



Illinois Association FFA MAJOR STATE OFFICER CANDIDATE CAMPAIGNING GUIDELINES



In Illinois Association FFA, Major State Officers are elected by the membership through popular vote. In order to uphold the integrity of the election process, Illinois Association FFA has created the following campaigning guidelines that all candidates, FFA chapters, advisors, and family/friends of the candidate are expected to abide by.

Illinois FFA is intentional in promoting all candidates equally. Our goal is to provide a positive environment and opportunity for all leaders to grow. If candidates are demonstrating unacceptable forms of campaigning, Illinois FFA Center Executive Staff will address those concerns directly with the candidates.

ACCEPTABLE FORMS OF CAMPAIGNING

- Two posters per candidate displayed at State Convention
- Resume shared with all advisors, and available at State Convention
- Candidate video released by Illinois FFA Center
- Candidate introduction at State Convention (Session 1)
- Impromptu question at State Convention (Session 3)
- Election Speeches at State Convention (Election Session)

UNACCEPTABLE FORMS OF CAMPAIGNING

- Passing out resumes, business cards, or other campaign materials
- Candidate, advisor or member contacting other advisors or members and requesting votes or commenting on other candidates
- Traveling more than an hour from home chapter to attend another Section banquet (Unless within your district)
- Traveling out of section to attend another chapter banquet

****Unacceptable forms of campaigning are not limited to items on this list****



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MEDIA GUIDELINES FOR CHAPTERS, ADVISORS, FAMILY & FRIENDS OF CANDIDATES

FFA Chapters, advisors, family or friends who wish to recognize their candidate in print or on social media may ONLY use the press release and social media caption created by Illinois Association FFA. The press release or caption may be accompanied by one photo of candidate or the official candidate announcement video that is released by Illinois Association FFA.


MEDIA GUIDELINES FOR CANDIDATES



Candidates may make a post about attending State Convention but may not mention that they are a candidate in said post.

ACCEPTABLE AND UNACCEPTABLE SOCIAL MEDIA POSTS


 Candidate 
Candidateformajorstateoffice

I cannot wait until the 96th Illinois FFA State Convention! It is going to be a great time!



 Candidate 
Candidateformajorstateoffice

I cannot wait until the 96th Illinois FFA State Convention! If you are a member, I would greatly appreciate your vote!



 Family Member of Candidate
familymemberofcandidate


VOTE _____ for Illinois FFA Major State Office!



 Candidate's FFA Chapter
candidatesffachapter

If you are a delegate at State Convention be sure to keep an eye out for our candidate!



 Candidate's FFA Chapter is with Candidate, Candidate's Family, and Friends of Candidate
Yesterday at 4:45am · 

(Name) was selected as A Candidate for the 2024 - 2025 Illinois FFA Major State Officer Team. (Name) is a member of the (Name of Chapter) FFA Chapter of the Illinois Association FFA. (Name) is the (daughter or son) of (Names of Parent(s)) from (Parent(s) Address(es)). (Name of Teacher/s) is the agriculture teacher and FFA Advisor at (Name of School). Earning this distinction of being named one of the ten candidates now makes (Name) eligible to be elected one of the five Illinois FFA Major State Officer positions of President, Vice-President, Reporter, Secretary or Treasurer at the 96th Annual Illinois FFA State Convention on Thursday, June 13, 2024, at the Bank of Springfield Center in Springfield, IL beginning at 8:00 a.m.

