

Starting the Campaign

HOW DO I START?

KRS 118.165(1); 121.015(8)

You may notify the Registry by letter of intent or you may officially file KREF 001 (no earlier than the first Wednesday after the first Monday in November of the year preceding the year the office will appear on the ballot) with your filing officer to obtain ballot access.

You must do one of the above prior to accepting contributions or making expenditures. This includes the use of the candidate's own money.

Letter of Intent (Option 1)

If you wish to start your campaign before you are allowed to officially file for ballot access with the Secretary of State or County Clerk, you must file a Letter of Intent with the Registry. The notice shall include the candidate's name, birth date, mailing address, phone number, email address, the office the candidate plans to seek, the year in which the election will be held, as well as the treasurer's name, mailing address, phone number, and email address. You must also include the name and address of the financial institution designated as the campaign depository.

Individuals who notify the Registry in a year preceding the election of their intent to become a candidate may be required to file quarterly finance statements in the year preceding the election as well as all other reports required during the election year itself. (See "(Option A) Intent to Raise or Spend More Than \$3,000" below.) KRS 121.180(3)(b).

See the next page for a sample "Letter of Intent." A Gubernatorial Slate sample "Letter of Intent" is also available.

What Must I Do to Officially Gain Ballot Access? (Option 2)

Declaration of Notification (Filing papers)

You must file appropriate documents (notification and declaration/nominating petitions or write-in intent) with the Secretary of State or County Clerk not earlier than the first Wednesday after the first Monday in November of the year preceding the year the office will appear on the ballot. You will file the KREF 001 along with those documents at this time.

These forms can be obtained from the Office of the Secretary of State or your County Clerk.

Sample Letter of Intent

(Date)

Kentucky Registry of Election Finance
140 Walnut Street
Frankfort, KY 40601

Dear Registry:

This letter is to inform you that it is my intention to begin raising and/or spending money to run in the 20(year) election, for the office of (office title)(district/location). It is my intent at this time to raise/spend \$_____ (select one: more than \$3,000 or \$3,000 or less) during the election. Listed below is the information required.

Candidate information:

Name

Mailing Address

Telephone Number

Alternate Telephone Number

E-mail Address

Date of Birth

Party Affiliation (if the race for which you are filing is partisan)

Treasurer Information:

Name

Address

Telephone Number

Alternate Telephone Number

E-mail Address

Bank Depository:

Name

Address

If you have any questions, please contact me.

Sincerely,
Candidate's Name

IS THERE ANYTHING ELSE I MUST FILE?

KRS 121.160; KRS 121.180

Statement of Spending Intent and Appointment of Campaign Treasurer (KREF 001)

At the time you officially file with the Secretary of State or County Clerk for ballot access, you must file a *Statement of Spending Intent and Appointment of Campaign Treasurer* form (KREF 001). The Registry is notified of your official filing by receiving the KREF 001 form. The Secretary of State or County Clerk will forward this form to the Registry.

This form is used to designate an individual to serve as your campaign treasurer, indicate the financial institution that your campaign will use, and indicate your spending intent which may qualify you for a reporting exemption. The exemption determines how many reports you must file.

You may appoint any registered Kentucky voter as your campaign treasurer, or you may decide to be your own treasurer. The form must be signed by both the candidate and the candidate's campaign treasurer.

The Secretary of State or County Clerk will retain the original form, provide you with a copy and forward a copy to the Registry. Do not send the form directly to the Registry. The Registry cannot accept the form unless it has first been filed with the appropriate filing officer.

SELECTING AN OPTIONAL REQUEST FOR REPORTING EXEMPTION MAY ALLOW YOU TO NOT FILE FINANCIAL REPORTS

KRS 121.180

Option for Reporting Exemption (KREF 001)

When completing the Statement of Spending Intent and Appointment of Campaign Treasurer form (KREF 001), a candidate may file for a reporting exemption. The candidate's selection determines the amount of money to be raised and spent during the election as well as the number of campaign finance reports to be filed with the Registry. Whether or not a candidate has opposition, the reporting exemption selected determines the reporting requirements for that election.

Think carefully before executing an exemption. If you exceed the limit, you may be fined. The form is designed to allow candidates to select an exemption option for both the primary and general elections. Even if the candidate's name is not on the primary ballot, the campaign is responsible for filing the campaign finance statements as indicated on the candidate's KREF 001.

WHAT IF I CHANGE MY MIND ABOUT THE EXEMPTION?

KRS 121.180

After filing your Statement of Spending Intent and Appointment of Campaign Treasurer form (KREF 001), you may wish to change the amount of money you intend to raise or spend. Candidates may amend the Statement of Spending Intent and Appointment of Campaign Treasurer form (KREF 001) and select a different exemption option. The amended form must be filed in a timely manner with the Registry or you will be bound by the original exemption.

Exception: Candidates for county, city, or school board races may change their exemption option at any time, but then must begin filing all applicable reports or be subject to late reporting fines. (Note: This exception only allows for exemptions to be increased but not decreased.)

(Option A) Intent to Raise or Spend More Than \$3,000 (No reporting exemption)

You will not be exempt from reporting. You will be required to file all pre-election and post-election reports. Depending on when you filed for office, this could include:

Quarterly Reports (in the year preceding the election)

Primary Election (Reports Due: 30 and 15 days before the election(s) and 30 days after the election(s)*)

General Election (Reports Due: 60, 30 and 15 days before the election(s) and 30 days after the election(s))

Special Election (Reports Due: 30 and 15 days before the election(s) and 30 days after the election(s))

Unexpired Term (Reports Due: see above for Primary Election Reports Due or General Election Reports Due)

*(See note below)

(Option B) Intent to Raise or Spend \$3,000 or Less (Exemption Option)

No Campaign Finance Reports are due.

Note: *A 60-Day Post-Election Supplemental Report may be due if the 30-Day Post-Election Report reflects a surplus or debt. An Annual Report may be due if the 60-Day Post-Election Report reflects a surplus or debt or you are running as an incumbent.

Amending the Statement of Spending Intent and Appointment of Campaign Treasurer (KREF 001) form.

To change your exemption for the primary election, an amended form must be filed with the Registry no later than 15 days after the filing deadline for the primary.

To file or change your exemption for the general election, the amended form must be filed with the Registry no later than 25 days after the date of the primary election.

If you have an August filing deadline, you may amend the form no later than 15 days after the filing deadline for the general election.