

# Lesson:

## Make a candidate profile

When the elections office approves a candidate's filing, they are notified to submit Voters' Pamphlet information. Statements are not publicly available until after the submission deadline.

Only candidates for open state offices will be included in the **Washington State Voters' Pamphlet**. Local positions only appear in each county's local pamphlet.

### Give it a try!

The following pages explain the rules for all four sections of the profile.

Please prepare the following:

- 1 Photograph
- 2 Biography (four headings)
- 3 Statement
- 4 Campaign contact information

### 1 Photograph

You may submit one photograph of your head and shoulders.

Clothing or insignias that suggest holding a public office are not acceptable (e.g., judicial robes, law enforcement or military uniforms).

Photos must be high resolution and may not be digitally altered.

A color photo is highly preferred. For best results, use a light-colored background, but not white. Photos must be no more than five years old.

### 2 Biography

You may provide a 100-word biography.

You must use the following headings, which do not count toward the word limit.

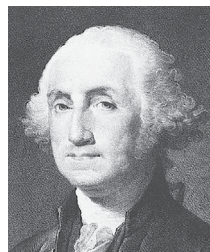
- Elected Experience\*\*
- Other Professional Experience
- Education
- Community Service

Each heading has a separate text box that counts toward the 100-word limit. Headings left blank will display a "No information submitted."

\*\*Judicial candidates will see Legal/Judicial Experience instead.

### Sample of the printed voters' pamphlet

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## Candidate Name

Prefers Sample Party

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### Elected Experience

Virginia provincial legislature, representing Frederick County in the House of Burgesses. Former Commander-in-Chief of the Continental Army during the American Revolutionary War. No formal education, but studied mathematics, trigonometry, and surveying.

### Other Professional Experience

Virginia provincial legislature, representing Frederick County in the House of Burgesses. Former Commander-in-Chief of the Continental Army during the American Revolutionary War. No formal education, but studied mathematics, trigonometry, and surveying.

### Education

No formal education, but studied mathematics, trigonometry, and surveying.

### Community Service

Virginia provincial legislature, representing Frederick County in the House of Burgesses. Former Commander-in-Chief of the Continental Army during the American Revolutionary War.

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### Statement

George Washington, a retired general, had no wish or aspiration beyond the humble and happy lot of living and dying a private citizen at his Mount Vernon farm. However, his peers and the American people at large spread rumors declaring George Washington would likely be elected first President of the United States (much to the dismay of Washington himself). George Washington could not escape his conscience. In a formal letter of acceptance, Washington succinctly assented to what he had agonized over for more than a year. Washington concluded to obey the important and flattering call of his Country.

George Washington, as the first president, was well aware of the great responsibility of defining the American presidency. "I walk on untrodden ground," was a frequent comment he made in the days leading up to his first inauguration. Washington believed that the precedents he set must make the presidency powerful enough to function effectively in the national government, but at the same time these practices could not show any tendency toward monarchy or dictatorship. In addition to defining the actual powers of the office, Washington also needed to show the new nation how the leader of a democracy should behave socially.

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### Contact Information

(202) 456-1776; info@georgewashington.com; www.georgewashington.com

# Candidate Profile Instructions, continued

## 3 Statement

State law sets maximum word limits.

### 300 words, up to six (6) paragraphs

- U.S. Senator
- U.S. Representative
- Governor

### 200 words, up to four (4) paragraphs

- State Executive (except Governor)
- State Senator
- Supreme Court Justice\*
- Court of Appeals Judge\*
- Superior Court Judge\*

### 100 words, up to two (2) paragraphs

- State Representative

No tables, lists, or bullets allowed.

We will combine lists with semi-colons.

Use only italics to emphasize words or phrases. Bold, underline, and all caps are not allowed.

Our office will convert incorrect format to italics.

Opponents or endorsements named in your statement will receive a mention notice from our office. This may result in court-ordered changes to your statement.

#### Correct

I approve of *justice* for all, *fairness* of the law, and *rehabilitation*.

#### Incorrect

- I approve of:
- JUSTICE for all
  - **Fairness** of the law
  - Rehabilitation

## 4 Campaign Contact Info

The campaign contact information submitted with your declaration appears with your statement. You may review the information in the submission tool.

- Campaign phone number
- Campaign email
- Campaign website
- Videos will not be displayed in the Online Voters' Guide.

Contact information does not count toward the word limits.

Long URL addresses are not allowed.

Update contact information deadline: **Friday after the Primary Election.**

### Campaign finance info

Your campaign finance information is public information. A link to your campaign finance information will appear on your page in the Online Voters' Guide.

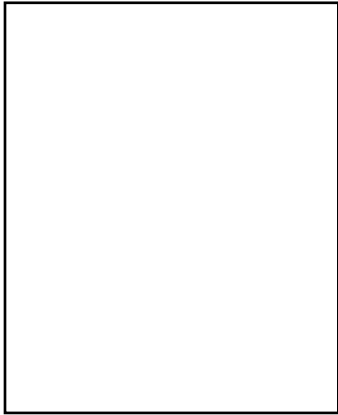
Candidates for state or local office should refer to the Washington State Public Disclosure Commission for reporting requirements. Information and links to filing systems are available at [pdc.wa.gov](http://pdc.wa.gov).

Candidates for U.S. Senate or U.S. House of Representatives must report campaign finance information to the Federal Election Commission at [fec.gov](http://fec.gov).

### Tips from voters

- Treat this as a resume and edit carefully.
- Offer your vision. Be positive.
- What do you want to accomplish if elected?
- Describe what sets you apart from your opponent.
- Avoid criticism of your opponent.
- Who endorses your candidacy?
- Avoid technical terms and abbreviations.
- Keep it clean. Pamphlets are a teaching resource for our schools.

## Position & Term:

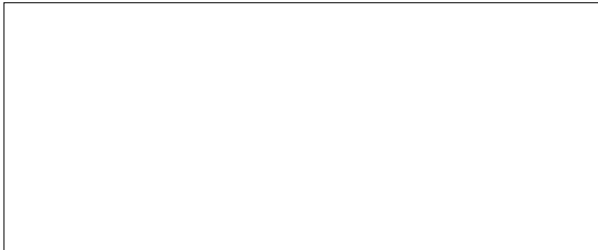


**First name:**


**Last name:**

(Nonpartisan)

### Elected Experience



### Other Professional Experience



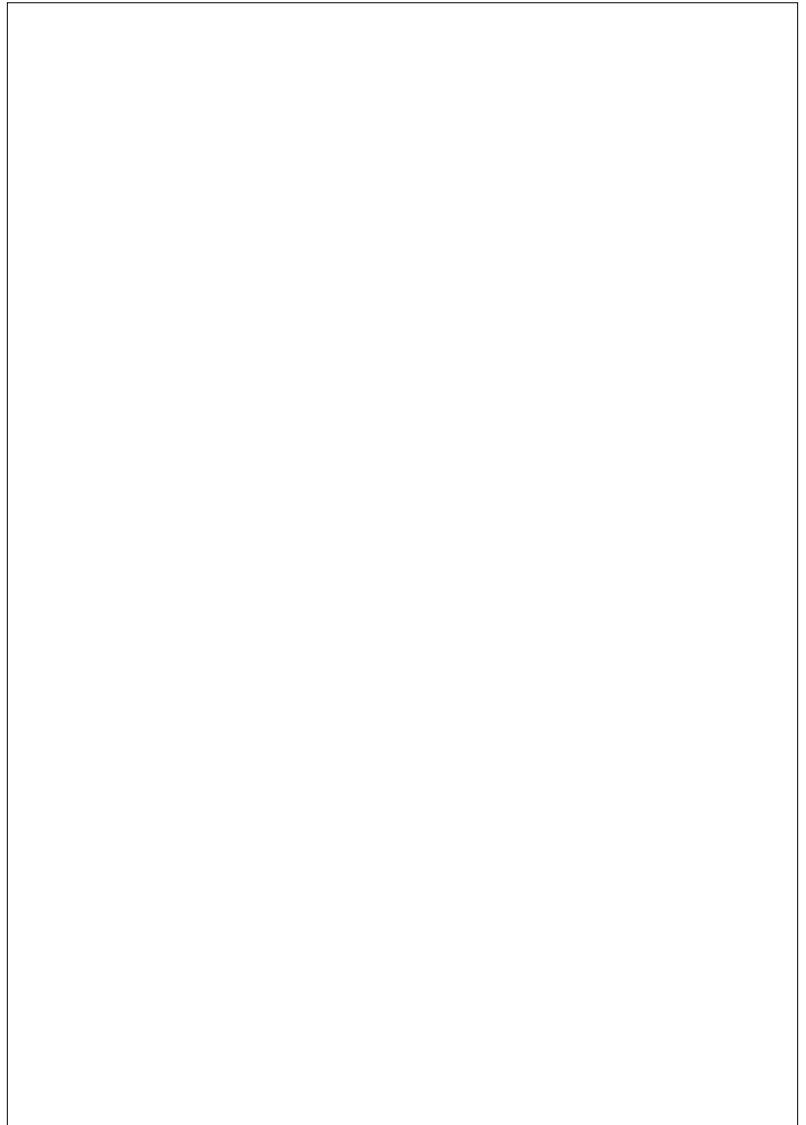
### Education



### Community Service



### Statement



### Contact

