



Choose Life License Plate Information and Application

MV2992 1/2019 s. 341.14(6r) Wis. Stats.



When you purchase Choose Life license plates, your fee includes an annual \$25 tax-deductible donation. WisDOT will transfer this donation to Choose Life WI, Inc. and then be distributed to various Wisconsin Pregnancy Resource Centers. The donation may be deductible if you itemize your income tax returns.

Who is eligible?

- ▶ Any Wisconsin resident.

Vehicles that qualify

Choose Life license plates are available for:

- ▶ An automobile.
- ▶ A motor home (Annual registration only).
- ▶ A private truck, dual purpose motor home or dual purpose farm truck that has a gross weight of 8,000 pounds or less.
- ▶ A farm truck that has a gross weight of 12,000 pounds or less.

Fees needed

- ▶ A **\$25** annual tax-deductible donation is required for original issuance of the Choose Life license plates **and** each year at renewal.
- ▶ A **\$15** issuance fee or the **annual \$15** personalized plate fee.
- ▶ The **annual registration fee**, if your current plates expire within 3 months.

Plates required in 2 days

- ▶ To legally operate your vehicle, you must display license plates within two business days of purchase.
- ▶ If you do not have current plates, apply to a DMV Customer Service Center or an agent authorized by DMV to obtain a temporary plate while your Choose Life license plate order is processed. An agent may charge a plate fee and/or service fee.

Personalized plate information

- ▶ A \$15 personalized plate fee is required **each** year in addition to the \$25 donation and regular registration fee.
- ▶ WisDOT may refuse to issue or may recall after issuance a request that is misleading or may be offensive to good taste or decency.
- ▶ No refund or adjustment will be made for a change of choice or spacing after the plate has been ordered or if the application is unclear or incorrectly completed.
- ▶ Plates will be mailed 3–4 weeks after you receive the new Certificate of Registration. When you purchase Choose Life license plates, your fee includes an annual \$25 tax deductible donation. This donation WisDOT will transfer to Choose Life.

How to apply

1. To order non-personalized Choose Life plates, mark first option and go to step 6.
2. To order personalized Choose Life plates, mark second option and choose 1–6 characters.
If you choose 6 characters, **no spaces are allowed**.

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If you choose 5 or fewer characters, you may request up to two spaces between any of the characters. Indicate this request with diagonal lines as shown here.

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3. Use capital letters or numbers. The letter O and the number zero are the same. The following are not acceptable: small letters, symbols, signs, hyphens, apostrophes, etc. Carefully distinguish between: letters L or I and number 1, letter S and number 5, letter G and number 6, letter Z and number 2, letter B and number 8, letter U and letter V.
4. For personalized plate message availability, please visit: wisconsin.dmv.gov/personalizedplatelookup.
5. Provide a meaning for your request, i.e. what does this represent?
6. If the vehicle that you wish to register with Choose Life plates is already titled in your name, send:
 - » A copy of your Certificate of Registration or complete the vehicle description on the application.
 - » A \$15 issuance or personalized plate fee plus the annual registration fee if the current plates expire within the next 3 months.
 - » \$25 Choose Life donation.
7. If the vehicle is not titled in your name, send:
 - » A completed title application: [MV1](#) (Private Sale) or MV11 (Dealer Sale);
 - » The title assigned to you.
 - » All required fees, including annual registration fee;
 - » Additional \$15 issuance or personalized plate fee;
 - » \$25 Choose Life donation.
8. Make check or money order payable to: **Registration Fee Trust.**
9. Mail all required items to:

WisDOT
Special Plates Unit
P.O. Box 7911
Madison, WI 53707-7911

