



# State Officer Campaign Guidelines

*Good leaders inspire others to have confidence in them.  
Great leaders inspire others to have confidence in  
themselves.*

Congratulations! You have taken the first step towards the ultimate leadership role: serving as a state officer of Future Business Leaders of America. Being a state officer is one of the most challenging and rewarding experiences that a student can have as a member of FBLA-PBL. It takes commitment and responsibility, but it's also a lot of fun. This sheet outlines guidelines for your campaign. If you have specific questions, please contact Angie Mojeiko (amojeiko@bettendorf.k12.ia.us)

## GENERAL INFORMATION

- If there are open positions after the officer application deadline, an email will be sent to advisers and members will have 2 weeks to apply. If a member has already applied to be a state officer, they cannot change their position.
- Contacting members from other chapters prior to SLC, distributing literature, and posting the candidate's intent to run for state office on web pages, social media, or in e-mail messages is strictly prohibited. All campaigning shall take place at the conference location at times defined below.
- Campaign materials must be approved by the State Committee. A copy of the campaign speech and campaign brochure must be submitted at least a week prior to SLC to the State Officer Coordinator.
- Candidates must submit an electronic photo with its Chapter's registration materials (please indicate your name, school and office you are running for). These photos will be used for the conference bulletin board.
- Candidates cannot be endorsed by current state officers, nor have them work at their booth.

## CAMPAIGN BOOTHS

- Each candidate will be assigned a campaign booth in the Ballroom Foyer.
- Booths may be assembled Friday from 7:00 – 7:45 a.m.

- Each booth will need to be staffed by at least one person from 10:00 a.m. until 2:00 p.m. on Friday.
- Candidates may spend up to \$200 on campaign materials. Cost should be on a spread and given to Mrs. Mojeiko with other campaign materials.
- There will be no campaign materials placed in the ballrooms or other hotel meeting rooms. ALL campaign materials will be in the Ballroom Foyer.
- All candidates and campaign staff must be dressed in business attire. Candidates and campaign staff are not allowed to wear costumes, aprons, t-shirts, hats, etc. in the campaign booth area, campaign hall, or conference sessions.

## **CAMPAIGN SPEECHES**

- Campaign speeches will take place during the General Session on the Friday (8:00 – 9:30 a.m.).
- Candidates will have 2 minutes to give their speech. This time will be kept by the State Secretary who will stand at exactly two minutes. The person speaking may then only complete the sentence he/she is on—no additional time will be allowed. State officers will stop any candidate who continues after time has been indicated and the sentence has been completed.
- Speeches begin with the treasurer and go through the office of president.

## **QUESTION AND ANSWER SESSION**

- Immediately following the opening session, officer candidates will take part in a Question/Answer session in the Coral Grand Ballroom. Only voting delegates will be allowed to ask questions of individual candidates.

## **VOTING**

- Election of officers will begin with the office of treasurer and proceed through to the office of president.
- Each school in attendance shall have two voting delegates.
- A majority vote shall be required for elections. If no candidate for an office receives a majority vote on the third vote, the candidate receiving the lowest number of votes for that vote shall be dropped from the fourth vote. If necessary, the candidate receiving the lowest number of votes for that vote shall be dropped from each subsequent vote until one candidate receives a majority of the votes.