submit questions for candidates	Candidate Policy	2/01/17
• Elections Ctte. reviews questions	Candidate Policy	2/08/17
• Candidates respond to questions	Candidate Policy	2/15/17
• Candidate platforms/profiles in <i>OnScene</i> and elections website	Candidate Policy	4/01/17
• Proposed constitutional changes in <i>OnScene</i> and elections website	(C-Art VII; S1)	4/01/17
• Voting opens (officer & constitutional changes)	(C-Art VII; S1) (BL-SII; s4)	4/27/17
• Voting eligibility cut-off (new members) (15 days before voting ends)	(C-Art II; S4)	5/27/17
• Voting eligibility cut-off (renewals) (5 days before voting ends)	Candidate Policy	6/06/17
• Voting ends	(C-Art VII; S1) (BL-S II; ss4)	6/08/17
• Voting results received by Elections Ctte.		6/12/17
• Elections Ctte. review & certify results	(C-Art VII; S1)	6/19/17
• Results shared with membership	(C-Art VII; S1) (BL-S III; ss4)	6/20/17
• Publish date and place of annual meeting at conference (FRI)	(C-Art. VI; S2)	6/20/17
• Official results presented at business mtg.	(C-Art VI; S1)	7/28/17

# Campaigning

The process of campaigning, and the experiences of candidates, has changed over the past several years. Since voters need not be present at FRI in order to vote, campaigning methods seem to have evolved. In some cases, a candidate may run unopposed for a position, in which case his or her campaigning efforts can be either non-existent or very low-key.

What remains consistent is the recommendation from IAFC BoD members that candidates should begin campaigning early. IAFC BoD members advise that campaigning is a multi-year commitment. That would include time to prepare the campaign, as well as at least one year of active campaigning.

## Campaign Material Approval

All materials used by an approved candidate must be approved by the Elections Chair and the Elections Liaison prior to any use. It is highly recommended that proofs be approved before the cost of printing is made. This will save both time and money.

## Campaigning at Division Conferences

It is not required that candidates campaign at Division conferences. However, if a candidate wishes to attend a Division conference, it is the candidate's responsibility to contact both the Division President and Division Secretary prior to the start of the Division's conference to accurately determine the essential dates and locations for participation in Division activities. Divisions are separate, autonomous, not-for-profit organizations. Therefore, it is necessary to contact the Division to determine if you are eligible to: speak or campaign at a Division event, use the Division's membership roster for campaigning, or to ask for endorsements. Each Division handles these arrangements in a slightly different manner.

## Campaigning at Section Conferences or Section Board Meetings

It is not required that candidates campaign at Section conferences or board meetings. However, if a candidate wishes to attend a Section conference or board meeting to seek an endorsement, it is the candidate's responsibility to contact both the Section Chair prior to the start of the Section's meeting to accurately determine the essential dates and locations for participation in Section activities. All Sections follow the policies in this document as well as those specified in "Elections Committee Policies for IAFC Candidates Campaigning at IAFC Section Events." See Addendum A for more information. Sections are encouraged to provide access to time on the program at conferences at no cost to the candidates. Candidates also consider appointing a representative within a Section to promote their campaign interests at Section conferences.

## Campaigning at Other IAFC Sponsored Events/Conferences (Including IAFC Committee and Task Force meetings)

Campaigning at other IAFC sponsored events/conferences (including the Leadership and Strategic Planning Summits) is limited to those candidates who have officially filed their intention to run in the following calendar year's election. This campaigning will be at the expense of the candidate solely. The IAFC will not provide booth space nor will the IAFC provide access to time on the program's agenda for campaigning. Moreover, a candidate may not seek the endorsement of an IAFC Committee or Task Force.

### Campaigning at Fire-Rescue International (FRI)

Participation in any of the following campaign activities at Fire-Rescue International (FRI) is limited to those approved candidates who have officially filed their intention to run in the following calendar year's election prior to the start of FRI. It is required that all banners, flags, printed materials, etc. be reviewed by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to the start of FRI**.

- a) Complimentary Exhibit Booth: A complimentary 10'x10' exhibitor booth and standard furnishings will be made available to approved candidates running in the following calendar year's election in the convention center/exhibit hall. Booth space is limited. The candidate must notify the Elections Committee Liaison in writing to reserve a booth no later than **30 calendar days prior to the start of that year's FRI**. The availability of booth space varies at each conference venue; therefore, candidate booth space is on a first-come first-served basis. Furnishings for the booth may be obtained at the standard exhibitor rental rate; the exhibitor kit containing costs for furnishings and services will be mailed when you reserve your space. Complimentary booths will only be made available to candidates running in the following year's election. If future year candidates wish to purchase booth space, they may do so according to the same policies that governs other exhibitor booth purchases.
- b) Banners, Flags, etc.: Banners, posters, flyers, handouts, etc. may be used in the convention center, but must conform to the convention center guidelines. See the exhibitor kit for guidelines, or contact the IAFC Exhibits Manager at 703.537.4838. Campaign material may not be posted at or distributed from any official IAFC booth (i.e. membership, registration). Contact each hotel for guidelines regarding the distribution or posting of campaign material in their respective properties. Approval for placement of campaign materials not specified in these guidelines should be obtained from the Elections Committee Chair.
- c) Conference Activities: Candidates may be invited to address the attendees at Division breakfast or luncheon meetings at the discretion of the Division – but only at the invitation of the official in charge of the meeting. Length of presentation will be determined by the individual presiding over the meeting.

Candidates may be invited to address the attendees at Section, Committee, or Task Force meetings at the discretion of the Section, Committee, or Task Force – but only at the invitation of the official in charge of the meeting. Length of presentation will be determined by the individual presiding over the meeting.

Each candidate may attend all other conference functions—those open to all conference registrants—but **no campaign speeches will be permitted, and no campaign material shall be distributed before, during or after the event.**

- d) Candidate Forum: Each candidate may address the conference attendees during one of the general business sessions. It is the candidate's responsibility to contact both the Elections Committee Chair and the Elections Committee Liaison to accurately determine the dates and times of the general business sessions at least **30 calendar days prior to the start of that year's FRI**. Presentations shall be no more than two (2) minutes long.

## Utilizing Other Marketing Opportunities

Participation in any of the following campaign marketing opportunities offered through the IAFC is limited to those approved candidates during the campaign year in which he/she is running. Each candidate may start to take advantage of these marketing opportunities immediately following FRI in the year preceding his/her election. It is required that all advertising materials be reviewed and approved by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to using each opportunity**. It is highly recommended that candidates take advantage of each advertising opportunity offered through the IAFC. Such opportunities include:

- a) Electronic advertising package: An electronic advertising package is available to a candidate for a discounted administrative fee of \$750. This package will include (1) an electronic copy of the eligible voter mailing list (emails excluded) for a one-time use for a postal mailing and (2) up to four e-mail advertisements sent by the IAFC on your behalf. The candidate may specify how the data is selected for the one electronic mailing list and/or the four e-mail advertisements (e.g. the candidate may wish to mail only to members in the United States). However, the candidate receives a total of only one mailing list and four e-mail advertisements for the entire length of the campaign year.

The candidate must contact the Elections Committee Liaison in writing to purchase this package and to coordinate approval of the contents of the mailing and each e-mail advertisement at least 10 business days prior to taking advantage of each marketing opportunity. Payment for the mailing list package may be by certified check or credit card. All IAFC mailing lists are to come from Member Services (including sections); all emails (including those to sections) will be sent by the IAFC. The only exception to this rule is that Divisions are autonomous and responsible for handling their own mail and e-mail lists. Therefore, candidates may not go through Member Services for Division mail or e-mail lists.

Candidates may send out one e-mail per two-week period for a total of four e-mails per campaign year. Blast email requests must be 10 business days in advance on a first come, first serve basis. Candidates must specify which day and no more than one campaign e-mail will be sent out per day. In other words, once a candidate picks a day, no other candidate can send an e-mail on the same day. Campaigning emails must be labeled as a campaign e-mail. All campaign e-mails must follow IAFC email guidelines, see [www.iafc.org/candidates](http://www.iafc.org/candidates) for all details.

- b) Advertising space in *On Scene*: IAFC will provide to each candidate, free of charge, three full-color 3.42" wide x 4.8" tall print ads, one of which will be the candidate profile/platform. The platform and profile will run in one of the print issues at least 30 days prior to the drop date for that year's ballot. The other two ads can be scheduled and approved by the Elections Committee Liaison and at the *On Scene's* Editor's choice. Candidates have the option to request that their ads be placed instead in the electronic edition of *On Scene* (subject to availability). Additional advertising space is available for purchase in *On Scene* on a space available basis (determined by IAFC *On Scene* Editor). All ads with the exception of the candidate platform/profile ads must be a high-resolution .jpg, .tif, .or

camera-ready art. If the provided ad does not meet these requirements, the ad will not be run in that issue and will not be run until the appropriate format is provided. The ad must be sent to the IAFC and approved **30 days prior to the issue date**. Contact the *On Scene* Editor at 703.537.4807 for an advertising rate card. A disclaimer statement, such as "This is a paid campaign advertisement" must be included in all paid advertising copy.

- c) Other e-mails: All candidate requests for emails to all other IAFC lists (including Boards, Sections, Committees, Task Forces, etc.) must be made in writing to the Elections Committee Liaison at least 10 business days prior to sending the e-mail. The Elections Committee Liaison will coordinate approval of the contents of the e-mail and the appropriate Staff Liaison for the Boards, Section, Committee, or Task Force will distribute the e-mail. **This request will be used as one of the candidate's four paid e-mails (see Section a above).**
  
- d) Video campaigning – candidates may produce and host campaign videos on their campaign websites or through video platforms (e.g. YouTube, Vimeo). Links to these videos can be shared through the candidate's campaign website and through their campaign emails. Each video shall be limited to 5 minutes in length. Videos must be reviewed and approved by the Elections Committee Chair and the Elections Committee Liaison at least **10 business days prior to posting or distributing**.
  
- e) Q&A with members – IAFC members shall be afforded the opportunity to submit written questions to the candidates. The Elections committee will review all questions and identify those which each candidate may respond to writing. Candidates will have two weeks to respond from the time of receipt of the questions. Candidate responses will be shared with members and posted to the IAFC elections website.

#### Future Candidate's Marketing Opportunities

All future candidates (those not running until the next year or beyond) may purchase IAFC mailing labels (including all IAFC members, Divisions, Sections, Committees, Task Forces, etc.) at full retail price according to the same policies that govern others who purchase mailing labels from the IAFC. The request must be made in writing to the Elections Committee Liaison at least 10 business days prior to receiving the labels. The Elections Committee Liaison will approve the contents of the mailing.

Future candidates may not access any IAFC e-mail lists (including all IAFC members, Sections, Committees, Task Forces, etc.). However, if a Section/Committee/Task Force sends out an e-mail for one candidate, all candidates must be given the same opportunity.

### Use of IAFC logo and/or IAFC member logo on campaign materials

All candidates for IAFC office (regardless of the year that they are running) may use either the IAFC logo or the IAFC member logo on campaign materials. The logo should be used in a manner to show affiliation. The use of either logo in no way implies an endorsement of the IAFC, the IAFC BoD, or the IAFC membership. **The use of either logo which seems to indicate endorsement by the IAFC, the IAFC BoD, or the IAFC membership is not acceptable.**

All approved endorsements must be stated in writing and may not be solely indicated by the use of a logo; i.e., a Section's logo, etc.

## Balloting

The current process is to offer an election /CBR ballot in electronic ballot format (internet balloting) to every Regular and Life member in good standing with the IAFC. The results of this ballot are then officially announced at FRI.

## Further Information

IAFC members considering candidacy are strongly encouraged to contact a current or past member of the IAFC BoD. These IAFC BoD members may be able to share their experiences on the IAFC BoD, as well as give recommendations and advice to members who are serious about being candidates.

## ADDENDUM



### Elections Committee

#### Policies for IAFC Candidates Campaigning at IAFC Section Events

In addition to the Elections Committee document entitled "Running for IAFC Election," the following policies apply to IAFC candidates campaigning at IAFC Section events:

##### Eligible Candidates

- 1) Only approved candidates who have filed official papers (candidate platform, profile, Letter of Support from Supervisor and a Letter of Intent to Run) with the IAFC Elections Committee Liaison and approved by the IAFC Elections Committee may campaign at a Section conference or other event.
- 2) Only approved candidates who are running for an IAFC office in the current or following year's election may speak at a Section conference or other event.

##### IAFC Marketing Opportunities

- 1) Participation in any of the campaign advertising/marketing opportunities offered through the IAFC is limited to those approved candidates during the campaign year in which he/she is running.
- 2) Each candidate may start to take advantage of these opportunities immediately following FRI in the year **preceding** his/her election for office.
- 3) All advertising materials must be reviewed by the Elections Committee Chair and the Elections Committee Liaison at least 10 business days prior to using each opportunity.
- 4) Mailing lists—All candidate requests for all IAFC Section mailing labels must be in writing to the Elections Committee Liaison at least 10 business days prior to receiving the list. The Elections Committee Liaison will fulfill the list request and the Elections Committee Chair will approve the contents of this mailing. If the candidate has purchased the IAFC candidate marketing package, this request will be used as the candidate's one paid mailing list. If the candidate has not purchased the IAFC candidate marketing package, the cost will be at the full retail price. Each candidate may purchase additional labels at the full retail price. Labels will no longer automatically be sent and will only be sent upon request. Accepted forms of payment for the mailing list package are certified check or credit card. All IAFC mail and e-mail lists are to come from Member Services (including Sections). The only exception to this rule is that Divisions are autonomous and responsible for handling their own mail and e-mail lists. Therefore, candidates may not go through Member Services for Division mail or email lists.

- 5) E-mail lists—All candidate requests for IAFC Section e-mail lists must be made in writing to the Elections Committee Liaison prior to sending the e-mail. The Elections Committee Liaison will coordinate and the Elections Committee chair will approve the contents of the e-mail and the appropriate Staff Liaison for the Section will distribute the e-mail. If the candidate has purchased the IAFC candidate marketing package, this request will be used as one of the candidate's four paid e-mails. Candidates may send out one e-mail per two-week period for a total of four per campaign year. Blast e-mail requests must be 10 business days in advance on a first come, first serve basis. Candidates must specify which day and time and no more than one campaign e-mail will be sent out. In other words, once a candidate picks a day, no other candidate can send an e-mail on the same day. Campaigning e-mails must be labeled as a campaigning e-mail not from the IAFC. With the exception of including a candidate photo, all campaign e-mails must follow IAFC guidelines including but not limited to the size of the photos, the ratio of HTML to text and number of words allowed in an e-mail. If the candidate has not purchased the IAFC candidate marketing package, the candidate may not have access to a Section e-mail list for marketing purposes.

#### **Campaigning at Section Conferences/Events**

- 1) Approved IAFC candidates must request permission to speak at a Section conference/event from the Section Chair at least 10 business days prior to the event. Granting permission to candidates to speak is at the discretion of the Section Chair. However, if one candidate is given permission to speak at a Section conference/event, all approved candidates who request to speak must be given the same opportunity. The Section must inform the candidate of time allotment and the order in which he/she will speak (e.g. alphabetical). The Section must make every effort to insure that each candidate adheres to the allocated speaking time.
- 2) All approved IAFC candidate campaign materials sanctioned by the IAFC Elections Committee may be displayed at Section conferences/events only with the permission of the Section Chair and located in an area or areas designated by the Section Chair. If one candidate is given permission to display approved campaign materials, all approved candidates must be given the same privilege.
- 3) The Section will not charge an approved IAFC candidate a full registration fee unless the candidate intends to participate fully in the conference/event.

#### **Section Endorsement Policy**

- 1) The Section will establish an endorsement policy that will be given to all approved IAFC candidates and will be followed by all Section endorsed candidates concerning such things as:
  - Who is eligible for Section endorsements?
  - How and when Section endorsements are sought and determined?
  - How, when and where candidates will be notified if he/she has been endorsed?
  - What does Section endorsement entitle the candidate to? For example, use of Section logos, ads/announcements in newsletters, web sites, campaign donations, etc.?

# IAFC Elections Contacts

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