

# Pharmacy Society of Wisconsin Political Activity & Campaign Compliance Policy

The Pharmacy Society of Wisconsin (PSW) is committed to advancing policies that improve patient access to care and strengthen the profession of pharmacy. This political activity and campaign compliance guide outlines how PSW will engage in political and campaign-related activity while maintaining Wisconsin Ethics Commission compliance, member transparency, and organizational integrity.

## Guiding Principles

- PSW maintains a nonpartisan, policy-focused approach to advocacy. Political engagement is structured to support pro-pharmacy candidates and policies, not political parties.
- PSW distinguishes clearly between organizational activity and individual participation as private citizens.
- PSW may not engage in express advocacy for or against candidates. “Express advocacy” is defined as communication that unambiguously relates to the election or defeat of a candidate, using terms such as “vote for,” “elect,” “support,” “vote against,” etc.
- All political campaign-related activity will comply with state and federal campaign finance laws.
- PSW resources, such as staff time, email lists, logos, events, facilities, and data, will not be used for political campaign purposes, except for administrative support to the PSW Friends of Pharmacy Fund and the Wisconsin Pharmacy PAC as allowed by law.

## Conference & Meeting Considerations

PSW conferences and meetings are professional, educational, and networking events. PSW will not facilitate political campaign-related activity at these events.

- PSW staff and members of the Board of Directors may not distribute political campaign materials onsite during PSW conferences or meetings.
- Candidates or their representatives may not use conference sessions or meetings to promote political campaigns or distribute political campaign materials.
- Candidates attending PSW events as registered participants may engage in networking and relationship-building, consistent with all attendees.
- The PSW app, as an organizational resource, may not be used for political campaign purposes.
- Beginning on the first day for which nomination papers may be circulated for state office (typically April 15 of even-numbered years), PSW will not invite or host any candidates for elected office to speak at a PSW-hosted conference, webinar, meeting, or other event.

## Fundraising Considerations

PSW’s approach to political fundraising is structured, compliant, and focused on the general election.

- Contributions to political campaigns through the PSW Friends of Pharmacy Fund or Wisconsin Pharmacy PAC will be made only to candidates for the following offices:
  - Wisconsin State Assembly
  - Wisconsin State Senate
  - Governor of Wisconsin
  - Lieutenant Governor of Wisconsin
  - Attorney General of Wisconsin
- Contributions to political campaigns through the PSW Friends of Pharmacy Fund or Wisconsin Pharmacy PAC will not be made to candidates for federal elections (e.g., United States Congress, President of the United States) or local elections (e.g., mayor, school board).
- PSW does not initiate campaign contributions for non-incumbent primary candidates through the PSW Friends of Pharmacy Fund or the Wisconsin Pharmacy PAC.
  - However, individuals with PSW Friends of Pharmacy Fund conduit accounts may initiate contributions through the conduit to any candidate, in either primary or general elections. Contributions may be initiated by contacting the PSW Vice President of Public Policy & Advocacy.
- PSW prioritizes support for pro-pharmacy candidates in the general election.
- PSW staff and Board members may contribute to any candidate as private citizens, either directly, through the PSW Friends of Pharmacy Fund, or by contributing to the Wisconsin Pharmacy PAC.

### ***PSW Friends of Pharmacy Fund***

The PSW Friends of Pharmacy Fund functions as a conduit for individual political giving.

- The individual donor, not PSW, directs contributions.
- Funds are passed through to candidates designated by the individual donor.
- Contributions may be made to any candidate, including during primary or general elections, at the donor's direction.
- PSW may reach out to conduit contributors to request consideration of contributing funds to an event identified by the PSW lobbying team as strategically beneficial, but may not direct giving through the PSW Friends of Pharmacy Fund (including the contribution amount).
- PSW will not request consideration of contributing funds to an event for a non-incumbent primary candidate.
- Board members may request a review of conduit contributions at any time.

### ***Wisconsin Pharmacy PAC***

The Wisconsin Pharmacy PAC is a governed political action committee that makes contributions based on strategic advocacy priorities.

- Contributions are made at the discretion of the Wisconsin Pharmacy PAC, not individual donors.
- Decisions are guided by support for pharmacy-related policy priorities, alignment with patient access and care goals, and general election viability.

- The PAC does not initiate contributions in primary elections for non-incumbent candidates.
- Board members may request a review of PAC contributions at any time.

## **Endorsement of Candidates**

PSW does not endorse candidates for political office. This approach ensures that PSW remains focused on policy outcomes and professional advocacy, rather than partisan alignment.

- Contributions to a political campaign from the PSW Friends of Pharmacy Fund or Wisconsin Pharmacy PAC shall not imply endorsement of any candidate, party, or candidate's committee.
- PSW communications regarding political campaigns or candidates will remain issue-focused and nonpartisan.

## **Social Media & Digital Platform Considerations**

PSW-managed platforms are considered organizational resources and are not used for political campaign activity.

- PSW social media channels will not amplify political campaign messaging.
- PSW reserves the right to delete political comments made on its social media platforms or “untag” links to its media channels on political or campaign posts.
- PSW Committee and Board communications through Microsoft Teams may not be used for political campaign or other solicitation purposes.
- Candidates may not use the PSW Membership Directory to obtain contact information for political campaign or other solicitation purposes.
- PSW staff and Board members may engage in political campaign-related content in their personal capacity, separate from their organizational roles.

## **Staff, Board, & Member Conduct**

PSW staff and Board members may participate in political campaign-related events in their personal capacity.

- When engaging in political activity, PSW staff, Board members, and members must not represent themselves as speaking on behalf of PSW, nor may they use PSW titles in political campaign contexts.

## **Policy Review**

PSW staff, Board members, and members are expected to comply with this policy. Questions regarding interpretation should be directed to the PSW Vice President of Public Policy & Advocacy. PSW reserves the right to address violations of this policy as appropriate.

This policy will be reviewed periodically and updated as needed to ensure compliance with applicable laws and alignment with PSW's advocacy goals.

**Adopted by PSW Board of Directors: May 6, 2026**

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