



FRIENDS^{OF}
KANANASKIS COUNTRY

Advocacy Policy

Approved & Effective: September 21, 2017

Preamble

The Friends of Kananaskis Cooperating Association (hereinafter referred to as “The Friends”, “The Society” or “FKC”), as a public, not for profit society, operates under a Cooperating Agreement with the Alberta Government. This policy sets out how the Society may or may not advocate.

Policies

1. This policy applies to the Board of Directors of the Society and all employees and contractors of the Society (hereinafter referred to as “Society Representatives”), but does not apply to the general membership of the Society
2. The Society is not an advocacy organization.
 - a. The Society Representatives do not take stances on political matters, support any political party, or make statements of opinion regarding political matters
 - b. Society representatives do not attempt to influence members of the Society or general public regarding political matters
3. In communicating with members in any way, the Society Representatives may refer to, highlight, or otherwise provide information on political matters, but will not opine on said matters.
4. In that one of the principles of the Society and the Cooperating Agreement is to work in support of the activities of the Alberta Government, the Society in its communication will clearly indicate the support for Government decisions, even if those decisions serve to be to the detriment of the Society.
5. The Society Representatives will not expend funds on political matters or advocacy nor provide financial or other support, including providing permission to use the Society’s logo or branding to other organizations who advocate for political matters
6. So long as it does not conflict with Paragraphs 2, 3, 4 and 5, the Society may advocate for trails
 - a. Employees and Board Members may advocate for management, stewardship, development, construction and decommissioning of trails
 - b. In advocating for trails, the Society Representatives may not advocate for or against any land use practices such as logging or the declaration of parks or other protected areas
 - c. Notwithstanding clause 6a, clause 4 shall prevail after any Government decision regarding trails
7. If a Partner Organizations with which the Society engages participates in advocacy matters, the Society Representatives will do their utmost to:
 - a. Communicate in writing to the Partner Organization that the Society does not and will not participate in advocacy matters;
 - b. Require the Partner Organization to state in its communication that the Society is not a participant in the advocacy matter;
 - c. Ensure no Society funds are expended through the Partner Organization on the advocacy matters;
 - d. Distance itself from the advocacy efforts;
 - e. Publish on the Society’s website and on social media feeds that it does not participate in the advocacy matter;
8. The Executive Director will
 - a. Actively monitor communication from other organizations and individuals to ensure the Society is not being represented by them as being an advocacy organization
 - b. Ensure that Society communication covered by the Media Policy conforms to this policy