

MNA Elections Email Blasts Protocol, Timeline, and Deadlines

Guidance on Candidate Electronic Campaigning for the 2020 Massachusetts Nurses Association General Election

MNA Division of Communications Staff – Erin Servaes will manage distribution of electronic campaign materials.

The following rules and procedures will apply:

1. You must notify Erin Servaes (eservaes@mnarn.org), cc Nominations and Election Committee staff Joe-Ann Fergus (jfergus@mnarn.org) that you wish to send a campaign material.
2. This notification must include:
 - a. Subject line of the email must read “Elections Email Ad for (Name of Candidate)
 - b. Electronic material of campaign data to be sent – in the format specified by Erin
 - i. Provide it in either the body of your email
 - ii. As an attached Word document
 - iii. As an attached jpg
 - c. Description of the group of voters the mailing should go to (all voters, a region, Bargaining Unit, etc.)
 - d. ****Please note:** When email-blast content is sent to members on behalf of candidates it can ONLY be presented in the body of the email -- meaning NO ATTACHMENTS can be sent to members! Only straight text, an inserted graphic in the body of the email, or link(s) can be sent in your ad to members.
 - e. ****Additional note:** Your content will be sent to members EXACTLY as it has been submitted to the MNA. We are not responsible for proofreading or editing Ad content for any candidates.
3. Elections “email blasts” will be sent once a week on Thursday by 5 p.m.
 - a. All campaign material sent by MNA will contain a disclaimer indicating that MNA does not support or represent any candidate and is fulfilling obligation to distribute all material from all candidates.
4. Deadline for related content to be sent in is the Tuesday before the Thursday blast.
5. Content must be submitted each week it is being requested to be sent (even if there is no change in content).
6. CC. copy of content to Nominations and Election staff Joe-Ann Fergus (jfergus@mnarn.org)
7. Cost for processing campaign material is \$90.00 per submission