

Local Voters' Pamphlet

Your voters' pamphlet statement, along with your photo, is an opportunity to get your message out to the voters. Below are some tips to help you craft your best statement. You will receive an email from us after you file for office with all the information and links you'll need to submit your statement and photo.

Statement Requirements

- Up to 200 words.
- Make this statement all about you. You are not allowed to comment or make any judgments on your opponent.

Photo Requirements

- Digital photo in .jpg format.
- Use a current photo of yourself. It can't be older than 5 years.
- You cannot wear a uniform, judicial robe, hat or anything bearing an insignia and it can't be a cartoon or caricature or anything along those lines.

Helpful tips

Proof your statement for spelling and grammatical errors. Errors will not be corrected by our office and you will not have a chance to correct them after your statement is submitted.

Try to avoid using bulleted lists. There is limited space in the local voters' pamphlet for each candidate statement. Your list may become a paragraph to ensure it fits.

Include the contact information where you would like voters to reach you. If you have a campaign email and/or website, be sure to include it with your submission. This information does not count toward your word count.

Submit a headshot - a photo that only shows your face, neck and shoulders. The photo used in the pamphlet will be cropped to show only your shoulders to your head.

Don't use a photo with a busy background. A busy background can easily distract voters when the photo is cropped.

Refer to the Local Voters' Pamphlet Administrative Rules found on our website for more information.

Due Dates

Primary Candidate statement/photo – June 15, 2011

General Election Candidate statement/photo – August 24, 2011



Snohomish County

Elections

425-388-3444

www.snoco.org/elections