POLICY TYPE:	Governance Process	**POLICY #:**	**GP - 16**
POLICY TITLE:	Election Campaign Policy	**DATE APPROVED:**	October 26, 2017
		DATE AMENDED:	
		DATE LAST REVIEWED:	October 26, 2017

The campaign policy has been developed to guide all candidates through the election process. It has been developed to ensure that all candidates, regardless of their means or influence: have the opportunity for equal exposure to the members; preserve the organization's brand during the election; and protect Servus 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. Servus 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 servus.ca and played in all Servus branches leading up to and during the election period. Other material may also be displayed in Servus branches at the discretion of the Nominating Committee.
4. Candidates may not actively campaign within 30 metres of any Servus Credit Union branch or office.
5. Candidates may not advertise or otherwise publicize their campaign in the paid media. 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 organization's brand is preserved and Servus 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.