

## 2020 Campaign Guidelines

These Campaign Guidelines have been approved by the Board of CPHR BC and Yukon and are intended to set parameters around how a candidate can campaign for election.

Once you have qualified as a candidate by the Nominations Committee, you may wish to tell others about your candidacy and ask them to vote for you. To assist you in this, the Nominations Committee has developed a protocol to ensure campaigning is conducted fairly and equally by all candidates.

The Nominations Committee is responsible for supervising the conduct of candidates during the election period. Where a candidate is found to have contravened these Guidelines, the Committee may recommend to the Board a range of sanctions.

### Gaining support

You can gain support through your biography and your statement of goals and objectives that will be sent to members, along with the voting ballot. You may comment on your personal biography, skills and what you can bring to the Board (past experience, etc.). It is not appropriate to make promises about how the Board will act in the future. If you want to share specific ideas about CPHR BC and Yukon's future, make it clear these views are yours alone and that they have not been endorsed by CPHR BC and Yukon's Board or Management.

### Campaigning

The best way to campaign is to speak directly to members to let them know you are running for election. Mass non-personal communication is not permitted. Please make sure you respect all privacy laws.

### Sharing your endorsement status

If the Nominations Committee has endorsed you, it is appropriate to say so during your campaign.

### Be respectful

Speak positively about why you would be a good director and how your competencies, skills and experience would enhance the board's oversight role. Derogatory campaigning and/or comments about other candidates, whether express or implied, is not permitted. All candidates should conduct themselves in a way that is consistent with the Code of Ethics and Professional Conduct of CPHR BC & Yukon.

## Campaign Guidelines cont'd

### **Conduct yourself honestly and ethically**

Candidates are expected to conduct themselves in an honest and ethical manner – this applies to campaigning as well. You must represent yourself accurately about your accomplishments, positions, or any other data intended to influence voters.

### **Expenses**

Campaign Expenses are your personal responsibility and may not exceed \$500.

### **Commencement of Campaign**

Campaigning may begin on the date specified by the Nominating Committee in the information provided to members.

I \_\_\_\_\_ acknowledge receipt of the Campaign Guidelines and will  
adhere to them \_\_\_\_\_.