



Example: ballot request form return envelope (just smaller than #10, or folded in outgoing)

Ballot request envelopes

Envelope type	Call to action (blue/purple bold text)	Supporting text or background information
Return envelope	<p>I want to vote by mail in the June 2 primary election!</p> <p>Alt</p> <p>Send me my ballot for the June 2 primary election!</p>	<p><i>Want to give voters a checklist, so:</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> My mailing address is correct <input type="checkbox"/> I signed my request form <input type="checkbox"/> I'm sending this so it arrives by <date> <p><i>Might also need</i></p> <ul style="list-style-type: none"> <input type="checkbox"/> I selected the party primary I want to vote in
Outgoing envelope	<p>Vote by mail in the June 2 primary election!</p>	<p><i>Provide context and reassurance for new procedures.</i></p> <p>Voting by mail is safe and the process is easy.</p> <p>Requesting a ballot is your first step.</p> <p>Complete and return the form included here to get started.</p>

Signature or missing information envelopes

Envelope type	Call to action (blue/purple bold text)	Supporting text or background information
Signature missing	Your signature is missing!	<p>We received your vote-by-mail ballot without a signature.</p> <p>It's easy to fix.</p> <p>For your ballot to count, we must get your signature by <date></p>
Signature doesn't match	We can't verify your signature on your vote-by-mail envelope!	<p>We received your vote-by-mail ballot but the signature doesn't match the one on your voter registration record.</p> <p>It's easy to fix.</p> <p>For your ballot to count, you must return the form inside by <date></p>
Issue with ballot (generic)	We need some information from you for your ballot to count!	<p>We received your vote-by-mail ballot, but you left off some information we need.</p> <p>It's easy to fix.</p> <p>For your ballot to count, you must return the form inside by <date></p>