



Campaign Endorsement Guidelines for Clubs and Services

All guidelines on endorsements and other campaign regulations can be found in the [Internal Regulations of the Presidential Portfolio](#), most recently updated on April 9, 2015. Questions about campaign rules or the internal regulations can be directed to [Elections SSMU](#).

What is an endorsement?

An endorsement is an official communication from your group giving your public approval of or support for a particular candidate or a particular vote. Groups can endorse individual candidates or a “yes” or “no” vote for referendum questions.

Who can issue campaign endorsements?

All organizations who are internal to the SSMU are eligible to issue endorsements for candidates or for referendum questions. This includes all SSMU registered Clubs, Services, and Independent Student Groups. Faculty associations and any group that is external to SSMU are expressly prohibited from issuing endorsements during an election period.

How does the endorsement process work?

If your group is approached and asked to make an endorsement, you must give equal consideration to all candidates or referendum committees.

If one candidate approaches your group to solicit your endorsement, you must also invite the other candidate(s) to attend the same in-person meeting with your group's decision making body or to also submit a written statement to your group.

If a group is approached about a campaign endorsement or if a group has met with candidates and is considering an endorsement, they are never obligated to issue an endorsement, regardless of how far in the process they are.

If a member of your group is or has a connection to a candidate or referendum committee, they may be in a conflict of interest. In the case of conflicts of interest, the conflict must be disclosed and the member in question should not participate in the decision to issue an endorsement.

What does an endorsement entail?

If you decide to issue an endorsement, the endorsement of a particular candidate or committee must be limited to electronic communications.

Groups can issue endorsements through their social media channels and through their listservs.