

Add a call to action, and then explain why.

Let voters know why this piece of mail is important in bold text. Below that, give them just enough background information to know what to do next.

Vote by mail in the June 2 primary election!

Voting by mail is safe and the process is easy.

Requesting a ballot is your first step.

Complete and return the form included here to get started.



A state seal helps voters know this mail is official.

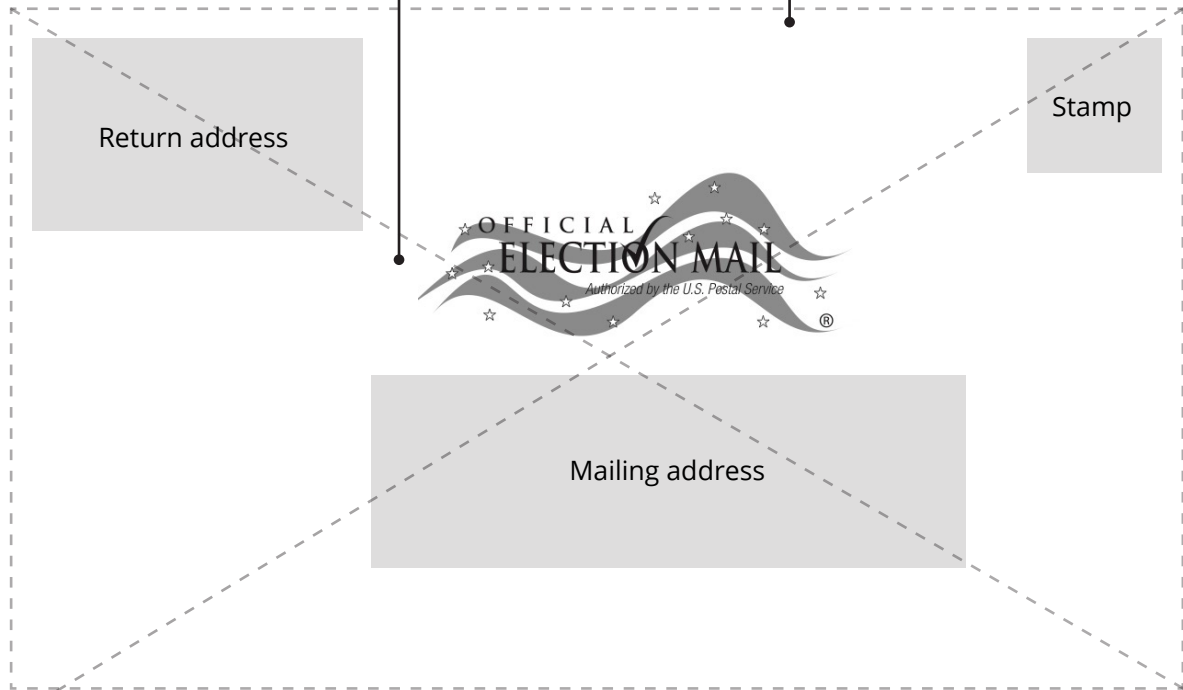
Testing has shown voters are more likely to open mail that appears official.

Use the official Election Mail logo.

Doing so helps increase trust and reminds them of other election materials. Place it above the recipient's address.

Follow all USPS rules.

Place mailing address, return address, and other required USPS assets in this box.



This is a No. 10 envelope.

Other sizes of envelopes and designs can be found at civicdesign.org.