Candidate Statement

Instructions for Developing a Candidate Statement

adapted from King County Elections Candidate Manual

NOTE TO CANDIDATES: All information provided on the Candidate Statement Form is published publicly, including email addresses, phone numbers and websites. If you do not wish to have that information shared publicly, please do not put it on the form.

KCD Voter Guide

KCD's Voter Guide containing candidate information will be available to voters through KCD's website *https://kingcd.org/election* after candidate filing through the end of the voting window. KCD's Voter Guide will also be available to voters when they access the ballot access portal.

When to File

Your voters' guide submission should be submitted along with your candidate application through our online intake at *https://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).

If you do not submit a photo, the photo section will be left blank, or the phrase "No photo submitted" will appear in KCD's Voter Guide, depending layout. Once filed, you are not allowed to change your photo.

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.

CORRECT	INCORRECT
I approve of justice for all, fairness of the law and rehabilitation.	I approve of: • JUSTICE for all • Fairness of the law • Rehabilitation

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. Any section that exceeds the word count will be cut off at the word limit.

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, what will be your priority focus areas during your term of office for KCD 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 KCD's Voter Guide.

Our office will not accept late submissions. No exceptions.

Sample statement as will be posted on KCD's website.

Liz Darcy

(555) 555-5555
info@darcyformayor.com
www.darcyformayor.com

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.*

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