

## **Project:** Redesign of Permanent Vote By Mail Postcard Application

**Goal of project:** In 2020, when the state required we mail every voter a vote by mail application, some voters were unhappy to receive the application and thought it meant that they were forced to vote by mail, even though it mentioned election day voting and early voting. When the state required a permanent vote by mail application be mailed to every voter for the 2022 General Election, we did a slight redesign to specify that voter's polling place in particular. We still had voter requests that the postcard do more to show other voting options besides vote by mail. When we pointed out the information was inside, they were unaware of that. We also noticed that those who completed the vote by mail application were checking more options than they needed to, meaning the card was obviously confusing,

**Project Summary:** The Center for Civic Design came in early December for 2 days. During those two days, they provided training on usability testing. Through this training, we learned how to test something to see how a voter would use it and if it was providing the information we wanted to convey. In the postcard redesign we did, we brought in 3 voters as well as conducted 'off the street' voters at the Carlinville library and gave them different versions of the postcard to gauge what was working best. Voters were asked to fill out the application, get their thoughts, see if anything is confusing, find out if they were able to see the different voting options there are, and a few other design tweaks. The training we received on this type of testing is a skill we as an office could utilize in the future on our own when it comes to forms, applications, training materials, etc.

The redesign of the card moved it more towards a 'Voting Plan' postcard and away from a vote by mail application postcard. We had tried that for the 2022 General Election, but still found voters weren't seeing the different options. The front of the card now encourages voters to make a voting plan and tells them that the inside shows them their polling place, early vote opportunities, and vote by mail information. The inside also is much more visually appealing and shows the relevant information in a much easier to see way. The design also allows for removing the application half of the card completely and mail out just the voting plan reminder portion in the future if the office chose to do so.

**Final Result:** See next page

# Original

Pete Duncan  
Macoupin County Clerk  
PO Box 107  
Carlinville, IL 62626

RETURN SERVICE REQUESTED



<<Voters Name>>  
<<MailAddress1>>  
<<MailAddress2>>  
<<MailAddress3>>  
<<MailCity>>, <<MailState>>, <<MailZip>>

THIS MAILING IS REQUIRED BY STATE LAW  
OFFICIAL VOTE BY MAIL APPLICATION



I, <<VoterName>>, residing at <<RegAddress>>, <<RegCity>>, <<RegState>> hereby make application for an official ballot to be voted by me at the November 8, 2022 election, and I agree that I shall return such ballot or ballots to the official issuing the same prior to the closing of the polls on the date of the election (November 8, 2022) or, if returned by mail, postmarked no later than election day, for counting no later than during the period for counting provisional ballots, the last day of which is the 14th day following election day.

I understand that this application is made for an official ballot to be voted by me at the election specified in this application and that I must submit a separate application for an official ballot to be voted by me at any subsequent election unless the permanent vote by mail status was checked. Under penalties as provided by law pursuant to 10 ILCS 5/29-10 of the Election Code, the undersigned certifies that the statements set forth in this application are true and correct.

☐ **Single Election Vote by Mail Applicants:** I state that I reside at the address specified above, in the stated precinct and county, that I have lived at such address for 30 days or more preceding this election, that I am lawfully entitled to vote in such precinct at the next regularly scheduled election and that I wish to vote by mail in this election ONLY.

☐ **Permanent Vote by Mail Applicants:** I state that I reside at the address specified above, in the stated precinct and county, that I have lived at such address for 30 days or more preceding this election, that I am lawfully entitled to vote in such precinct at the next regularly scheduled election, and that:

☐ I wish to vote by mail in all subsequent elections that do not require a party designation.

or

☐ I wish to vote by mail in all subsequent elections and wish to receive the party ballot indicated below in all elections that require a party designation.

☐ Democratic ☐ Republican ☐ Other

\*Voter will only receive a primary ballot if the party listed is an established party in a race in which the voter is entitled to vote.

IN ORDER TO MAIL YOUR BALLOT, WE MUST RECEIVE YOUR APPLICATION 5 DAYS PRIOR TO ELECTION DAY (November 3, 2022)

Address to which ballot is to be mailed

Phone Email

DOB <<VoterId>>

Signature of Applicant Date

<<StateId>> <<NoticeId>>

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
TREMONT, IL  
PERMIT NO. 77

Secure with Tape

Secure with Tape

State law requires we mail you this reminder of your voting options:

- SINGLE ELECTION VOTE BY MAIL APPLICATION:** To request a vote by mail ballot for the November 8, 2022 election, you may complete the application on the reverse side of this card and return to the County Clerk's office by mail, in person or apply online at [www.macoupinvotes.com/ballotrequest](http://www.macoupinvotes.com/ballotrequest)
- PERMANENT VOTE BY MAIL STATUS:** A voter may apply to be placed on permanent vote by mail status and receive a ballot for all future elections. See application on the reverse side
- EARLY VOTING:** Begins September 29, 2022 visit [www.macoupinvotes.com/earlyvote](http://www.macoupinvotes.com/earlyvote) for early voting hours and locations
- ELECTION DAY:** The polls are open from 6 a.m.-7 p.m. Your polling place is:

<<PollName>>, <<PollAddress>>

You may contact the County Clerk's office at 217-854-3214 or email [elections@macoupincountyil.gov](mailto:elections@macoupincountyil.gov) if you do not receive your ballot, or to track your ballot's delivery and confirm your ballot has been returned to the election office visit [www.macoupinvotes.com/checkmyballot](http://www.macoupinvotes.com/checkmyballot).

FOLD



Carlinville, IL 62626-9923  
PO Box 107  
201 E. Main Street  
MACOUPIN COUNTY CLERK

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL  
FIRST-CLASS MAIL PERMIT NO. 11372 WASHINGTON, DC



# Final



201 E Main St  
Carlinville, IL 62626

RETURN SERVICE REQUESTED

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
PAID  
TREMONT, IL  
PERMIT NO. 77

## Make your voting plan today!

Look inside for:

- Your polling place
- Important dates
- Vote by mail application



<<VoterName>>  
<<MailAddress1>>  
<<MailAddress2>>  
<<MailAddress3>>  
<<MailCity>>, <<MailState>>, <<MailZip>>

### Application to Vote by Mail:

You have the choice to vote by mail. Fill out and return this form by November 3. Or you can use the online request form at [macoupinvotes.com/requestballot](http://macoupinvotes.com/requestballot).

I attest to:

- Under penalties pursuant to 10 ILCS 5/29-10 of the Election Code,
- My name is <<VoterName>>
- I live at <<RegAddress>>, <<RegCity>>, <<RegState>>.
- I have lived at that address for at least 30 days before the election.
- I am qualified to vote at my precinct in the next election.

I understand that:

- I can return my voted ballot in-person or by mail.
- If I return it in person, it has to go to the Macoupin clerk's office by 7pm on Election Day (not my polling place).
- If I return it by mail, it must be postmarked by Election Day.
- Any ballot returned by Election Day must be reviewed by election judges within 14 days for counting.

I want to: (Check 1)

☐ Vote by mail the November 8 2022, election only.

☐ I want to vote by mail in all future elections.

For primaries, I want a:

- ☐ Democratic Primary Ballot
- ☐ Republican Primary Ballot
- ☐ Don't send me Primary Ballots

Send my mail-in ballot to this mailing address:

Address

City State Zip

Voter, sign here and date below

X \_\_\_\_\_ Date (mm/dd/yyyy)

Date of Birth

Optional: Phone Email

☐ Fold to cover your signature then tape below

## Make a voting plan today - you have options!

### Vote by Mail



#### In a single election

To vote by mail you must request a mail-in ballot. Fill out the back of this postcard and return it to your county clerk's office.

Request a ballot online at [www.macoupinvotes.gov/ballotrequest](http://www.macoupinvotes.gov/ballotrequest)

#### For all future elections

You can join the permanent vote by mail list. Fill out the back of this postcard and return it to your county clerk's office. You can also join by using the online form.

### Vote in-person



#### Early voting

Early voting starts on September 29 and ends November 7. Visit [www.macoupinvotes.gov/earlyvote](http://www.macoupinvotes.gov/earlyvote) for voting hours and locations.

#### On Election Day

The polls are open on November 8th from 6am - 7pm. Your polling place: <<poll address>> <<polling address>>

217-854-3214 @election@macoupincountyil.gov macoupinvotes.gov/checkmyballot



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