



A Quick Guide to Campaigning

Formal Campaigning will begin at 8:00 AM CST on Monday February 13.

Formal Campaigning is defined as the distribution, publication, or exhibition of any material advocating the candidacy of any individual or group of individuals and communicating to groups of students identifying oneself as a candidate or candidacy.

Actions of formal campaigning include but are not limited to, making buttons and t-shirts generally available; posting flyers; holding press conferences or rallies; communicating to a group of students; creating publicly available electronic social networking groups; posting the location of or information on a campaign website; issuing/allowing the dissemination of information through e-mail, text message, postal or campus mail; etc.

Informal Campaigning can happen before the formal campaigning time.

Informal Campaigning is defined as creating student organizations and holding meetings to conduct business related to one's campaign and answering questions about one's campaign. Candidates shall not attempt to solicit votes verbally until the period of campaigning. Soliciting votes shall be considered formal campaigning. This includes discretely contacting student organizations to set up times to attend their meetings. These contacts should be simple and not include the candidates' names or any part of their platform.

Example

Fellow Panther,

I'm writing you today in regards to your student group, Northern Iowa Student Government. I received your name from the UNI student group directory. If you are not the present contact individual for this organization or the group has disbanded, I would highly appreciate the new contact information.

In approximately one week, two candidates will announce their bid for UNI Student Body President and Vice President. They would love to attend a Northern Iowa Student Government meeting and discuss their plan to work with student organizations like you, to better the University. It is important to us to get your own and your groups' input on what we can do for you to continue making UNI a success!

Campaigning begins February 1st at 8 AM and voting begins February 22nd. Will your organization be meeting during that time, and if so, can one or both of the candidates attend?

In purple and gold,
Your Fellow Panther