

Supplemental Materials for

The Formality Effect

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Contents

Supplemental Methods.....	3
Prediction Study	3
Study 1.....	4
Study 5.....	4
Study 6.....	5
Supplemental Tables.....	7
Supplemental Materials	11

Supplemental Methods

Prediction Study

Participants

Participants were 472 professionals recruited via social media, email, and professional academic networks to voluntarily complete an approximately 3-minute online study. Of the 472 participants who started the survey, 351 (74.4%) completed and submitted it.

Sample exclusion criteria

All participants who consented to participate and passed an initial attention check were eligible to complete this study. Prior to analysis, we exclude participants who completed the study more than once based on Prolific ID or IP address; completed the study in a second try after failing the attention check on their first attempt; failed a second attention check included at the end of the study; or whose response was flagged in Qualtrics meta-data as a potential bot.

Procedure

All participants who consented to participate were shown side-by-side images of the formal and informal letters from each of the three field experiments. See Figure S10 for an example of the set of EITC letters that were shown to prediction study participants. The order of the images in each set of letters was randomized (i.e., letter A is formal in Figure S10; half of participants saw an image where letter A was informal), as was the order of the letter sets. After viewing each set of letters, participants were asked, “Which letter do you think was more effective at getting people to take the requested action?” and were required to choose either Letter A or Letter B in response.

After viewing all three sets of letters (EITC, business self-certification, and program enrollment), participants were then asked the following four questions:

1. In general, do you think government communications are more effective when they are in color or black and white? [In color / Black and white]
2. In general, do you think government communications are more effective when they use formal language or informal language? [Formal language / Informal language]
3. In general, do you think government communications are more effective when they are written at a high reading level or at a low reading level? [High reading level / Low reading level]
4. In general, do you think government communications are more effective when they use images and pictures or when they use only text? [Images / Text-only]

All four questions, as well as the response options for each question, were presented in random order.

Finally, participants were asked a set of voluntary questions about their professional affiliation, field of study, experience running field experiments, and experience sending mass written communications.

Study 1

Procedure

All participants who passed an initial attention check were randomized by the survey platform to one of four conditions corresponding with one of the treatment letters shown in Figure S1A-D. After viewing the letter corresponding with their treatment assignment, participants were asked the following questions:

1. Please look closely at the letter's design and formatting. How formal would you say the **design** of this letter is, on a scale from 1 to 10 where 10 is "extremely formal"?
2. Please look closely at the letter's language. How formal would you say the **language** in this letter is, on a scale from 1 to 10 where 10 is "extremely formal"?
3. Now think about the letter overall. Overall, how formal would you say this letter is on a scale from 1 to 10, where 10 is "extremely formal"?

Participants were then asked a series of demographic questions including age, gender, education level, party affiliation, and trust in government.

Study 5

Sample exclusion criteria

All participants who consented to participate and passed an initial attention check were eligible to complete this study. Prior to analysis, we exclude participants who completed the study more than once based on Prolific ID or IP address; completed the study in a second try after failing the attention check on their first attempt; failed a second attention check included at the end of the study; or whose response was flagged in Qualtrics meta-data as a potential bot.

Procedure

All participants who passed an initial attention check were randomized by the survey platform to one of nine conditions. In a factorial design, each condition was associated with a sender (government, nonprofit, private company) and a request (sign up for emergency alerts, attend an event, pay a fine), as follows:

1. Imagine you receive a letter in the mail from the government asking you to sign up for emergency alerts.
2. Imagine you receive a letter in the mail from a nonprofit organization asking you to sign up for emergency alerts.
3. Imagine you receive a letter in the mail from a private company asking you to sign up for emergency alerts.
4. Imagine you receive a letter in the mail from the government asking you to attend an event about neighborhood development.

5. Imagine you receive a letter in the mail from a nonprofit organization asking you to attend an event about neighborhood development.
6. Imagine you receive a letter in the mail from a private company asking you to attend an event about neighborhood development.
7. Imagine you receive a letter in the mail from the government asking you to pay a fine for not paying a bill for a service you use on time.
8. Imagine you receive a letter in the mail from a nonprofit organization asking you to pay a fine for not paying a bill for a service you use on time.
9. Imagine you receive a letter in the mail from a private company asking you to pay a fine for not paying a bill for a service you use on time.

After seeing the prompt corresponding with their condition assignment, all participants were asked three outcome questions:

1. How important would you think it is to take the requested action? (1-4 scale, “Not at all important” to “Very important”)
2. How likely do you think it is that you would face consequences for not taking the requested action? (1-4 scale, “Not at all likely” to “Very likely”)
3. How formal would you say this letter is, on a scale from 1 to 10 where 10 is "extremely formal"?

Participants were then asked a series of demographic questions including age, gender, education level, party affiliation, and trust in government.

Study 6

Sample exclusion criteria

All participants who consented to participate and passed an initial attention check were eligible to complete this study. Prior to analysis, we exclude participants who completed the study more than once based on Prolific ID or IP address; completed the study in a second try after failing the attention check on their first attempt; failed a second attention check included at the end of the study; or whose response was flagged in Qualtrics meta-data as a potential bot.

Procedure

All participants who passed an initial attention check were randomized by the survey platform to one of six conditions. Each condition was associated with either the Formal or Informal letter from each of the three field experiments reported in this manuscript (Studies 2-4). All participants were first shown the letter corresponding with their condition assignment. They were then asked the following eight outcome questions, presented in a random order:

1. How formal is this letter on a scale from 1 to 10, where 10 is “extremely formal”?
2. Who do you think sent this letter?
 - a. A private company

- b. An individual person/private citizen
 - c. A nonprofit organization
 - d. The government
 - e. Other
3. If you received this letter in the mail today, how important would you think it is to take action? (1-5 scale, 5 = “Very important”)
 4. To what extent do you agree or disagree with the following statement: This letter is from a credible source. (1-5 scale, 5 = “Strongly agree”)
 5. Imagine you received this letter in the mail. How likely would you be to take the action being requested in the letter? (1-5 scale, 5 = “Extremely likely”)
 6. What was this letter asking you to do?
 - a. Register to vote
 - b. Claim tax credits
 - c. Self-certify a business
 - d. Sign up for a membership for medical emergency transport services
 - e. Apply for government rental assistance
 - f. Pay property tax
 - g. Pay a parking ticket
 - h. None of the above
 7. How easy do you think it would be to take the action being requested in the letter? (1-5 scale, 5 = “Extremely easy”)

Thereafter, participants were re-shown the letter and asked the following outcome questions, presented in a random order:

8. Based on your read of the letter, to what extent do you agree or disagree with each of the following statements (1-5 scale, 5 = “Strongly agree”):
 - a. The sender of this letter put in a lot of effort.
 - b. The sender of this letter thinks it’s important for me to take action.
 - c. The sender of this letter is important.
 - d. The sender thinks this letter is relevant for me.
 - e. The sender of this letter is competent.
 - f. The sender of this letter is trustworthy.
 - g. The sender of this letter is genuine.
 - h. The sender of this letter is an authority.
 - i. The sender of this letter is trying to scam me.

Participants were then asked a series of demographic questions including age, gender, education level, party affiliation, and trust in government.

Supplemental Tables

Table S1. Prediction study sample

	N	%
Professional Affiliation (N = 354)		
Government	99	28.0%
Academic	179	50.6%
Private sector	34	9.6%
Nonprofit	38	10.7%
Other	30	8.5%
Field of study (for academics, N = 165)		
Behavioral economics	17	10.3%
Other economics	10	6.1%
Psychology	21	12.7%
Sociology	6	3.6%
Public policy	34	20.6%
Organizational behavior	7	4.2%
Management	11	6.7%
Judgment and decision-making	35	21.2%
Other	24	14.6%
Prior experience		
Mass communication (N = 349)	176	50.4%
Field experiments (N = 345)	172	49.9%

Table S2. Predictions on the efficacy of government letters

	Completed study (N = 351)	Full sample, including partial responses (N = 472)	Academic (N = 179)	Government (N = 99)
Policy domain: EITC				
Formal	10.83%	30.72%	7.82%	15.15%
Informal	89.17%	69.28%	92.18%	84.85%
Policy domain: Program enrollment				
Formal	15.67%	35.17%	17.88%	13.13%
Informal	84.33%	64.83%	82.12%	86.87%
Policy domain: Business self-certification				
Formal	9.97%	29.66%	13.41%	3.03%
Informal	90.03%	70.34%	86.59%	96.97%

Notes: Cells indicate percentage of participants who predicted that the corresponding letter would be most effective at getting recipients to take the requested action. Participants saw all three sets of letters, presented in random order.

Table S3. Predictions regarding general attributes of formality

	Completed study (N = 351)	Full sample, including partial responses (N = 357)	Academic (N = 179)	Government (N = 99)
Attribute: Color				
Color	89.43%	89.08%	89.94%	87.76%
Black and white	10.57%	10.92%	10.06%	12.24%
Attribute: Language				
Formal	27.14%	27.17%	29.78%	22.22%
Informal	72.86%	72.83%	70.22%	77.78%
Attribute: Reading level				
High reading level	8.26%	8.10%	12.29%	2.02%
Low reading level	91.74%	91.90%	87.71%	97.98%
Attribute: Images				
Images	88.86%	88.80%	88.83%	89.90%
Text only	11.14%	11.20%	11.17%	10.10%

Notes: Cells indicate percentage of participants who predicted that the government communications with the corresponding attribute would be most effective at getting recipients to take the requested action. Participants were presented with binary choices for each attribute, and all attributes were presented in random order.

Table S4. Study 1: Attributes of formality

	(1) Design	(2) Language	(3) Overall
Formal aesthetic, informal language	1.705*** (0.220)	0.111 (0.220)	0.785*** (0.211)
Informal aesthetic, formal language	0.066 (0.242)	0.833*** (0.198)	0.450* (0.203)
Formal	1.878*** (0.214)	1.262*** (0.192)	1.620*** (0.192)
Observations	687	687	687
R-squared	0.203	0.101	0.131
Mean for Informal	6.366	6.891	6.562

Notes: Linear estimates of the effect of treatment assignment on formality of design (column 1), formality of language (column 2), and overall formality. All outcomes are all measured on a 1 to 10 scale where 10 reflects “extremely formal.” All specifications control for age, gender, college education, party affiliation, and trust in government. Robust standard errors in parentheses. *** p<0.001, ** p<0.01, * p<0.05

Table S5. Study 2: Field experiment on business self-certification

VARIABLES	(1) Self-certifications
Formal	0.019*** (0.006)
Observations	10,000
R-squared	0.007
Mean for Informal	0.0733

Notes: Estimates from covariate-adjusted OLS model of self-certifications on an indicator for assignment to the Formal condition, with controls for business license type, preferred modality of communication, and license issue year. Robust standard errors in parentheses. *** p<0.001, ** p<0.01, * p<0.05

Table S6. Study 3: Field experiment on take-up of a government program

VARIABLES	(1) Enrollment
Formal	0.008*** (0.002)
Observations	35,172
R-squared	0.001
Mean for Informal	0.0177

Notes: Estimates from covariate-adjusted OLS model of enrollment on an indicator for assignment to the Formal condition, with controls for whether the mailing address was located in the partner city and randomization strata. Robust standard errors in parentheses. *** p<0.001, ** p<0.01, * p<0.05

Table S7. Study 4: Field experiment on take-up of EITC

Condition	N	Unique pageviews	% engaged
Formal	10,000	363	3.63%
Informal	10,000	284	2.84%

Table S8. Study 5: Expectations about government communications

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
	Emergency alerts			Attend event			Pay fine		
	Important	Conseq.	Formal	Important	Conseq.	Formal	Important	Conseq.	Formal
Sender: Nonprofit	-0.835*** (0.146)	-0.124 (0.126)	-1.650*** (0.393)	-0.050 (0.132)	-0.187 (0.129)	-0.285 (0.384)	-0.641*** (0.157)	-0.940*** (0.157)	-1.424*** (0.389)
Sender: Private	-0.953*** (0.152)	-0.148 (0.117)	-2.338*** (0.417)	-0.339* (0.133)	-0.156 (0.125)	-0.718 (0.375)	-0.299* (0.150)	-0.447** (0.143)	-1.082** (0.386)
Observations	194	194	194	197	197	197	193	193	193
R-squared	0.317	0.085	0.204	0.202	0.136	0.145	0.183	0.220	0.121
Mean for govt	2.878	1.652	7.138	2.504	1.586	5.683	3.405	3.377	7.945

Notes: Estimates from linear models controlling for age, gender, college education, party affiliation, trust in government, and frequency of interaction. Columns 1-3 report estimates of the effect of sender on perceived importance of acting (column 1), likelihood of facing consequences for inaction (column 2), and expected formality (column 3) for the subgroup of participants who were randomly assigned to the “sign up for emergency alerts” request. Columns 4-6 report the same outcomes for the subgroup of participants who were randomly assigned to the “attend an event” request, and columns 7-9 report the same outcomes for the subgroup of participants who were randomly assigned to the “pay a fine” request. Robust standard errors in parentheses. *** p<0.001, ** p<0.01, * p<0.05

Table S9. Study 6, additional outcomes

	(1)	(2)	(3)
	Comprehension	Time on letter	Sender is important
Formal	0.015 (0.013)	15.943*** (3.206)	0.306*** (0.059)
Govt. program	0.078*** (0.017)	11.093** (4.167)	-0.131 (0.068)
EITC	0.043* (0.018)	-11.833*** (3.324)	-0.551*** (0.074)
Observations	1,189	1,189	1,189
R-squared	0.032	0.085	0.133
Mean for Informal	0.937	50.12	3.703

Notes: Estimates from linear models controlling for age, gender, college education, party affiliation, and trust in government. Comprehension (column 1) is a binary measure; time spent on letter (column 2) is measured in seconds; sender is important is measured on a 1 to 5 scale. Robust standard errors in parentheses. *** p<0.001, ** p<0.01, * p<0.05

Supplemental Materials

Figure S1. Study 1 materials

- A: Informal language and informal aesthetic
- B: Formal language and informal aesthetic
- C: Informal language and formal aesthetic
- D: Formal language and formal aesthetic

County Metro Government
 Department of Codes & Regulations
 Property Maintenance Division


A

Phone: (555) 777-2000 Email: email@email.gov Website: www.website.gov/government/codes-regulations

CASE NUMBER: 19856744X8

SMITH, JOHN L.
 123 MAIN ST

Location: 123 MAIN ST



NOTICE: FIX YOUR PROPERTY

Dear neighbor,

I inspected your property at **123 Main St.** on January 14, 2022. This inspection was part of the County Metro Code of Ordinances. I found that your property is in violation of the County's property maintenance regulations. You are responsible for these violations, which are listed below.

Violations (see enclosed page for details)	Due date
Violation 1	April 15, 2022
Violation 2	May 1, 2022

You still have time to correct these violations by the dates indicated above! If you are not able to fix them by their due date, please call me at 555-777-2000. I will help answer any questions you have. I can also meet you at your property or wherever is most convenient for you.


If you think that any information in this letter is wrong, you can appeal to the Board. To do so, submit a written statement describing the reason for your appeal. Please do so within seven (7) days of receiving this letter.

If you don't appeal and you don't fix the violations by their due date, you will receive a citation and a fine. You could also face possible criminal sanctions.

Your property is an important investment for you and the community. I urge you to correct these violations to avoid any potential penalties.

All the best,

JAMES MONORE
 Inspector
 (555) 777-2000
 james.monroe@city.gov



County Metro Government
 Department of Codes & Regulations
 Property Maintenance Division


B

Phone: (555) 777-2000 Email: email@email.gov Website: www.website.gov/government/codes-regulations

CASE NUMBER: 19856744X8

SMITH, JOHN L.
 123 MAIN ST

Location: 123 MAIN ST



NOTICE: FIX YOUR PROPERTY

As authorized by the County Metro Code of Ordinances, your property located at the address above was inspected on January 14, 2022. The inspection revealed the existence of violations for which you are responsible. The violations are listed below.

Violations (see enclosed page for details)	Due date
Violation 1	April 15, 2022
Violation 2	May 1, 2022


All violations must be corrected by the dates indicated above. If you are either unable to correct the violations by the given date(s) or have any questions, please contact the inspector at 555-777-2000. He/she will make every effort to answer your questions or, if necessary, meet you at your property or wherever is most convenient for you.

If you disagree with this notice, you have the right to appeal this matter to the Board by filing a written statement listing the reasons upon which you base your appeal within seven (7) days of receipt of this notice.

If you do not appeal this notice within the given time frame and if you fail to correct the violations by the due date, this notice will be considered final and you will be subject to a citation, including a fine, and possible criminal sanctions as provided by law.

Your property is an important investment for you and the community. Please make the necessary corrections to eliminate all violations so that no further enforcement will be necessary.

JAMES MONORE
 Inspector
 (555) 777-2000
 james.monroe@city.gov



County Metro Government
Department of Codes & Regulations
Property Maintenance Division

C

Phone: (555) 777-2000 Email: email@email.gov Website: www.website.gov/government/codes-regulations

CASE NUMBER: 19856744X8

SMITH, JOHN L.
123 MAIN ST

Location: 123 MAIN ST

NOTICE: FIX YOUR PROPERTY

Dear neighbor,

I inspected your property at 123 Main St. on January 14, 2022. This inspection was part of the County Metro Code of Ordinances. I found that your property is in violation of the County's property maintenance regulations. You are responsible for these violations, which are listed below.

Violations (see enclosed page for details)	Due date
Violation 1	April 15, 2022
Violation 2	May 1, 2022

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If you think that any information in this letter is wrong, you can appeal to the Board. To do so, submit a written statement describing the reason for your appeal. Please do so within seven (7) days of receiving this letter.

If you don't appeal and you don't fix the violations by their due date, you will receive a citation and a fine. You could also face possible criminal sanctions.

Your property is an important investment for you and the community. I urge you to correct these violations to avoid any potential penalties.

All the best,

JAMES MONORE
Inspector
(555) 777-2000
james.monroe@city.gov

County Metro Government
Department of Codes & Regulations
Property Maintenance Division

D

Phone: (555) 777-2000 Email: email@email.gov Website: www.website.gov/government/codes-regulations

CASE NUMBER: 19856744X8

SMITH, JOHN L.
123 MAIN ST

Location: 123 MAIN ST

NOTICE: FIX YOUR PROPERTY

As authorized by the County Metro Code of Ordinances, your property located at the address above was inspected on January 14, 2022. The inspection revealed the existence of violations for which you are responsible. The violations are listed below.

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If you do not appeal this notice within the given time frame and if you fail to correct the violations by the due date, this notice will be considered final and you will be subject to a citation, including a fine, and possible criminal sanctions as provided by law.

Your property is an important investment for you and the community. Please make the necessary corrections to eliminate all violations so that no further enforcement will be necessary.

JAMES MONORE
Inspector
(555) 777-2000
james.monroe@city.gov

Figure S2. Study 2: Formal letter

CITY OF [REDACTED]

[REDACTED]

Business Code: XX99

Dear Business Owner,

In an effort to purchase more goods and services from local businesses, the City of [REDACTED] (“City”) is collecting information on certain business demographics. Specifically, the City would like to know whether your business qualifies as a local business (self-certification using criteria below) and, if not local, whether you have a storefront and employ residents of the greater [REDACTED] area. The City will also be requesting information on women and minority business ownership. In order to self certify as one of these businesses, please visit [REDACTED] and enter your business code: **XX99**. At this site, you will be asked to self certify whether your business meets one of the following designations.

- 1. Local Business** – Maintains its principal office and place of business within the Greater [REDACTED] Metropolitan Area (City of [REDACTED] or [REDACTED] County) and ownership resides 51% here.
- 2. Doing Business Locally** - Does not maintain its principal office here, but maintains a storefront in the Greater [REDACTED] Area and employs one or more [REDACTED] residents.
- 3. MBE - Minority Business Enterprise Owned** (at least 51% owned and controlled by one or more minorities or women or, in the case of a publicly-owned business, at least 51% of the stock of which is owned by one or more minorities or women). Minority is defined to include Hispanic Americans, Black Americans, Native Americans, Asian-Pacific Americans, Asian-Indian Americans, Female, or belonging to groups found to be economically and socially disadvantaged by the U.S. Small Business Administration.

If you have any questions, please feel free to go online to get more information at [REDACTED] or by calling our 311 Contact Center.

Thank You,

[REDACTED]

Mayor [REDACTED]
City of [REDACTED]

Figure S3. Study 2: Informal letter

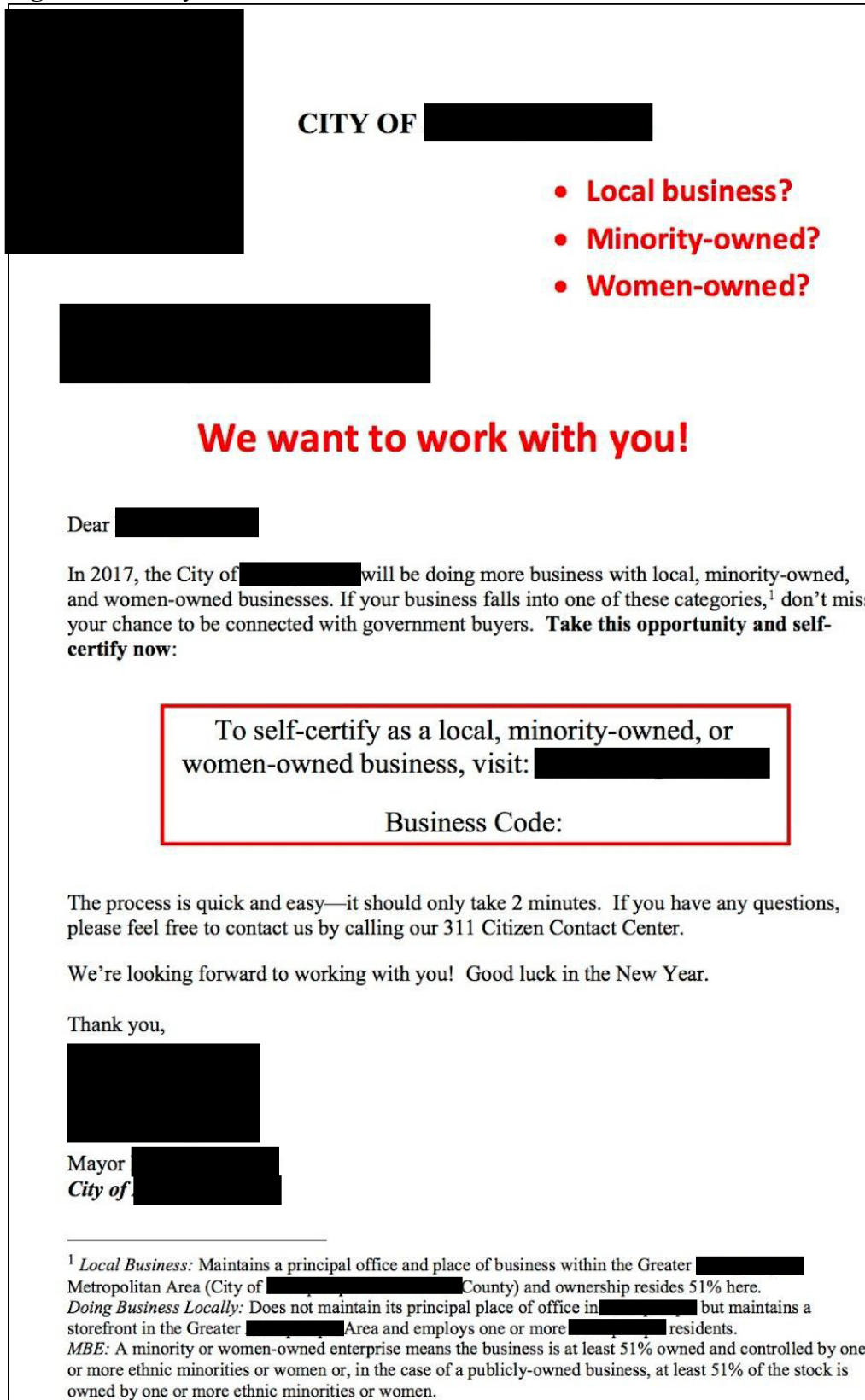


Figure S4. Study 3: Formal letter

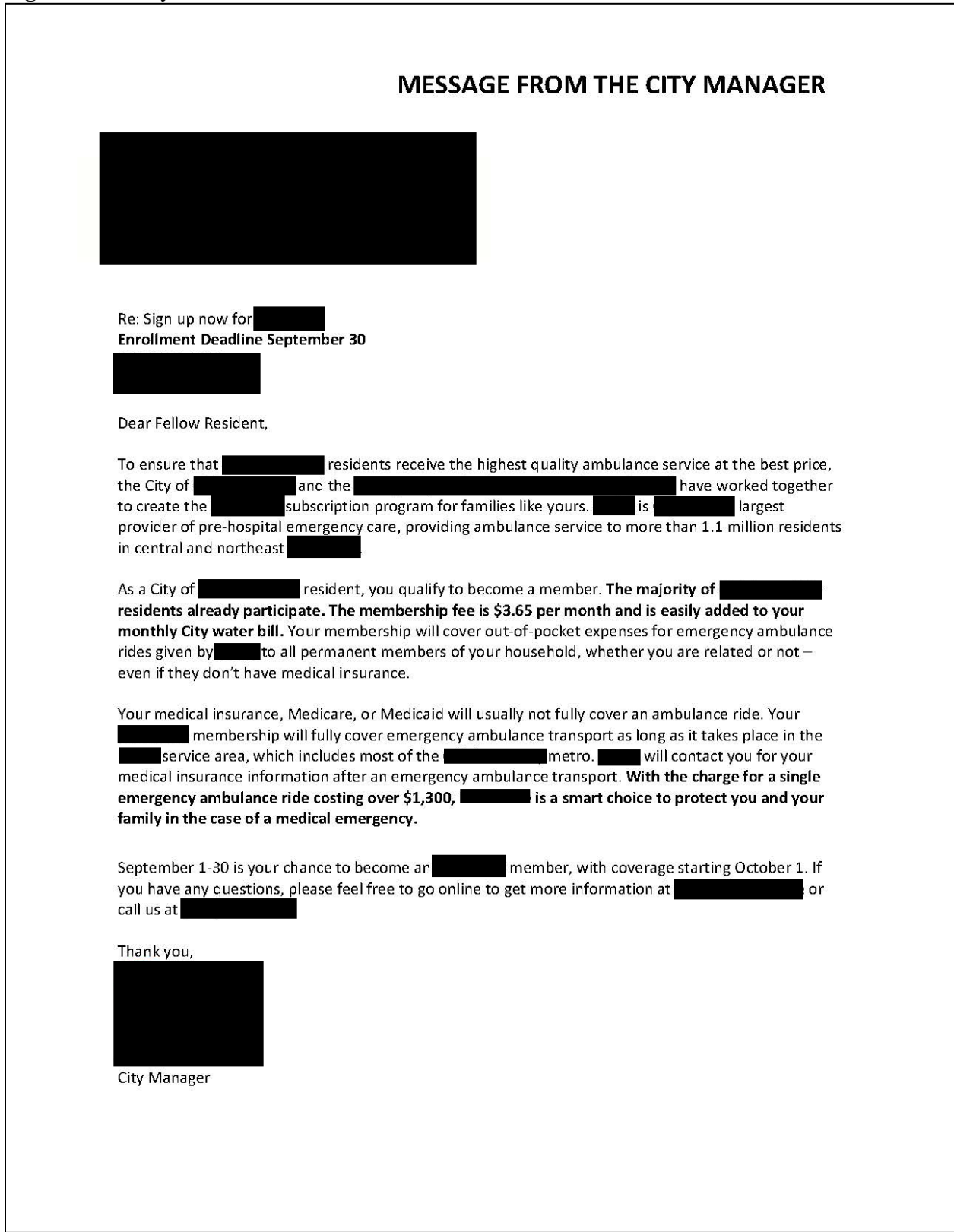
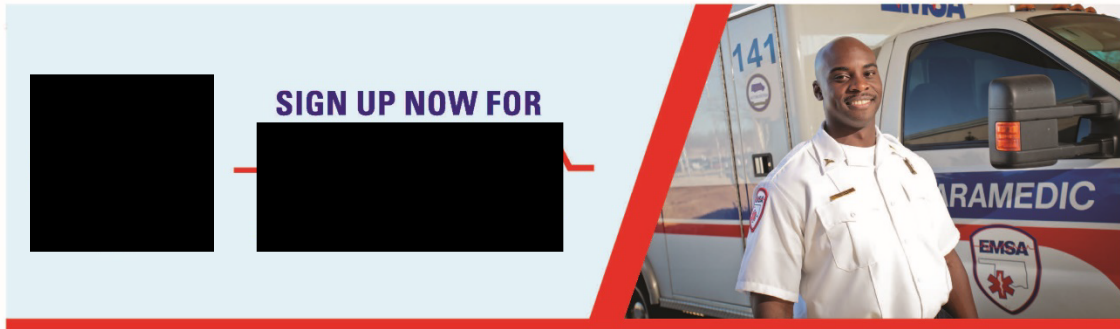


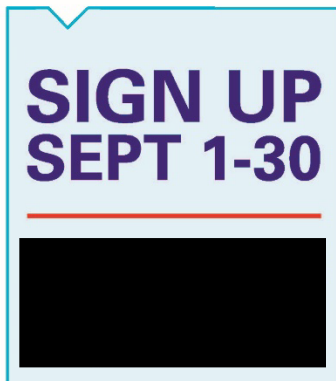
Figure S5. Study 3: Informal letter



When the difference between life and death can be measured in seconds, don't waste a single moment worrying if you can afford to call an ambulance. With an [redacted] membership you can dial 911 without hesitation.



With the charge for a single emergency ambulance ride now over \$1,300, it's easy to see [redacted] is the smart choice for you and your family.




As a City of [redacted] resident, you qualify to become a member. **The membership fee is \$3.65 per month and it is easily added to your monthly City water bill.** Your membership will cover out-of-pocket expenses for emergency ambulance rides given by [redacted] to all permanent members of your household, whether you are related or not— even if they don't have medical insurance.

Your medical insurance, Medicare or Medicaid will usually not fully cover an ambulance ride. Your [redacted] membership will fully cover emergency ambulance transport as long as it takes place in the [redacted] service area, which includes most of the [redacted] metro. [redacted] will contact you for your insurance information after an emergency ambulance transport.

September 1-30 is your chance to become an [redacted] member, with coverage starting October 1. The charge can easily be added to your monthly City water bill. Call the City of [redacted] [redacted] to sign up. For more information, log on to [redacted]

Figure S6. Study 4: Formal letter



FRANCHISE TAX BOARD
EITC MS A370
PO BOX 1565
RANCHO CORDOVA CA 95741-1565

John Doe
123 Main St.
AnyTown, USA 12345

Important information about the Earned Income Tax Credit.

You may be eligible for a refund.

Summary If you or your spouse worked in 2018, you may be eligible for a refund called the Earned Income Tax Credit. We are reaching out to households that might be eligible for the refund but may not have received it before.

The credit provides cash back to Californians who earned income last year. Your refund depends on your family size and how much you earned last year.

You can claim the refund even if you do not owe taxes. Claiming your refund will not affect your eligibility for other government programs.

Are you eligible? Visit ftb.ca.gov/Refund to learn more about the credit and see if you are eligible.

Claim your refund File your federal and state tax return now to claim your full refund.

A trained tax preparer in your neighborhood can help you file for free. Find free help at:

Site #1 123 Main St. AnyTown, USA 12345	Open 1/1/21 – 4/30/21: Monday: 9-5 Tuesday: 9-5 Wednesday: 9-5 Thursday: 9-5 Friday: 9-5 Saturday: Closed Sunday: Closed	Languages spoken English, Spanish
--	--	--

Appointment required?
No

There may be other convenient locations as well. Call 555-555-5555 to book an appointment or find out what to bring.

Selvi Stanislaus
Selvi Stanislaus
Executive Officer
California Franchise Tax Board

中文 | 한국어 | Русский | Tiếng Việt → ftb.ca.gov/Lang3

Figure S7. Study 4: Informal letter

FRANCHISE TAX BOARD
EITC MS A370
PO BOX 1565
RANCHO CORDOVA CA 95741-1565

John Doe
123 Main St.
AnyTown, USA 12345

**Important information about the
Earned Income Tax Credit**

YOU MAY BE ELIGIBLE FOR A REFUND!

If you or your spouse worked in 2018, you may be eligible for a refund called the **Earned Income Tax Credit**. We are reaching out to households that might be eligible for the refund but may not have received it before.

The credit provides cash back to Californians who earned income last year. Your refund depends on your family size and how much you earned last year.

You can claim the refund even if you do not owe taxes. Claiming your refund will **not** affect your eligibility for other government programs.

Are you eligible?

▶ Visit **ftb.ca.gov/GetIt** to learn more about the refund and see if you are eligible.

Claim your refund!

▶ File your federal and state tax return now to claim your full refund. A trained tax preparer in your neighborhood can help you **file for free**.

Find free help at:

Site #1 123 Main St. AnyTown, USA 12345	Open 1/1/21 – 4/30/21: Monday: 9-5 Tuesday: 9-5 Wednesday: 9-5 Thursday: 9-5 Friday: 9-5 Saturday: Closed Sunday: Closed	Languages spoken: English, Spanish
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There may be other convenient locations as well.
Call 555-555-5555 to book an appointment or find out what to bring.

中文 | 한국어 | Русский | Tiếng Việt → ftb.ca.gov/Lang7

Figure S8. Example treatment from prediction study

A

FRANCHISE TAX BOARD
ETC MS A370
PO BOX 1565
RANCHO CORDOVA CA 95741-1565

John Doe
123 Main St.
AnyTown, USA 12345

Important information about the Earned Income Tax Credit.
You may be eligible for a refund.

Summary If you or your spouse worked in 2018, you may be eligible for a refund called the Earned Income Tax Credit. We are reaching out to households that might be eligible for the refund but may not have received it before.

The credit provides cash back to Californians who earned income last year. Your refund depends on your family size and how much you earned last year.

You can claim the refund even if you do not owe taxes. Claiming your refund will not affect your eligibility for other government programs.

Are you eligible? Visit ftb.ca.gov/Refund to learn more about the credit and see if you are eligible.

Claim your refund File your federal and state tax return now to claim your full refund.

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Selvi Stanilaus
Selvi Stanilaus
Executive Officer
California Franchise Tax Board

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B

FRANCHISE TAX BOARD
ETC MS A370
PO BOX 1565
RANCHO CORDOVA CA 95741-1565

John Doe
123 Main St.
AnyTown, USA 12345

IT'S YOUR MONEY GET IT!
EARNED INCOME TAX CREDIT

Important information about the Earned Income Tax Credit

YOU MAY BE ELIGIBLE FOR A REFUND!

If you or your spouse worked in 2018, you may be eligible for a refund called the Earned Income Tax Credit. We are reaching out to households that might be eligible for the refund but may not have received it before.

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Are you eligible? Visit ftb.ca.gov/GetIt to learn more about the refund and see if you are eligible.

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