



DIRECTOR CANDIDATE CAMPAIGN GUIDELINES

CAMPAIGN GUIDELINES FOR INCUMBENT AND CANDIDATES

1. Members may not engage in Campaigning (as that term is defined herein) on WH premises or at WH events. WH premises include parking lots, the exterior and interior of WH-operated facilities or those same areas of any facility where a Member Meeting or Board Meeting is conducted.

“Campaigning” is: the distribution of materials designed to influence the outcome of a Cooperative election; direct communications to Members designed to influence the outcome of a Cooperative election.

2. Candidates may not deploy web pages, videos or other campaign materials that suggest that their candidacy is endorsed or supported by WH, and specifically may not use any WH logos or, trademarks.

“Hot links” to the WH website are acceptable.

3. Candidates who are incumbent directors may not use their WH provided email addresses or any WH provided resources for correspondence related to the election.
4. Candidates shall not make a statement that a candidate is supported by another person or organization without having first obtained written permission from that person or organization.
5. Candidates shall not make false statement about another candidate or a candidate’s position on an issue involving WH.
6. Candidates shall not use the term “re-elect” in connection with election of directors, unless the candidate is an incumbent director.
7. Candidates shall not threaten, coerce, restrain, or exercise undue influence over the casting of a ballot by a member.
8. Candidates shall not threaten, coerce, restrain, or exercise undue influence over an employee of WH to obtain the assistance of the employee in the candidate's election campaign.
9. Candidates shall not disseminate, publish, or circulate any materials or information, whether printed or electronic, that are factually false.
10. WH will not participate in (including the publication or distribution of statements) any political campaign on behalf of (or in opposition to) any director candidate, nor will WH publish a director candidate’s political party affiliation in any director election materials (e.g., director biography published on WH website, election ballot, etc.).