

2020 SPRING ELECTION CANDIDATE INSTRUCTIONS

As a candidate for a City of Appleton office, you may find the following information helpful as you prepare your election campaign for the Spring Election. This information identifies the main steps you must take to have your name appear on the ballot. Please read all the enclosed information thoroughly.

WHO MAY BE A CANDIDATE:

The minimum qualifications to hold an office are:

- United States Citizenship
- At least 18 years of age
- Satisfy residency requirement for Alderperson: A qualified elector of the district and residing in the district at the time of election. Wis. Stat. §.62.09(2)(a). *Qualified elector is defined in Wis. Stat. § 6.02, as a U.S. citizen, 18 years of age or older, who has resided in the election district for at least 10 consecutive days before any election at which he or she offers to vote (and who is not disqualified by virtue of one or more of the impediments described in Wis. Stat. § 6.03).
- May not have been convicted of a felony in any court in the United States unless pardoned of the conviction.

ALDERMANIC DISTRICTS

Be sure to review and understand where the Aldermanic District boundaries are. Only persons living within the Aldermanic district may run for office or sign nomination papers.

ELECTION DATES

Spring Primary Election – February 18, 2020 (Required when three or more candidates file for the same office.)

Nonpartisan Spring Election – April 7, 2020

Elections for **even-numbered Aldermanic Districts** are held in **even-numbered years** and odd-numbered Aldermanic Districts are held in odd-numbered years.

The office of Mayor and City Attorney are elected to four-year terms with the next election to be held in 2020.

IMPORTANT STEPS

1. A [Campaign Registration Statement](#) (ETHCF-1) is to be filed with the City Clerk as soon as you decide to become a candidate and **MUST BE FILED BEFORE ACCEPTING ANY CONTRIBUTIONS OR SPENDING OR INCURRING ANY OBLIGATIONS.**

2. [Nomination Papers](#) (EL-169) may be obtained from the City Clerk. The first day to circulate nomination papers (obtain signatures) is SUNDAY, DECEMBER 1, 2020, **no exceptions**. Any signatures gathered before this date will be void.

3. The filing deadline is 5:00 p.m. on the first Tuesday in January, which is January 7, 2020.

Remember:

Papers to be filed on or before January 7, 2020 include:

- a) [Campaign Registration Statement](#) (ETHCF-1)
- b) [Nomination Papers](#) (EL-169)
- c) [Declaration of Candidacy](#) (EL-162)
- d) Incumbents must also complete the [Notification of Noncandidacy](#) (EL-163) if they do not wish to be a candidate for reelection. (December 27, 2019 is the deadline for this form.)

You are responsible for becoming familiar with the election and campaign finance requirements that apply to your campaign. General information about the election and campaign finance requirements are provided on the attached pages or additional information can be obtained from your local filing officer (City Clerk), or the [Wisconsin Ethics Commission](#) - <https://ethics.wi.gov/Pages/home.aspx>. This information is not to be interpreted as either legal advice or a release from your responsibility to comply with the law.

If you have any questions, call the City Clerk's Office at 920-832-6447. Thank you.

CAMPAIGN REGISTRATION and FINANCIAL REPORTING REQUIREMENTS

All candidates for elective office must file a Campaign Registration Statement (EL-1) with the City Clerk.

IMPORTANT: This must be done as soon as a person announces his or her candidacy or BEFORE ACCEPTING ANY CONTRIBUTIONS AND BEFORE SPENDING OR INCURRING ANY OBLIGATIONS.

Instructions for completing the Campaign Registration Statement:

Candidate and Candidate Committee Information

All areas of this section should be completed. It contains the information identifying the candidate committee

Campaign Treasurer

If a candidate is not serving as their own treasurer, the Registration Statement must be co-signed by the candidate and the treasurer. It is important the treasurer's name, address, and telephone number be provided on the registration statement and be kept current. All notices and forms for campaign finance reports will be sent to this person at the address given in this section.

Campaign Depository

All political registrants **MUST HAVE** a campaign depository account in which all contributions and disbursements are made through the same account. The name of the financial institution should be listed along with its complete address. A candidate may use a personal checking account for the campaign depository account as long as the committee remains exempt. However, accurate records must be maintained as to what is being used for political and personal expenses.

Exemption from Filing Campaign Finance Reports

The personal campaign committees of many candidates for local office at the Spring Election may be eligible for an exemption from filing Campaign Finance Reports if the campaign finance activity is low enough to meet certain criteria:

1. The candidate anticipates he or she will not accept receipts, make expenditures, or incur loans and other obligations exceeding \$2,000 in a calendar year. (Jan. 1st to Dec. 31st.)
2. The candidate anticipates he or she will not accept any contribution or cumulative contributions from a single source exceeding \$500 in a calendar year.

The candidate or treasurer must check the appropriate box indicating exemption status. If the committee is exempt, it is not required to file any campaign Finance Reports with the City Clerk.

If exemption is not made on the Campaign Registration Statement, or if your exemption status changes, the candidate must file a Campaign Finance Report with the City Clerk no earlier than 14 days and no later than 8 days before the Spring Primary and Spring Election. This report will be forwarded to you by the filing officer. These forms and instructions can also be obtained from the filing officer at any time during your campaign.

Amending the Campaign Registration Statement

If the information reported on the Campaign Registration Statement changes after it is filed, the statement must be amended by the candidate or treasurer within 10 days of the date the information changes by filing an amendment with the City Clerk. If a required statement or amendment is not filed timely, the registrant may be subject to a fine.

NOMINATION PAPERS

Each candidate for public office has the responsibility to assure his or her nomination papers are prepared, circulated, certified, and filed in compliance with statutory requirements.

Preparing your nomination papers

- The candidate's name (nickname is permitted) must appear on all nomination papers in the provided heading. When using a nickname, it must be a familiar or shortened form of a proper name by which an individual is commonly known. You may NOT use a name which is not a familiar or shortened form, such as "Red", "Buster", "Skippy", or "Lower taxes Bill".
- A candidate's residence and mailing address including street, number, and municipality shall be listed on the nomination paper. If the mailing address is different from the residence, both must be given.
- The office sought must also be indicated in the space provided.
- All nomination papers must be sequentially numbered.

Circulating your papers – obtaining signatures

- Number of signatures:
 - Alderperson - Not less than 20 nor more than 40.
 - Mayor, City Attorney - Not less than 200 nor more than 400.
 - An elector shall sign his or her own name unless unable to do so because of physical disability.
 - Only ONE signature per person for the same office is valid.
 - Use of ditto marks “ ” is permissible to show residence and date of signing by the elector on nomination papers.
- Legal areas where papers can be circulated:
 - Alderperson - within the Aldermanic district.
 - Mayor, City Attorney - within the city limits.
- Who may circulate and sign nomination papers:
 - A circulator must be U.S. citizen, and a qualified elector (age 18 or older on the date of circulation and has not been otherwise disqualified as an elector). Circulators do not need to be resident of the jurisdiction or district in which the petition is circulated.
 - A candidate may circulate and sign their own nomination papers.

Filing your nomination papers

- Nomination papers must be filed with the City Clerk on or before 5:00 p.m. on the first Tuesday in January.

- When the nomination papers are filed with the City Clerk, each paper is examined to determine the legality of the circulators and signers and certified correct.
- Where any required item of information on a nomination paper is incomplete, the filing officer will accept the information as complete if there has been substantial compliance with the law and content can be determined by the information provided on the nomination paper.
- Nomination papers become a matter of public record after filed.
- When a candidate files nomination papers with the City Clerk, the candidate officially becomes a candidate for that elected office and his or her name will appear on the ballot. If the candidate decides, after having filed nomination papers, to withdraw as a candidate for elected office, his or her name will still appear on the ballot.
- Any information which appears on a nomination paper is entitled to a presumption of validity.
- Errors in information contained in a nomination paper, committed by either a signer or a circulator, may be corrected by an affidavit of the circulator, an affidavit of the candidate, or an affidavit of a person who signed the nomination paper not later than three days after the due date for nomination papers to be filed.

CHALLENGES TO NOMINATION PAPERS

- The filing officer shall review any verified complaint concerning the sufficiency of nomination papers of a candidate for a local office that is filed under §5.05 (3) and 5.06, Wis. Stats. The filing officer shall apply the standards in El Bd. 2.05 to determine the sufficiency of nomination papers.
 - Any challenge to the sufficiency of a nomination paper shall be filed within three business days after the filing deadline.
 - The burden is on the challenger to establish any insufficiency. If the information on the nomination paper appears insufficient, the burden is on the candidate to establish its sufficiency.
 - The filing officer shall examine any evidence offered by the parties or consult with other public officials when reviewing the complaint filed against a candidate for a local office.

REGISTERED WRITE-IN CANDIDATES

If, after the deadline for filing nomination papers, a candidate wishes to run for office, he or she must file a Campaign Registration Statement (EL-1) with the filing officer and follow all financial reporting requirements as the other candidates.

In order to place a vote for a registered “write-in” candidate, electors must be instructed to write in the candidate’s name on the ballot. Except in situations where there are no ballot candidates listed, only voted for Registered Write-In Candidates will be tabulated.

CAMPAIGN INFORMATION

NAME PLACEMENT ON BALLOT

- After certification of candidates, names are drawn for position on the ballot at a public drawing. All candidates will be given prior notice of the drawing.
- The candidates who win the primary election will automatically have their name placed on the Spring Election ballot, but a second drawing for ballot position will be required.
- Failure to file the original *Campaign Registration Statement* by the deadline prevents a candidate’s name from appearing on the ballot.
- Once a candidate files their Declaration of Candidacy, Campaign Registration Statement and Nomination Papers, their name will appear on the ballot and they **MAY NOT WITHDRAW FROM THE ELECTION.**

IDENTIFICATION OF POLITICAL MATERIALS - USE OF DISCLAIMER

- Every communication (campaign literature, letters, envelopes, etc.) which is paid for or reimbursed by a candidate, committee, or group, shall be identified by the words:

“PAID FOR BY....”

followed by the name of the individual, committee, or group. No abbreviation may be used in identifying the name of a committee or group.

- This ruling does not apply to pins, buttons, pens, balloons, nail files, and similar small items on which the information cannot be conveniently printed.
- The candidate must be clearly identified in all communication without ambiguous reference.
- Only the incumbent can use the title of the office for which he/she is seeking during the election campaign.
- When distributing literature, be sure **NOT TO LEAVE ANY IN MAILBOXES**, but fasten them down in some manner (attach to doorknob, under a doormat, or between two doors).

POLITICAL SIGNS

- No political signs, except billboards, shall exceed sixteen (16) square feet per lot, posted on private property.

- No political sign shall be located in, upon or over the street right-of-way or at any intersection creating an obstruction of view.
- NO POLITICAL SIGNS ARE TO BE PLACED ON CITY-OWNED PROPERTY.

PROHIBITED ELECTION PRACTICES

- No election official may engage in electioneering on Election Day. (Electioneering is defined as any activity which is intended to influence voting at an election.)
- No person may engage in electioneering during polling hours on Election Day within 100 feet of any entrance to a building containing a polling place.
- The municipal clerk, election inspector, or law enforcement officer may remove posters or other advertising which is placed in violation.