

## **INSTRUCTIONS FOR DEVELOPING A CANDIDATE STATEMENT**

adapted from King County Elections Candidate Manual

<https://www.kingcounty.gov/~media/depts/elections/for-candidates/pdfs/candidate-manual.ashx?la=en>

### **KCD Voter Guide**

The KCD Voter Guide containing Candidate Statements will be available to voters through the KCD website <https://www.kingcd.org/election> after candidate filing through the end of the voting window. The KCD Voter Guide will also be available to voters when they access the online ballot access portal.

### **When to file**

Your Candidate Statement for the KCD Voter Guide submission should be submitted along with your PF-A Candidate Information during the candidate filing window as listed on <https://www.kingcd.org/election>.

### **Your photo**

You may submit one self-portrait of your head and shoulders. Use a light-colored background, but white is not recommended. Photos should be no more than five years old. Clothing or insignia that suggest a public office (i.e., judicial robes, law enforcement or military uniforms) are not allowed.

Your photo should not be digitally altered. Digital photos should be at minimum 300 dpi resolution and no smaller than 4 x 5 inches (1200 x 1500 pixels).

Photos need to be submitted to [elections@kingcd.org](mailto:elections@kingcd.org) or the KCD Main Office (800 SW 39th St Suite #150, Renton, WA 98057) during the filing window. Once filed, you are not allowed to change your photo.

*If you do not submit a photo, the photo section will be left blank, or the phrase "No photo submitted" will appear in the KCD Voter Guide depending on layout.*

### **Formatting**

Space for each candidate is limited, so formatting is very important. Format your statement and responses as an essay; text must be written in paragraphs. Tables, lists and bullets are not allowed, and will be changed to a block paragraph with a semicolon to separate each item.

Only use italics to emphasize specific words or statements. Bold, underline and all caps is not allowed. Words or statements submitted with prohibited formatting will be changed to italics.

<u>CORRECT</u>	<u>INCORRECT</u>
I approve of justice for all, fairness of the law and rehabilitation.	I approve of: <ul style="list-style-type: none"><li>• JUSTICE for all</li><li>• Fairness of the law</li><li>• Rehabilitation</li></ul>

Keep your statement simple and write in the narrative. Per RCW 29A.32.230(3), your statement must only be about you. Do not include references to your opponent(s). You may seek help when writing your statement but remember it is ultimately your responsibility. All or any part of a candidate statement may be rejected at the Elections Director's discretion if it contains obscene, profane, libelous and/or defamatory language. Voters want to know why they should vote for you.

Here are a few tips from voters:

- Treat this as a resume and edit carefully.
- Give your vision for the future. Be positive.
- Write what you stand for or support.
- Describe your education, background and/or qualifications.
- Avoid technical terms that may not be generally understood.
- Do not criticize opponents.

Proofread carefully; your statement will be printed exactly as you submit it. You are not allowed to change your statement once it has been submitted.

You may seek help when writing your responses but remember it is ultimately your responsibility. All or any part of a candidate statement may be rejected at the Elections Manager's discretion if it contains obscene, profane, libelous and/or defamatory language.

### **General Statement Word limits**

300 words is the word limit for statements.

In addition to the statement, each candidate may include a 10 word occupation line and a 15 word education line.

*If no information is submitted for any of the sections, the statement "No information submitted" will appear in the KCD Voter Guide.*

### **Suggested Prompts for General Statement**

KCD provides the following four questions as potential prompts to answer in your candidate statement.

- 1) Tell us about your past experience with King Conservation District, or other Conservation Districts?
- 2) What is the greatest strength of the Conservation District model?
- 3) What role can Conservation Districts play in addressing regional priorities, while still remaining true to their basic operating mandate?
- 4) If elected, during your term of office what will be your priority focus areas for the District and what do you hope to accomplish?

### **Your Campaign Contact Information**

Campaign contact information such as a phone number, email, and/or website is included in the KCD Voter Guide. Contact information does not count towards the word limits, and **at least one method**

**of contact must be provided.** Mailing addresses are not published in the KCD Voter Guide.

**Our office will not accept late submissions. No exceptions.**

*Sample statement in the printed voters' pamphlet.*

## Liz Darcy

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**Education:** Bachelor's in Economics, State University; Master's in Business Administration, State University

**Occupation:** Manager, Main Street Bank

**Statement:** We deserve a leader that will listen to our ideas and concerns and be proactive, not reactive, in their decision making. We deserve a leader that cares more about serving citizens than getting re-elected. We deserve a leader at city hall that can work with local businesses, instead of against them; a leader that has the knowledge to set the city on a successful course—not just for the next five years, but for the next five decades. *I am that leader.*

Born and raised in this town, my roots here run deep. My family has lived here for four generations, and my husband and I are raising our three beautiful children here. As manager of the bank for the last fifteen years, I have expanded our small business loan program, creating opportunities for local businesses and organizations to make a difference in our community. This successful program has reduced the vacancy rate on Main Street to zero, creating a prosperous, revitalized Downtown.

I am an active community volunteer: as head of the PTA, I have worked with other parents to create the best learning environment for our kids; and I helped to establish our city's block watch program, which keeps our neighborhoods safe and crime rates low.

As your mayor I will work to make our city a better place for all residents to live. I will listen to your ideas and provide forums for discussion and debate. I will make decisions based not just on immediate need, but with an eye toward the future. I will make city government more transparent and fiscally responsible.

I want to make our city the best it can be; together we can make a difference! *I humbly ask for your vote.*