

Campaigning Guidelines

Candidates for the Board of Directors of MEC are free to campaign in any manner they choose, subject to our MEC Rules and Election Policy, and within the bounds of good taste and reasonable judgement.

Some activities and practices that are not permitted are summarized below. Failure to operate within these bounds may be grounds for disqualification as a candidate from the MEC Election, and we strongly encourage you to contact us in advance with any questions.

1. Campaigning activities are **limited to the election period (February 23, 2012 – March 29, 2012)**.
2. With the exception of incumbent Board members running for re-election, candidates may in no way and at no time otherwise represent themselves as being associated with MEC in any manner other than as a candidate for election and/or MEC member.
3. Use of MEC images, logos or trademarks is strictly prohibited.
4. Candidates are not permitted to campaign inside or near a MEC store.
5. Electronic campaigning activities are required to remain within the bounds of MEC's election policies and rules
6. Candidates will not campaign for or on behalf of, or against, any other candidate.
7. Candidates may not make any defamatory statements concerning MEC or its directors, officers or employees.

These rules apply to all written, verbal and online campaigning, including Candidate profiles, Candidate statements, experience charts, group emails (if applicable) and any other communication channels, including personal websites and social media. **We ask that all content intended for publication (online or otherwise) be disclosed to MEC in advance for verification.**

For your additional information, please find below extracts from our MEC Rules and Board Policy that pertain to the Election and Campaign Activities:

From MEC Rules, Section Ten:

14. The directors may establish policies governing elections and campaigning by candidates, including dates by which a) Candidate's statements and certificates must be received, b) Lots must be drawn, c) Election materials must be delivered, d) Votes must be received, and e) Votes must be counted.
15. The Co-operative must provide a copy of any policies governing elections and campaigning to all candidates, and to any member on request.
16. In the event of an interruption of normal postal service, the directors may extend the time for doing anything required in an election, and any director whose term was to end at the annual general meeting continues in office until the election is concluded.
17. The Co-operative, and its employees, agents, contractors, suppliers, directors, officers, election auditor and nominations committee must not endorse or indicate preference for any candidate.
18. A candidate must not endorse or indicate a preference for any other candidate.

From Board Policy:

CAMPAIGNING GUIDELINES

Candidates must abide by these campaign guidelines as communicated by the Election and Member Communication Committee as well as those established in the MEC Rules. Failure to abide by these provisions or the Rules will be considered a violation of election policy and, as such, may result in the Candidate's removal from the election.

- Any representations about a candidate's qualifications or about MEC, including statements about MEC that may be made in the Candidate's statement or any other form of written, verbal or online election material, whether produced or endorsed by the Candidate, must be verified in advance by MEC.
- Candidates, or any third parties wishing to promote Candidates, must not campaign in person in MEC stores, or in any way harass or obstruct members or staff upon entering or leaving MEC stores. When corresponding by email with members or other individuals on matters relating to candidacy, Candidates must use or include the mec.ca email address provided to them.

Candidate Emails

Details on MEC email accounts were distributed to candidates in mid-December.

These accounts have been provided so you can communicate directly with members during the Election. The email address is published in our printed promotional primer and on our election website. Candidates **must** use their MEC email account and not their personal email address for the purpose of communicating with members.

To ensure compliance with MEC Rules, it is mandatory that the Governance Office is included in all candidate/member email correspondence, and as such, will be automatically copied in any correspondence that is sent from a MEC candidate email address.

Referring to other candidates is not permitted by MEC Rules – therefore we recommend that you do not ‘reply all’ (i.e. include other candidates) when responding to member enquiries.

If you need a reminder on how to access your account, please feel free to give our office a call. Please note that passwords automatically expire after 30 days – if this has happened, please let us know and we will arrange for our IT department to reset it for you.