

## Servus Governance Policy GP 8.2.3 Director Election Campaigning

### **Policy Purpose:**

The campaign policy has been developed to guide all candidates through the election process. The policy has been developed to ensure that all candidates, regardless of their means or influence, have the opportunity for equal exposure to the members.

#### **1. Campaign Literature**

Each candidate must submit to the Governance & Human Resources (HR) Committee, a statement that is not to exceed 200 words. A “head and shoulders” photograph will be required. Servus Credit Union will print the statement and photograph in such appropriate form as determined by the Governance & HR Committee. No other campaign literature or materials may be produced or used by a candidate.

#### **2. Campaign Material Rejection**

The Governance & HR Committee has the right to review all campaign material and may reject any material that in the opinion of the Governance & HR Committee contains defamatory, prejudicial or misleading comments. All candidates shall act independently and not appear to belong to a “slate” of candidates.

#### **3. In-Branch Campaigning**

Each candidate will be given the opportunity to produce a 1 ½ minute video to be played in all Servus branches leading up to and during the election period.

#### **4. Outside Branch Campaigning**

Candidates may not actively campaign within 100 feet of any Servus Credit Union branch or office.

#### **5. Use of Media**

Candidates may not advertise or otherwise publicize their campaign in any media.

#### **6. Staff Role in Campaigning**

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 staff working hours such assistance will be limited to administrative or informational details. Staff shall not be involved in the campaign of any candidate.

#### **8. Disputes**

Any dispute about the interpretation, application or alleged violation of the guidelines shall be dealt with by the Governance & HR Committee.

The restrictions on candidates also apply to any person campaigning for, or acting on behalf of a candidate.