

## Supplemental Online Materials

### Figure DE-1: Back of all Delaware Treatments (Experiment 1)

Office of the State Election Commissioner  
905 S. Governors Ave., Suite 170  
Dover, DE 19904

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Our records indicate that you may be eligible to vote, but do not appear to be registered. If you are 18 years old or older, a resident of Delaware and a U.S. citizen, you may be qualified to vote.

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Visit <https://registertovote.elections.delaware.gov>, fill out, print, sign and send in your application.

To vote in the November 6, 2012 General Election, you must register to vote by October 13, 2012.

If you have questions or need help, please contact the State Election Commissioner by email at [coe\\_vote@state.de.us](mailto:coe_vote@state.de.us) or by phone at (302) 739-4277.

Sincerely,



Elaine Manlove  
State Election Commissioner

Figure DE-2: Deadline-Urgency Treatment in Delaware (Experiment 1)



Figure DE-3: Visual Cue-Urgency Treatment in Delaware (Experiment 1)



Figure DE-4: National Civic Duty Treatment in Delaware (Experiment 1)

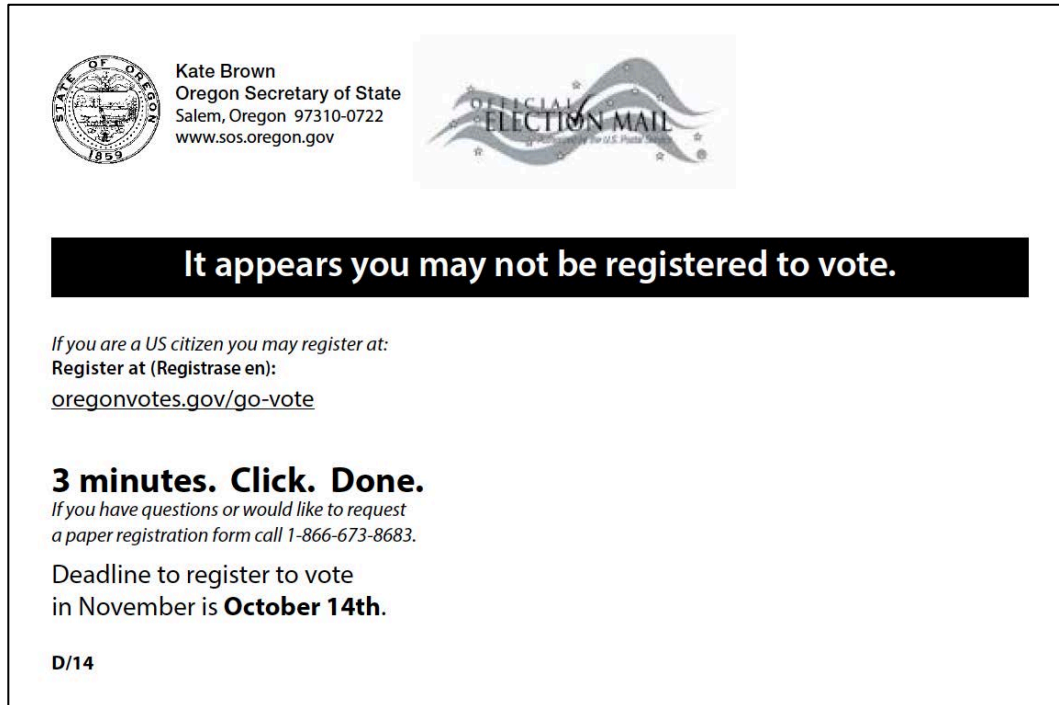


Figure DE-5: State Civic Duty Treatment in Delaware (Experiment 1)





**Figure OR-1: Back of all Oregon Treatments (Experiment 2)**



**Figure OR-1: Placebo Treatment in Oregon (Experiment 2)**



**Figure OR-3: Visual Cue-Urgency Treatment in Oregon (Experiment 2)**



**Figure OR-4: Civic Duty Treatment in Oregon (Experiment 2)**



Figure OR-5: State Civic Duty Treatment in Oregon (Experiment 2)



## Oregon Data Matching Procedure

The modified version of Ansolabehere and Hersh's (2017) AGDN matching procedure utilized first name, last name, date of birth, street address number, and zip code to create a series of six matching identifiers with decreasing probability of uniquely identifying individuals. The two datasets were matched by the most unique identifier using all 5 elements, and all unique matches were accepted. Then the two datasets were matched using the next identifier, and all records in the experimental population (the ERIC EBU list) with new matches were accepted. This procedure was repeated through four more rounds of matching using successive identifiers.

The matching identifiers were, in order: a) first name, last name, date of birth, street address number, and zip code; b) last name, date of birth, street address number, and zip code; c) date of birth, street address number, and zip code; d) first name, last name, date of birth, and zip code; e) first name, last name, date of birth, and street address number; f) first name, last name, and date of birth.

## **Discussion of reporting intent to treat effects**

All reported effects are “intent to treat” because we do not have reliable data on who was successfully treated by the mailing. The Delaware Office of the State Elections Commissioner collected data on postcards with addresses rejected by the Post Office (3.81%) or returned as undeliverable (6.99%). We do not use this information to calculate Conditional Average Complier Effects [CACE] because the undeliverable mail is only a partial measure of failure to treat. We also do not have comparable data about undeliverable mail for Experiment 2. Moreover, while the CACE point estimates would be approximately 11% larger for than the average intent-to-treat effects reported below, the statistical significance and substantive interpretation is identical.



## Tables

**SOM Table 1a:** Descriptive statistics and balance for Experiment 1 (Delaware 2012)

	Control	Visual Cue - Urgency	Deadline - Urgency	National Civic Duty	State Civic Duty	Total
Last name starts: A-C	19.4%	19.8%	19.2%	19.2%	20.0%	19.5%
Last name starts: D-H	22.2%	22.6%	22.7%	22.2%	21.5%	22.3%
Last name starts: I-M	21.4%	20.4%	21.9%	21.0%	21.2%	21.2%
Last name starts: N-S	23.3%	23.5%	22.9%	23.7%	23.4%	23.4%
Last name starts: T-Z	13.6%	13.7%	13.3%	13.8%	13.8%	13.6%
Num. Targets in HH	1.2	1.2	1.2	1.6	1.2	1.3
3 digit zip = 197	34.3%	33.6%	34.1%	34.2%	33.7%	34.0%
3 digit zip = 198	18.0%	18.8%	18.2%	18.9%	18.4%	18.5%
4 digit zip = 197	47.7%	47.6%	47.7%	46.8%	47.9%	47.6%
N (individuals)	6,028	6,046	6,045	6,080	6,048	30,247
N (households)	5,743	5,737	5,762	5,698	5,747	28,687

Note: Multinomial regression of assignment on covariates produces a log-likelihood ratio test with  $p=0.997$  indicating no relationship between assignment and observable covariates, as expected. Experimental population (control and treatment conditions) excludes records initially identified by ERIC who registered prior to the treatment mailing data.

**SOM Table 1b:** Multinomial logistic regression of treatment assignment on covariates for Experiment 1 (Delaware 2012)

	Visual Cue - Urgency	Deadline Urgency	National Civic Duty	State Civic Duty
Multi-target Household	-.011 (.044)	-.003 (.043)	.037 (.039)	.004 (.043)
Last name starts: A-C	.005 (.066)	-.013 (.066)	-.017 (.066)	.004 (.066)
Last name starts: D-H	.031 (.064)	.069 (.064)	.009 (.064)	-.040 (.064)
Last name starts: I-M	-.033 (.065)	.044 (.065)	-.013 (.065)	-.027 (.065)
Last name starts: N-S	.018 (.064)	.007 (.064)	.026 (.064)	-.014 (.064)
3 digit zip = 197	-.015 (.042)	-.001 (.042)	.010 (.042)	-.019 (.042)
3 digit zip = 198	.033 (.051)	.013 (.051)	.023 (.052)	.002 (.051)
Constant	.006 (.074)	-.025 (.073)	-.060 (.069)	.020 (.072)
N (households)	28687			
LR	11.93			
<i>p</i> -value for LR test	0.997			

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Standard errors in parentheses based on classical hypothesis testing. Control group is reference category of random assignment.

**SOM Table 2a: Descriptive statistics and balance for Experiment 2 (Oregon 2014)**

	Control	Placebo	Visual Cue - Urgency	State Civic Duty	Civic Duty	Total
Last name starts: A-C	20.1%	19.9%	20.0%	20.0%	19.9%	20.0%
Last name starts: D-H	22.2%	21.8%	21.9%	21.7%	21.7%	21.8%
Last name starts: I-M	21.0%	21.1%	21.0%	21.3%	21.2%	21.1%
Last name starts: N-S	24.3%	24.7%	24.6%	24.4%	24.6%	24.6%
Last name starts: T-Z	12.4%	12.5%	12.6%	12.7%	12.6%	12.6%
Age	41.5	41.6	41.6	41.7	41.6	41.6
Multi-target Household	81.9%	81.9%	81.9%	81.9%	82.0%	81.9%
Zip Code	97312.8	97314.6	97315.2	97315.3	97312.5	97314.3
Year of DMV transaction	2010.3	2010.4	2010.4	2010.4	2010.4	2010.4
3 digit zip = 790	21.3%	21.1%	21.1%	20.9%	21.2%	21.1%
3 digit zip = 791	8.3%	8.5%	8.6%	8.5%	8.7%	8.6%
3 digit zip = 792	19.7%	20.0%	19.7%	20.1%	20.1%	20.0%
3 digit zip = 793	16.0%	15.6%	15.5%	15.7%	15.6%	15.6%
3 digit zip = 794	14.5%	14.4%	14.7%	14.2%	14.3%	14.4%
3 digit zip = 795	7.7%	7.8%	7.8%	7.9%	7.7%	7.8%
3 digit zip = 796	2.0%	2.2%	2.2%	2.1%	2.2%	2.1%
3 digit zip = 797	5.7%	5.6%	5.6%	5.6%	5.5%	5.6%
3 digit zip = 798	3.7%	3.9%	3.9%	4.0%	3.8%	3.9%
3 digit zip = other	0.9%	1.0%	1.0%	1.0%	1.0%	1.0%
N (individuals)	30,439	185,050	184,521	184,744	184,932	769,686
N (households)	21,793	132,110	131,948	132,031	131,866	549,748

Note: Multinomial regression of assignment on covariates produces a log-likelihood ratio test with  $p=0.553$  indicating no relationship between assignment and observable covariates, as expected. Experimental population (control and treatment conditions) excludes records initially identified by ERIC who registered prior to the treatment mailing data.

**SOM Table 2b:** Multinomial logistic regression of treatment assignment on covariates for Experiment 2 (Oregon 2014)

	Placebo	Visual Cue - Urgency	State Civic Duty	Civic Duty
Age	.001* (.001)	.001* (.000)	.001* (.000)	.001** (.000)
Multi-target Household	-.000 (.008)	.002 (.009)	.001 (.009)	.001 (.009)
Last name starts: A-C	.002 (.026)	-.004 (.026)	-.013 (.026)	-.002 (.026)
Last name starts: D-H	-.027 (.026)	-.033 (.259)	-.050 (.026)	-.044 (.026)
Last name starts: I-M	-.008 (.026)	-.016 (.026)	-.050 (.026)	-.010 (.026)
Last name starts: N-S	.010 (.026)	-.001 (.026)	-.020 (.026)	-.008 (.026)
Zip Code	.000 (.000)	.000 (.000)	.000 (.000)	.000 (.000)
Year of DMV transaction	.006** (.002)	.004 (.002)	.005 (.002)	.005 (.002)
3 digit zip = 791	-.005 (.037)	-.000 (.037)	.025 (.037)	.020 (.037)
3 digit zip = 792	-.016 (.051)	-.040 (.052)	.019 (.050)	-.014 (.051)
3 digit zip = 793	-.062 (.076)	-.094 (.076)	-.005 (.074)	-.059 (.076)
3 digit zip = 794	-.059 (.149)	-.107 (.102)	-.019 (.099)	-.079 (.121)
3 digit zip = 795	-.078 (.121)	-.118 (.122)	.015 (.146)	-.079 (.101)
3 digit zip = 796	-.059 (.149)	-.121 (.150)	.016 (.146)	-.053 (.149)
3 digit zip = 797	-.134 (.172)	-.199 (.173)	-.027 (.167)	-.146 (.172)
3 digit zip = 798	-.114 (.199)	-.183 (.201)	.050 (.194)	-.133 (.199)
3 digit zip = other	-.054 (.229)	-.150 (.231)	.126 (.224)	-.053 (.229)
Constant	-27.55 (24.10)	-34.05 (24.32)	-9.97 (23.51)	-23.69 (24.10)
N (households)	549,748			
LR	65.80			
p-value for LR test	0.553			

Note: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Standard errors in parentheses based on classical hypothesis testing. Control group is reference category of random assignment.

**SOM Table 3a:** Average Treatment Effects for Individual Treatments on Voter Registration Prior to Deadline for 2012 Election - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Deadline-Urgency	0.024***	(<0.001)	0.005	0.025***	(<0.001)	0.005
Visual Cue-Urgency	0.026***	(<0.001)	0.005	0.026***	(<0.001)	0.005
National Civic Duty	0.018***	(<0.001)	0.005	0.019***	(<0.001)	0.005
State Civic Duty	0.018**	(0.002)	0.005	0.018**	(0.002)	0.005
Num. Targets in HH				-0.001	(0.111)	0.001
Last Name A-C				0.001	(0.920)	0.006
Last Name D-H				0.004	(0.469)	0.006
Last Name I-M				-0.004	(0.447)	0.006
Last Name N-S				0.001	(0.867)	0.006
3-digit zip=197				0.053+++	(<0.001)	0.004
3-digit zip=198				0.044+++	(<0.001)	0.005
Constant	0.068+++	(<0.001)	0.003	0.043+++	(<0.001)	0.005
N (individuals)		30247			30247	
Clusters (households)		28687			28687	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Deadline-Visual Cue		0.763			0.773	
Deadline-US Flag		0.174			0.184	
Deadline-DE Flag		0.200			0.219	
Visual Cue-US Flag		0.095			0.095	
Visual Cue-DE Flag		0.120			0.137	
US-Flag-DE Flag		0.925			0.894	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ).

Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.



**SOM Table 3b:** Average Treatment Effects for Pooled Treatment on Voter Registration Prior to Deadline for 2012 Election - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.022***	(<0.001)	0.004	0.022***	(<0.001)	0.004
Num. Targets in HH				-0.001	(0.090)	0.001
Last Name A-C				0.001	(0.916)	0.006
Last Name D-H				0.004	(0.461)	0.006
Last Name I-M				-0.004	(0.449)	0.006
Last Name N-S				0.001	(0.865)	0.006
3-digit zip=197				0.053+++	(<0.001)	0.004
3-digit zip=198				0.044+++	(<0.001)	0.005
Constant	0.068+++	(<0.001)	0.003	0.043+++	(<0.001)	0.005
N (individuals)		30247			30247	
Clusters (households)		28687			28687	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.

**SOM Table 4a:** Average Treatment Effects for Individual Treatments on Voter Turnout in Nov. 2012 - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Deadline-Urgency	0.021***	(<0.001)	0.005	0.021***	(<0.001)	0.005
Visual Cue-Urgency	0.024***	(<0.001)	0.005	0.024***	(<0.001)	0.005
National Civic Duty	0.016**	(0.001)	0.005	0.017**	(0.001)	0.005
State Civic Duty	0.018**	(0.001)	0.005	0.019**	(0.001)	0.005
Num. Targets in HH				-0.001*	(0.046)	0.001
Last Name A-C				0.001	(0.857)	0.005
Last Name D-H				0.005	(0.376)	0.005
Last Name I-M				-0.004	(0.425)	0.005
Last Name N-S				-0.001	(0.826)	0.005
3-digit zip=197				0.048+++	(<0.001)	0.003
3-digit zip=198				0.039+++	(<0.001)	0.004
Constant	0.057+++	(<0.001)	0.003	0.035+++	(<0.001)	0.005
N (individuals)		30247			30247	
Clusters (households)		28687			28687	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Deadline-Visual Cue		0.286			0.294	
Deadline-US Flag		0.826			0.808	
Deadline-DE Flag		0.856			0.890	
Visual Cue-US Flag		0.400			0.445	
Visual Cue-DE Flag		0.230			0.259	
US-Flag-DE Flag		0.680			0.689	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ). Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.

**SOM Table 4b:** Average Treatment Effects for Pooled Treatment on Voter Turnout in Nov. 2012 - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.020***	(<0.001)	0.003	0.020***	(<0.001)	0.003
Num. Targets in HH				-0.001 <sup>+</sup>	(0.033)	0.001
Last Name A-C				0.001	(0.853)	0.005
Last Name D-H				0.005	(0.373)	0.005
Last Name I-M				-0.004	(0.424)	0.005
Last Name N-S				-0.001	(0.827)	0.005
3-digit zip=197				0.048 <sup>+++</sup>	(<0.001)	0.003
3-digit zip=198				0.039 <sup>+++</sup>	(<0.001)	0.004
Constant	0.068 <sup>+++</sup>	(<0.001)	0.003	0.035 <sup>+++</sup>	(<0.001)	0.005
N (individuals)		30247			30247	
Clusters (households)		28687			28687	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: <sup>+</sup>  $p < 0.05$ , <sup>++</sup>  $p < 0.01$ , <sup>+++</sup>  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.

**SOM Table 5a:** Average Treatment Effects for Individual Treatments on Voter Registration from Mailing Date to Dec. 26 2012 - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Deadline-Urgency	0.022***	(<0.001)	0.006	0.022***	(<0.001)	0.006
Visual Cue-Urgency	0.025***	(<0.001)	0.006	0.025***	(<0.001)	0.006
National Civic Duty	0.018**	(0.002)	0.006	0.018**	(0.002)	0.006
State Civic Duty	0.019**	(0.004)	0.006	0.019**	(0.004)	0.005
Num. Targets in HH				-0.002	(0.068)	0.001
Last Name A-C				0.000	(0.948)	0.006
Last Name D-H				0.004	(0.570)	0.006
Last Name I-M				-0.007	(0.284)	0.006
Last Name N-S				0.000	(0.953)	0.006
3-digit zip=197				0.056+++	(<0.001)	0.004
3-digit zip=198				0.049+++	(<0.001)	0.005
Constant	0.090+++	(<0.001)	0.003	0.065+++	(<0.001)	0.006
N (individuals)		30247			30247	
Clusters (households)		28687			28687	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Deadline-Visual Cue		0.577			0.608	
Deadline-US Flag		0.416			0.438	
Deadline-DE Flag		0.593			0.622	
Visual Cue-US Flag		0.197			0.210	
Visual Cue-DE Flag		0.301			0.333	
US-Flag-DE Flag		0.764			0.759	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ).

Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.

**SOM Table 5b:** Average Treatment Effects for Pooled Treatment on Voter Registration from Mailing Date to Dec. 26 2012 - Experiment 1 (Delaware)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.021***	(<0.001)	0.004	0.021***	(<0.001)	0.004
Num. Targets in HH				-0.002	(0.058)	0.001
Last Name A-C				0.000	(0.951)	0.006
Last Name D-H				0.004	(0.566)	0.006
Last Name I-M				-0.007	(0.283)	0.006
Last Name N-S				0.000	(0.954)	0.006
3-digit zip=197				0.056+++	(<0.001)	0.004
3-digit zip=198				0.049+++	(<0.001)	0.005
Constant	0.068+++	(<0.001)	0.004	0.065+++	(<0.001)	0.006
N (individuals)		30247			30247	
Clusters (households)		28687			28687	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=199 and Last Name T-Z.



**SOM Table 6a:** Average Treatment Effects for Individual Treatments on Voter Registration Prior to Deadline for 2014 Election - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Placebo	0.021 <sup>***</sup>	(<0.001)	0.001	0.021 <sup>***</sup>	(<0.001)	0.001
Visual Cue-Urgency	0.022 <sup>***</sup>	(<0.001)	0.001	0.022 <sup>***</sup>	(<0.001)	0.001
Civic Duty	0.022 <sup>***</sup>	(<0.001)	0.001	0.022 <sup>***</sup>	(<0.001)	0.001
State Civic Duty	0.022 <sup>***</sup>	(<0.001)	0.001	0.022 <sup>***</sup>	(<0.001)	0.001
Age				-0.001 <sup>+++</sup>	(<0.001)	0.000
Multi-target Address				-0.008 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				0.000	(0.970)	0.001
Last Name D-H				0.001	(0.186)	0.001
Last Name I-M				0.001	(0.435)	0.001
Last Name N-S				0.001	(0.350)	0.001
Mailing Zip Code				-0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.007 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.016 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=972				0.031 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=973				0.038 <sup>+++</sup>	(<0.001)	0.006
3-digit zip=974				0.050 <sup>+++</sup>	(<0.001)	0.008
3-digit zip=975				0.053 <sup>+++</sup>	(<0.001)	0.009
3-digit zip=976				0.055 <sup>+++</sup>	(<0.001)	0.011
3-digit zip=977				0.088 <sup>+++</sup>	(<0.001)	0.013
3-digit zip=978				0.089 <sup>+++</sup>	(<0.001)	0.015
3-digit zip=other				0.091 <sup>+++</sup>	(<0.001)	0.017
Constant	0.046 <sup>+++</sup>	(<0.001)	0.001	-3.289	(0.069)	1.808
N (individuals)		769686			769686	
Clusters (households)		549748			549748	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Placebo-Visual Cue		0.095			0.076	
Placebo-Civic Duty		0.310			0.310	
Placebo-State Civic Duty		0.078			0.044	
Visual Cue-Civic Duty		0.573			0.493	
Visual Cue-State Civic Duty		0.859			0.751	
Civic Duty-State Civic Duty		0.463			0.335	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ).

Covariates: <sup>+</sup>  $p < 0.05$ , <sup>++</sup>  $p < 0.01$ , <sup>+++</sup>  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.

**SOM Table 6b:** Average Treatment Effects for Pooled Treatment on Voter Registration Prior to Deadline for 2014 Election - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.022 <sup>***</sup>	(<0.001)	0.001	0.022 <sup>***</sup>	(<0.001)	0.001
Age				-0.001 <sup>+++</sup>	(<0.001)	0.000
Multi-target Address				-0.008 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				0.000	(0.969)	0.001
Last Name D-H				0.001	(0.187)	0.001
Last Name I-M				0.001	(0.436)	0.001
Last Name N-S				0.001	(0.352)	0.001
Mailing Zip Code				-0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.007 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.016 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=972				0.031 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=973				0.038 <sup>+++</sup>	(<0.001)	0.006
3-digit zip=974				0.050 <sup>+++</sup>	(<0.001)	0.008
3-digit zip=975				0.053 <sup>+++</sup>	(<0.001)	0.009
3-digit zip=976				0.055 <sup>+++</sup>	(<0.001)	0.011
3-digit zip=977				0.088 <sup>+++</sup>	(<0.001)	0.013
3-digit zip=978				0.089 <sup>+++</sup>	(<0.001)	0.015
3-digit zip=other				0.091 <sup>+++</sup>	(<0.001)	0.017
Constant	0.046 <sup>+++</sup>	(<0.001)	0.001	-3.289	(0.069)	1.808
N (individuals)		769686			769686	
Clusters (households)		549748			549748	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.

**SOM Table 7a:** Average Treatment Effects for Individual Treatments on Voter Turnout in Nov. 2014 - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Placebo	0.017***	(<0.001)	0.001	0.017***	(<0.001)	0.001
Visual Cue-Urgency	0.016***	(<0.001)	0.001	0.016***	(<0.001)	0.001
Civic Duty	0.016***	(<0.001)	0.001	0.016***	(<0.001)	0.001
State Civic Duty	0.017***	(<0.001)	0.001	0.017***	(<0.001)	0.001
Age				0.000 <sup>+</sup>	(0.032)	0.000
Multi-target Address				-0.006 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				-0.001	(0.470)	0.001
Last Name D-H				0.001	(0.183)	0.001
Last Name I-M				0.000	(0.614)	0.001
Last Name N-S				0.000	(0.612)	0.001
Mailing Zip Code				0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.004 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.011 <sup>+++</sup>	(<0.001)	0.001
3-digit zip=972				0.018 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=973				0.023 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=974				0.031 <sup>+++</sup>	(<0.001)	0.005
3-digit zip=975				0.031 <sup>+++</sup>	(<0.001)	0.006
3-digit zip=976				0.035 <sup>+++</sup>	(<0.001)	0.007
3-digit zip=977				0.053 <sup>+++</sup>	(<0.001)	0.008
3-digit zip=978				0.048 <sup>+++</sup>	(<0.001)	0.010
3-digit zip=other				0.051 <sup>+++</sup>	(<0.001)	0.011
Constant	0.020 <sup>+++</sup>	(<0.001)	0.001	-1.412	(0.227)	1.168
N (individuals)		769686			769686	
Clusters (households)		549748			549748	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Placebo-Visual Cue		0.604			0.656	
Placebo-Civic Duty		0.316			0.329	
Placebo-State Civic Duty		0.328			0.263	
Visual Cue-Civic Duty		0.600			0.563	
Visual Cue-State Civic Duty		0.118			0.106	
Civic Duty-State Civic Duty		0.047			0.037	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ). Covariates: <sup>+</sup>  $p < 0.05$ , <sup>++</sup>  $p < 0.01$ , <sup>+++</sup>  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.

**SOM Table 7b:** Average Treatment Effects for Pooled Treatment on Voter Turnout in Nov. 2014 - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.017***	(<0.001)	0.001	0.017***	(<0.001)	0.001
Age				0.000 <sup>+</sup>	(0.031)	0.000
Multi-target Address				-0.006 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				-0.001	(0.469)	0.001
Last Name D-H				0.001	(0.183)	0.001
Last Name I-M				0.000	(0.614)	0.001
Last Name N-S				0.000	(0.614)	0.001
Mailing Zip Code				0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.004 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.011 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=972				0.018 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=973				0.023 <sup>+++</sup>	(<0.001)	0.005
3-digit zip=974				0.031 <sup>+++</sup>	(<0.001)	0.006
3-digit zip=975				0.031 <sup>+++</sup>	(<0.001)	0.007
3-digit zip=976				0.035 <sup>+++</sup>	(<0.001)	0.008
3-digit zip=977				0.053 <sup>+++</sup>	(<0.001)	0.009
3-digit zip=978				0.048 <sup>+++</sup>	(<0.001)	0.010
3-digit zip=other				0.051 <sup>+++</sup>	(<0.001)	0.011
Constant	0.020 <sup>+++</sup>	(<0.001)	0.001	-1.407	(0.229)	1.169
N (individuals)		769686			769686	
Clusters (households)		549748			549748	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: <sup>+</sup>  $p < 0.05$ , <sup>++</sup>  $p < 0.01$ , <sup>+++</sup>  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.

**SOM Table 8a:** Average Treatment Effects for Individual Treatments on Voter Registration from Mailing to May 2015 - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Placebo	0.020***	(<0.001)	0.002	0.020***	(<0.001)	0.002
Visual Cue-Urgency	0.022***	(<0.001)	0.002	0.021***	(<0.001)	0.002
Civic Duty	0.021***	(<0.001)	0.002	0.020***	(<0.001)	0.002
State Civic Duty	0.021***	(<0.001)	0.002	0.021***	(<0.001)	0.002
Age				-0.001 <sup>+++</sup>	(<0.001)	0.000
Multi-target Address				-0.009 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				0	(0.988)	0.001
Last Name D-H				0.001	(0.283)	0.001
Last Name I-M				0.001	(0.356)	0.001
Last Name N-S				0.001	(0.291)	0.001
Mailing Zip Code				-0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.008 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.017 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=972				0.028 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=973				0.035 <sup>+++</sup>	(<0.001)	0.005
3-digit zip=974				0.044 <sup>+++</sup>	(<0.001)	0.007
3-digit zip=975				0.050 <sup>+++</sup>	(<0.001)	0.009
3-digit zip=976				0.047 <sup>+++</sup>	(<0.001)	0.010
3-digit zip=977				0.079 <sup>+++</sup>	(<0.001)	0.012
3-digit zip=978				0.078 <sup>+++</sup>	(<0.001)	0.014
3-digit zip=other				0.078 <sup>+++</sup>	(<0.001)	0.016
Constant	0.058 <sup>+++</sup>	(<0.001)	0.001	-6.771 <sup>+++</sup>	(<0.001)	1.723
N (individuals)		769686			769686	
Clusters (households)		549748			549748	
<i>Randomization inference p-values from pairwise comparisons of ATE</i>						
Placebo-Visual Cue		0.083			0.059	
Placebo-Civic Duty		0.448			0.435	
Placebo-State Civic Duty		0.127			0.072	
Visual Cue-Civic Duty		0.332			0.270	
Visual Cue-State Civic Duty		0.801			0.938	
Civic Duty-State Civic Duty		0.471			0.322	

Notes: Randomization inference of treatment effects with Bonferroni correction for four comparisons to control group ( $m=4$ ): \*  $p < 0.0125$  ( $\alpha=0.05$ ), \*\*  $p < 0.0025$  ( $\alpha=0.01$ ), \*\*\*  $p < 0.00025$  ( $\alpha=0.001$ ). Covariates: <sup>+</sup>  $p < 0.05$ , <sup>++</sup>  $p < 0.01$ , <sup>+++</sup>  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.



**SOM Table 8b:** Average Treatment Effects for Pooled Treatment on Voter Registration from Mailing to May 2015 - Experiment 2 (Oregon)

	Model 1 - no covariates			Model 2 - incl. covariates		
	<i>B</i>	<i>p</i>	s.e.	<i>B</i>	<i>p</i>	s.e.
Pooled Treatment	0.021 <sup>***</sup>	(<0.001)	0.001	0.021 <sup>***</sup>	(<0.001)	0.001
Age				-0.001 <sup>+++</sup>	(<0.001)	0.000
Multi-target Address				-0.008 <sup>+++</sup>	(<0.001)	0.000
Last Name A-C				0.000	(0.970)	0.001
Last Name D-H				0.001	(0.186)	0.001
Last Name I-M				0.001	(0.435)	0.001
Last Name N-S				0.001	(0.350)	0.001
Mailing Zip Code				-0.000 <sup>+++</sup>	(<0.001)	0.000
Year of DMV				0.008 <sup>+++</sup>	(<0.001)	0.000
3-digit zip=971				0.017 <sup>+++</sup>	(<0.001)	0.002
3-digit zip=972				0.028 <sup>+++</sup>	(<0.001)	0.004
3-digit zip=973				0.035 <sup>+++</sup>	(<0.001)	0.005
3-digit zip=974				0.044 <sup>+++</sup>	(<0.001)	0.007
3-digit zip=975				0.050 <sup>+++</sup>	(<0.001)	0.009
3-digit zip=976				0.047 <sup>+++</sup>	(<0.001)	0.010
3-digit zip=977				0.079 <sup>+++</sup>	(<0.001)	0.012
3-digit zip=978				0.078 <sup>+++</sup>	(<0.001)	0.014
3-digit zip=other				0.078 <sup>+++</sup>	(<0.001)	0.016
Constant	0.058 <sup>+++</sup>	(<0.001)	0.001	-6.771 <sup>+++</sup>	(<0.001)	1.723
N (individuals)		769686			769686	
Clusters (households)		549748			549748	

Notes: Randomization inference of treatment effects: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$ . Covariates: +  $p < 0.05$ , ++  $p < 0.01$ , +++  $p < 0.001$ . Omitted categories are 3-digit zip=970 and Last Name T-Z.