

CAMPAIGNING GUIDELINES

Purpose of these guidelines

The following guidelines aim to provide candidates and Member Organisations with clear parameters within which they can work to support a candidate's nomination.

All parties are expected to follow the guidelines to ensure a transparent, fair and ethical process in the lead-up to the election. If the Nominations Committee becomes aware of any potential breaches of the Campaigning Guidelines, whether intentional or unintentional, they will reach out to the candidate or Member Organisation to discuss this with them.

Campaigning conduct

Candidates should lead by example as future leaders of our Movement, maintaining a safe and respectful environment guided by our Guide Promise and Guide Law. Every candidate will have an equal opportunity to be elected, ensuring fairness and integrity in the process. Together, let's set the standard for leadership, respect, and unity.

Promotion of a candidature shall at all times be conducted with dignity and moderation. Following the values and principles of Girl Guiding and Girl Scouting, we strongly discourage aggressive and/or negative campaigning including activity or behaviour that seeks to criticise or undermine a fellow candidate. Candidates (and/or a Member Organisation on their behalf) should maintain an atmosphere of friendly competition. Be aware that different cultures view campaigning in different ways.

Promotion of candidacy

Nominees become an official 'Candidate' once they have been through the nominations process and the Chair of the Nominations Committee has written to the nominee and their Member Organisation to confirm that the nominee is able to progress in the process as a candidate. The names and information of those who have been confirmed as candidates will then be circulated to Member Organisations. At this point, candidates can begin campaigning. Until this time no active campaigning should take place, and nominees should exercise discretion about their nomination.

In the lead-up to the conference, WAGGGS will organise opportunities for Member Organisations to get to know the candidates, for example through the production of an election booklet and through a 'meet the candidate' session(s).

Once the list of candidates has been released to Member Organisations, all candidates (and/or a Member Organisation on their behalf) may also create their own opportunities for Member Organisations to get to know them, including but not limited to:

- At online or face-to-face events prior to the World/Regional Conference
- With a web page, digital flyer, bookmark, short video, blog or social media posts
- Taglines to email messages from their personal email address (*note: candidates who happen to have a WAGGGS email address should not use this for campaigning*).

Attendance at events during the candidacy period

If candidates have the opportunity to attend another event, face-to-face or online, prior to the conference, they should be aware that while this is a great opportunity for Member Organisations to get to know them and see them in action, the event purpose should be the focus, rather than their candidacy. Candidates are encouraged to practise their Leadership Mindsets, letting their personality, participation, commitment and effectiveness at the event speak for them, rather than campaigning actively.

Fulfilling current roles

If a candidate holds an existing position/role within WAGGGS or their Member Organisation they are free to continue in this role and deliver their responsibilities during their period of candidacy.

Gifts

Candidates (and/or a Member Organisation on their behalf) may not provide gifts, either at the conference or at any other events. This ensures that no one is either advantaged or disadvantaged by a financial position and minimises the risk or perception of gifts being seen as an inducement to act in a certain way or creating a sense of obligation. This definition of gifts includes gifts in kind such as the exchange/promise of services or favours.

Campaigning resources

Recognising that some Member Organisations have more resources than others, Member Organisations can make their resources available to any candidate to plan, design, create and/or disseminate materials related to the candidacy.

Use of logos and branding

Candidates may use the logo of their Member Organisation in their campaign materials if they have the permission of their Member Organisation to do so. Candidates should not use the WAGGGS logo in their campaign materials. This will help to avoid any misunderstandings, for example that WAGGGS is perceived to be endorsing a particular candidate.

Uniform

While campaigning, all candidates should wear either personal clothing or their Member Organisation uniform and should not wear the WAGGGS uniform. This includes, but is not limited to:

- during any "meet the candidate" sessions (including those organised by WAGGGS, the Candidate or by an MO on the Candidate's behalf)
- when making a campaign speech at an event (including those organised by WAGGGS, the Candidate or by an MO)
- in their profile photograph of the election booklet produced by WAGGGS
- in any profile photos or materials they produce for their campaign. However, in this situation, Candidates may share photographs or videos of themselves wearing the WAGGGS uniform, but only if being used to showcase a particular example of their skills and experience, and such instances should be kept proportional. For example, a current Regional Committee member standing for a second term may use examples from her current role, even if wearing WAGGGS uniform, to demonstrate her skills and experience. Another example could be a Candidate that has acted as a Global Advocacy Champion and wishes to share photographs of herself representing WAGGGS at an international advocacy event.

Disclaimers

All videos must bear the following text in at least one of the official WAGGGS languages used within the Region: *'This video represents the personal views of the candidate'*. Since WAGGGS will not review or approve candidate videos, it is important to clearly state that the video reflects the personal views of the candidate, and not those of WAGGGS.

Review and circulation of these guidelines

These guidelines are reviewed and updated at regular intervals by the Nominations Committee so please check that you are using the most up-to-date version of the guidelines.

The Campaigning Guidelines will be shared with all candidates and Member Organisations through the candidacy confirmation letter, the election booklet, candidate briefing pack and will be available on the World/Regional Conference Campfire page.

Questions

These Campaigning Guidelines are not exhaustive. If you have any questions or need further clarification, please contact the Nominations Committee by emailing governance@waggggs.org