

How-To-Guide:

Sending Letters to The Editor

Thank you for volunteering to write a letter in support of my campaign!

By sending a letter(s) to local editors you are making an impact not only towards the success of my campaign, but most importantly towards securing a brighter future for Marin water.

Letters to the editor are historically effective in communicating with voters. This is a unique instance, where the quantity of letters is just as important as quality. Don't worry - one short and thoughtful letter will do, as you can send the same letter to many different publications. To maximize impact, I need as many letters as you are willing to write across various publications.

If you need suggestions on how / what to write a letter about, my team and I are happy to help provide ideas and formatting to simplify this process for you! Our suggestion is to be simple and direct. Keeping your words as original as possible.

Like this how-to-guide, my biography is attached to the email I sent for your reference. Please feel free to reach out to us with any questions by sending a note to info@jed4marinwater.com.

Here are some basic rules on writing letters to The Editor:

- Short and sweet. Letters should not be more than 250 words.
- Try to focus on one issue, highlighting facts and specifics.
- Engaging in mild humor is a great way to grab the reader's attention and gets the point across.
- Any anger, vindictiveness, or harsh judgements should be skipped. I don't play angry politics- let's stay focused on tackling issues in a unified and positive way!
- An interesting way you can engage in letter writing is by rebutting a point, or correcting a false statement from a previous article, editorial, or letter already printed in the paper. Not only is this good but also necessary!
- Always mention Jed as the person you're supporting. (e.g., "That's why I am voting for Jed Smith.")

- Proofread! Check spelling and grammar before sending. An extra set of eyes is always helpful.
- Always keep a copy for yourself, and please cc info@jed4marinwater.com on at least one of your submissions if possible.
- Be sure to provide your address and phone number. Most papers will not print letters without this information. (No anonymous letters please!)
- Remember to sign your letter 😊

Again, thank you for your support! Your opinion matters!

Send Letters To:

Marin IJ e-mail: opinion@marinij.com

Pacific Sun: To executive Editor Dan Pulcrano or Editor Daedalus Howell via this link: <https://pacificsun.com/submit-letter-for-editor/>

Mill Valley Herald: Shermfrederick@gmail.com You may reach all departments at 415-408-1073

The Marin Post: <https://marinpost.org/contact>

Friendly reminder- **always** include your full name, home city, and phone number or they may not publish your letter!

Writing Prompts:

- What is your specialty?
- In what areas do you have credibility?
- What do you know about Jed that others do not?
- What matters to you most about who is next on our Marin Municipal Water Board?

Examples:

· Serving as a Supervisor in Marin County, I am passionate about supporting politicians with aligning values. Jed brings strategic thinking about Marin's ecological and water supply needs. He can help develop a financially sustainable

roadmap with a lens towards short-, mid- and long-term scenario planning. That's why I'm voting for Jed Smith for Marin Water Board.

- I work in a non-profit organization that serves our community in conservation efforts. The infrastructure on preserving our eco system and watershed in Marin County is critical. As we progress in global warming and are stripped of our natural resources, it's more important than ever to elect officials we can trust to act on water issues swiftly and with the know-how to back it up. That's why I'm voting for Jed Smith for Marin Water Board.

- As a long-time Mill Valley resident, I have seen firsthand the impact of having both well-managed and ill-managed municipalities. It is of the utmost importance to elect officials who will be a voice for our community by implementing policies that are thoughtful and action oriented, prioritizing issues like water, fire safety and conservation. Jed Smith will bring to the table years of expertise in sustainable entrepreneurship and fiscal responsibility. That's why I am voting for Jed Smith for Marin Water Board.

- As a concerned parent, I see California's rapid drought issues and feel the need to get involved on a local level. It's important to secure a bright future now for our children through thoughtful leadership and conservation efforts. Even though our water challenges are vast, I am excited to know we have a candidate like Jed Smith running for the Marin Municipal Water Board. As a parent himself, Jed will bring fresh eyes and a deep commitment to our community at large. His sustainable and complex problem-solving background will serve as a catalyst for change. I am confident Jed will tackle our water issues from every angle. This is why I'm voting for Jed Smith for Marin Water Board.



Biography

Mill Valley resident, Jed Smith, is a progressive and pioneering investor in sustainability, healthy living, and education initiatives. Jed's environmental, philanthropic, and private sector efforts prioritize giving back, with a focus on social justice and expanding access to opportunities for underserved communities.

Jed is seeking to fill the Marin Municipal Water Board (MMWD) Division IV seat in the November election.

Having worked for more than twenty years with boards of directors and trustees seeking to build organizations capable of achieving successful outcomes, with diverse constituencies, Jed is excited to apply those skills to working with the MMWD. The creativity and analytical approach that have made him a successful entrepreneur and investor, coupled with his collaborative style and dedication to a sustainable future, give Jed the strong foundation to tackle Marin's water challenges.

Securing a sustainable, affordable, safe water supply for Marin families now and for generations to come is one of the most critical issues facing us today. Jed is dedicated to combining creative thinking with data analysis, maintaining our commitment to open space, and having a balanced approach to solving our water supply and demand needs. He is also an avid outdoors enthusiast, committed to open space and improving water supply also to preserve one of the most beautiful places on earth.

Jed is motivated to leave the world a better place and, as such, has been a leader in major environmental initiatives, which hold him in good stead to be a powerful steward for our special land and water needs. Examples of this work include:

- Creating and being the lead backer of the Herring Pond Watershed Association, helping preserve, monitor, and educate folks about a 4,450-acre sensitive habitat, thwarting developers who were partnering with the town to infringe on critical herring run spawning habitat, species of frog, and turtles and other sensitive flora and fauna.
- Co-founding and chairing the board of the largest organic baby food company in the world, Plum Organics,
- Chairing the board of Seventh Generation, which in 2022 was awarded the #1 purpose-driven brand,
- Chairing the board of Banyan Water which, through its smart irrigation systems, has saved over 13,000-acre-feet of water waste and more.
- Being a leader on the Board of Trustees at Middlebury College (with the support of Bill McKibben and others), driving our research, investment in, and ultimate achievement of carbon neutrality.

Although our water challenges are formidable, Jed is an optimist at heart. He is driven to solve complex problems and believes we have the courage and capacity to meet the future

in sustainable ways. With fresh eyes, a deep commitment to our community, and years of success developing sustainable solutions, Jed is up for the challenge.



Ballot Statement

Jed Smith
CEO/Environmentalism/Parent

Developing a safe, sustainable, affordable water supply for Marin families—now and for generations to come—is one of our most critical issues. The adverse effects of climate change have become our new norm. Leveraging my skills as a passionate environmentalist, CEO, and parent, I am motivated to drive for solutions to our needs today.

In addition to local leaders, environmental advocates, and sustainability experts, I'm honored to have the endorsement of our Congressman, Jared Huffman. I've worked for over 20 years with boards, trustees, and diverse constituencies across the country, to successfully provide a strong foundation for organizations focused on sustainability, community empowerment, and a healthy future.

Using a combination of creative thinking, data analysis, and collaboration, we can develop short-, medium-, and long-term plans to meet our water needs.

As an avid outdoors enthusiast, I share a commitment to open space. It's vital that we also address our water supply needs to preserve one of the most beautiful places on earth.

Although our water challenges are tough, I'm driven to solve complex problems, and I'm an optimist at heart. With fresh eyes, courage, and commitment, I believe we can sustainably meet our future.

Jed4MarinWater.com



Press Release 6/1/22

FOR IMMEDIATE RELEASE

Marin County, CA
Smith

Contact: Jed

(415) 277-0303

JED SMITH, A MILL VALLEY ENVIRONMENTALIST, IMPACT INVESTOR, AND ENTREPRENEUR, ANNOUNCES HIS INTENTION TO RUN FOR THE MARIN MUNICIPAL WATER DISTRICT (MMWD) BOARD THIS NOVEMBER

Jed Smith—a local progressive and pioneering investor in sustainability, healthy living, and education initiatives—will run for the Marin Municipal Water Board (MMWD) this November. Jed is seeking to fill the Division IV seat currently held by Cynthia Koehler, who is not seeking re-election. Jed's activism, philanthropy, and private sector efforts prioritize giving back, with a focus on social justice and expanding access to opportunities for under-served communities. Having worked for more than 20 years with boards of directors and trustees seeking to build organizations capable of achieving successful outcomes, with diverse constituencies, Jed is excited to apply those skills to working with the MMWD. The creativity and analytical approach that have made him a successful entrepreneur and investor, coupled with his collaborative style and dedication to a sustainable future, give Jed the strong foundation needed to tackle Marin's water challenges.

Jed notes, "Securing a sustainable, affordable, safe water supply for Marin families now and for generations to come, is one of the most critical issues facing us today. We must combine creative thinking with data analysis, maintain our commitment to open space, and have a balanced approach to solving our water supply and demand needs. Although our water challenges are tough, I'm an optimist at heart. I'm driven to solve difficult problems, and I believe that we have the courage and capacity to meet the future in sustainable ways."

With fresh eyes, a deep commitment to our community, and years of success in developing sustainable solutions, Jed is up for the challenge.

Jed's campaign will formally begin after the primary election, but for those who would like to learn more or join the campaign, an initial website is already available: Jed4MarinWater.com

Paid for by Jed Smith for Water Board 2022