

Servus Credit Union Board Policy

Policy type	Governance Process	Policy number	GP 16
Policy title	Election Campaign	Date approved	June 27, 2024
		Date last reviewed	June 27, 2024
		Next Review Date	

The campaign policy has been developed to guide all candidates through the election process. It has been developed to ensure that: all candidates have equal opportunity in relation to exposure to the members; the organization’s brand is not negatively impacted during the election; and to protect Credit Union employees from undue influence.

Accordingly:

1. Each candidate must submit to the Nominating Committee a written statement (maximum 200 words), digital and/or photographic material as specified in the Director Nomination Form. The Credit Union will publish supplied materials in the appropriate forms and media as determined by the Nominating Committee. No other campaign literature or materials may be produced or used by a candidate unless vetted through the Nominating Committee.
2. The Nominating Committee has the right to review all campaign material and may reject any material that in the opinion of the Nominating Committee contains defamatory, prejudicial or misleading comments. All candidates shall act independently and not appear to belong to a “slate” of candidates.
3. Each candidate will be given the opportunity to participate in the production of a video profiling them as a candidate. The video will be available to all members on the Credit Union's website and played in all Credit Union's branches leading up to and during the election period. Other material may also be displayed in the Credit Union's branches at the discretion of the Nominating Committee.
4. Candidates may not actively campaign in paid media or within 30 metres of any of the Credit Union's branch or office.
5. Candidates may not advertise or otherwise publicize their campaign in social media other than to repost or share the Credit Union's campaign materials. The organization will administer social media for campaigning on behalf of the candidates. Any independent use of social media by the candidates will ensure the Credit Union's brand is preserved and the Credit Union's employees are protected from undue influence.
6. No candidate shall interfere with or permit any person on his or her behalf to interfere with the duties of any person appointed as a returning officer in connection with the election. During working hours any employee assistance will be limited to administrative or informational details. Staff shall not be involved in the campaign of any candidate.
7. Any dispute about the interpretation, application or alleged violation of the guidelines shall be dealt with by the Nominating Committee. The restrictions on candidates also apply to any person campaigning for or acting on behalf of a candidate.