



## Behavioral Insights Postcards

### ***What are they?***

Behavioral Insights postcards serve to remind Denver citizens of the upcoming election in which they can participate and encourage others to do the same. They also allow the Denver Elections Division to track what kind of messaging is most effective in increasing civic engagement and encouraging voters to return their ballots on time.

### ***Why did/didn't I receive one?***

Postcard quantities are limited. Denver residents who received postcards were selected at random.

### ***Are Behavioral Insights postcards new?***

Yes! Postcards were sent out as part of a new, non-partisan study to determine their effectiveness in increasing voter turnout and encouraging voters to return their ballot on time.

### ***Tell me more about this study.***

The Denver Elections Division has partnered with the Behavioral Insights Team, a social purpose company dedicated to improving public services. This project studies the relationship of varied messaging to voter engagement. To learn more, contact the BI Team at [info@bi.team](mailto:info@bi.team) with "Denver Voter Postcard Query" in the subject line.

### ***I don't want to receive a postcard again.***

No worries! To opt out of future BI postcard mailings, simply e-mail [info@bi.team](mailto:info@bi.team) with your request.