



# Election Mail

## Tips, Tools, and Tactics for Successful Mailing





# Agenda

- Mail Security
- Using Tag 191 and Official Election Mail Logo
- Military & Overseas Absentee Ballots
- Special Procedures – APO/FPO
- 8 Steps for Mailing Success
- Address Hygiene
- Intelligent Mail Barcode and OneCode Confirm™
- New Move Update requirements effective Nov 23, 2008
- Election Officials' Mailing Resources



# Mail Security

- USPS rated #1 agency Americans trust to protect their privacy
- U.S. Postal Inspection Service
  - Federal law enforcement agency
  - Protect, secure & trust
- Office of Inspector General
  - Protect and maintain the integrity of postal processes and personnel



OFFICE OF  
**INSPECTOR  
GENERAL**

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UNITED STATES POSTAL SERVICE



# Official Election Mail

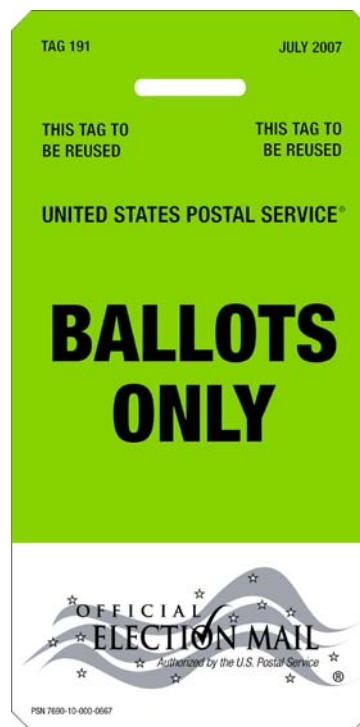
Any mailpiece created by an authorized voting registration official that is mailed to or from a citizen of the United States for the purpose of participating in the voting process.

- Official Election Mail Includes
- Mail-in ballots
- Absentee ballots
- Ballot materials
- Voter registration cards
- Absentee applications
- Polling place notifications



# Tag 191 for Ballots

- Domestic and International Ballots only
- Greater visibility during USPS handling and distribution
- Available at local Post Office or Business Mail Entry Unit (BMEU)



# Election Mail Logo





# Military & Overseas Absentee Ballots


- Balloting materials for federal elections may be sent without prepayment of postage to:
  - Member Armed Forces in active service
  - Member U.S. Merchant Marine
  - Expatriates
  - Spouses and dependents of above
- Mailed at Post Offices, overseas a Military Post Office, an American Embassy or an American Consulate
- President, Vice President, Senate, Congress; and other general, primary, and special elections




# Military & Overseas Absentee Ballots

Must bear these markings:

Name and Complete Address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_






U.S. Postage Paid  
39 USC 3406

**PAR AVION**

**OFFICIAL ABSENTEE BALLOTING MATERIAL - FIRST-CLASS MAIL**

NO POSTAGE NECESSARY IN THE U.S. MAIL - DMM 703.8.0

SECRETARY OF STATE OF WASHINGTON  
CHAMPAIGN COUNTY ELECTIONS BOARD  
CHAMPAIGN COUNTY COURTHOUSE  
1234 MAIN ST  
ANYTOWN WA 98765-4321







Sept 15th - Nov 3rd

# APO/FPO Special Procedures

## Election Offices:

- Separate ballots to International Service Centers (ISC)
  - New York
  - Miami
  - San Francisco
- Affix ISC facing slip to each bundle
- Identify trays or containers using Tag 191
- Mail ballots 45 days before election



# Templates



**APO/FPO AE 090**  
**Absentee Ballots 090-099**



**APO/FPO AA 340**  
**Absentee Ballots 340**



**APO/FPO AP 962**  
**Absentee Ballots 962-966**



**APO/FPO MIXED**  
**Absentee Ballots**



Sept 15th - Nov 3rd

# APO/FPO Special Procedures

## Postal Service:

- Special handling for all Military Absentee Ballots
- Post Offices send ballots to nearest Processing & Distribution Center (P&DC)
- P&DC expedite ballots via Express Mail® to ISCs
- ISCs provide accelerated sortation, special tray identification and priority transportation



# APO/FPO Special Procedures

- The Military Postal Service Agency (MPSA) will sanitize APO/ FPO addresses prior to the Nov election
- MPSA will provide feedback on incorrect addresses
- For further details, contact the MPSA at [mpsaooperationsgroup@hqda.army.mil](mailto:mpsaooperationsgroup@hqda.army.mil) & provide your contact information





# Free Matter for the Blind or Handicapped

## May be entered free of postage:

Mailed by or for the use of blind or persons  
who cannot read or use conventionally  
printed materials

- May be opened for postal inspection
- Treated as First-Class Mail
- Domestic only
- No advertising
- DMM 703.5

Hare County Election Office  
133 Industry LN  
Forest Hill MD 21050-2124



**Free Matter for  
the Blind or  
Handicapped**

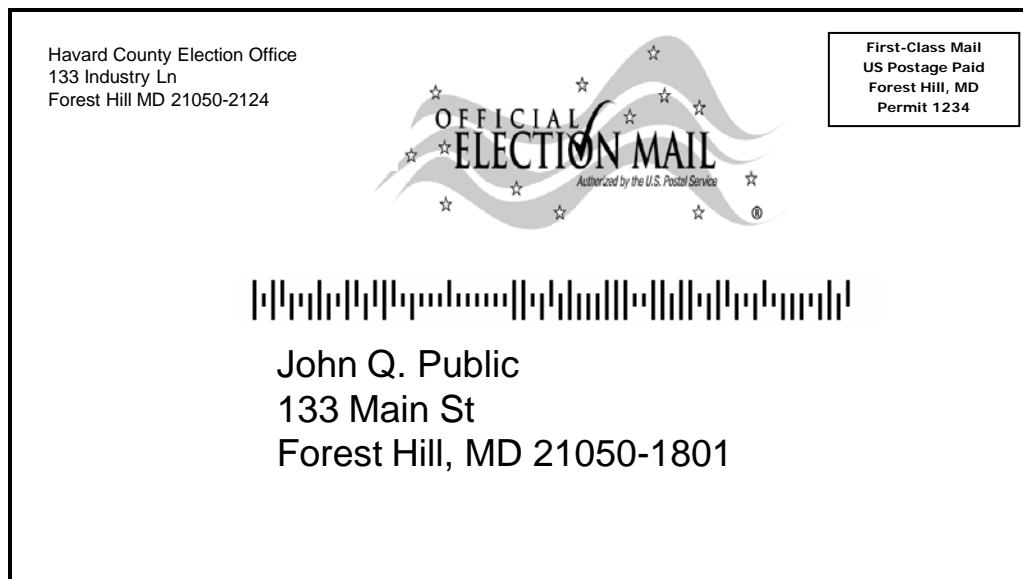


**John Q. Public  
133 Main ST  
Forrest Hill, MD 21050-1801**



# Domestic Absentee Ballots

Excluding ballot material sent to the blind or handicapped, active military & US citizens overseas, all other ballot material must have the correct postage affixed





# 8 STEPS for Mailing Success



# Step 1: USPS Contact

## **Mailpiece Design Analysts (MDA) are trained to:**

- Answer questions regarding mailpiece design
- Provide discussions with and notifications to printers, graphic designers and envelope manufacturers
- Offer guidance regarding automation rates
- Review mailpieces for adherence to USPS standards
- Test paper and mail samples for thickness, color, flexibility, and barcode tolerances
- Analyze readability of actual mailpieces





## Step 2: Class of Mail

### **First-Class Mail:** DMM 333.2.0

- Personal, handwritten, or typed information
- 1-3 day delivery
- Free forwarding and return
- Sealed against inspection

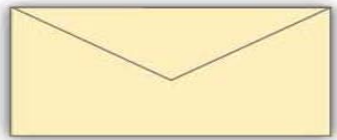
### **Standard Mail:** DMM 243.2.0

- **No** personal, handwritten, or typed information
- 2 -9 day delivery
- Forwarding/return require endorsement and a fee
- May be opened for postal inspection



# First-Class Mail

## Shape Based Prices



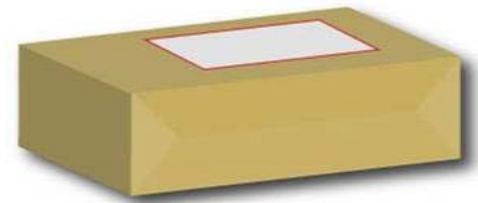
2-ounce letter

**.59¢**



2-ounce flat

**\$1.00**



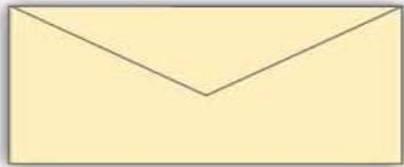
2-ounce parcel

**\$1.34**



# Standard Mail

## Shape Based Prices



**Automated  
2-ounce letter  
5-Digit DSCF**

**.183**



**Automated  
2-ounce flat  
DSCF**

**.297**



# Step 3: Applying for Permits

- Mailing Permit
- Business Reply Mail
- Nonprofit

First-Class Mail Auto  
US Postage Paid  
Washington, DC  
Permit 423

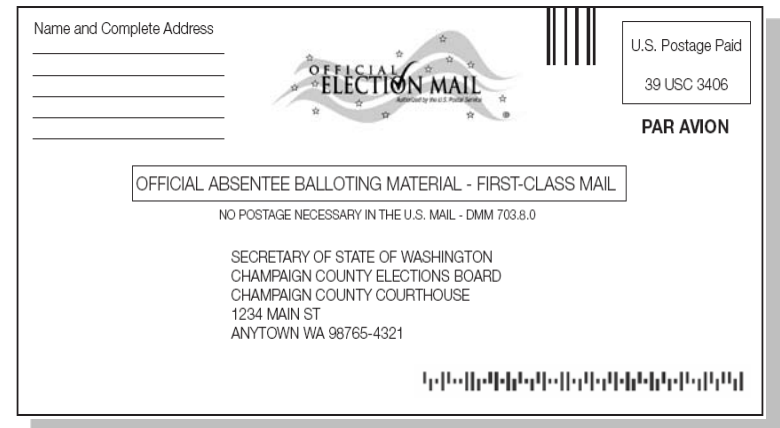




# Step 4: Envelope Design

## Work with Mailpiece Design Analyst (MDA)

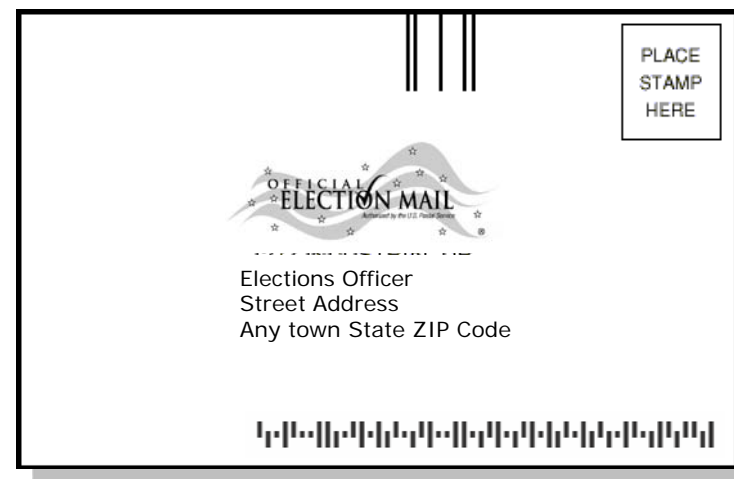
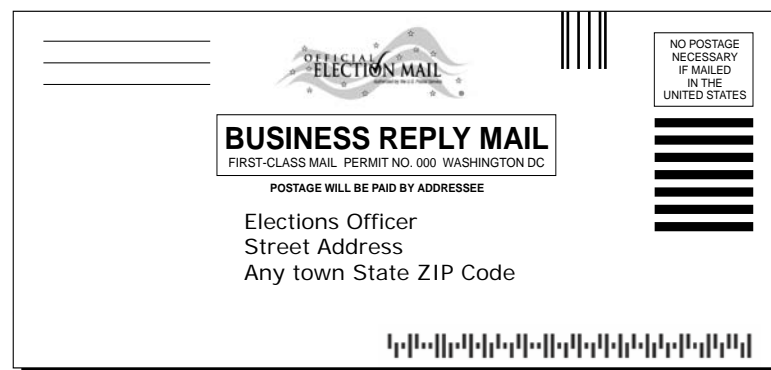
- Verify ZIP+4 & Barcode
- Logo placement
- Endorsements
- Size, shape, weight
- Barcode clearances
- Review samples before printing





# Reply Mail

- **Business Reply Mail**
  - Permit required
  - Only pay for returned pieces
- **Courtesy Reply**
  - No permit required
  - Voter pays postage
- **Meter Reply Mail**
- **Permit Reply Mail**



Rev. 1/2006

Your ballot must be received by 8:00 P.M. on Election Day to be counted.

Made from Recycled Paper

**SIGN HERE**

**WARNING:** SIGNING ANOTHER PERSON'S NAME TO THIS ENVELOPE IS A CLASS C FELONY.

**CRUCIAL BARCODE!**

**PRECINCT**

**POSTAL BARCODE**

5

4

**VOTER'S STATEMENT**

By signing, I certify that:

- I am the person to whom this ballot was issued;
- I am legally qualified to vote in the county that issued this ballot;
- This is the only ballot I have voted this election; and
- I still live at the address printed below.

RES: [REDACTED] AVE PORTLAND OR 972 [REDACTED]

JOHN A BOGDANSKI  
[REDACTED] AVE  
PORTLAND OR 972 [REDACTED]

SIGNATURE OF VOTER

**STEP 2: Sign Voter Affidavit.**

**VOTER AFFIDAVIT**

I do solemnly swear or affirm under penalty of perjury that:

- I am a citizen of the United States;
- I am a legal resident of the state of Washington;
- I will be at least 18 years old on or before election day;
- I am not presently denied my voting rights as a result of being convicted of a felony;
- I have not been judicially declared mentally incompetent;
- I have not already voted in this election; and
- I understand it is illegal to cast a ballot or sign a ballot envelope on behalf of another voter.

Attempting to vote when not qualified, attempting to vote more than once, or falsely signing this oath is a felony punishable by a maximum imprisonment of five years, a maximum fine of \$10,000, or both.

Two witness signatures are required **ONLY IF** a voter is unable to sign his or her own signature on this envelope. If a voter is unable or uses only a mark then two witnesses must sign.

**Witness**

① Sign Here \_\_\_\_\_  
Witness Signature Date and Place

**Witness**

② Sign Here \_\_\_\_\_  
Witness Signature Date and Place

WITNESS CERTIFICATION: I witnessed the voter, whose name appears on this envelope, make his/her mark or attempted signature on the line above. I certify, under penalty of perjury under the laws of the State of Washington, that the foregoing is true and correct.

**IMPORTANT:** Voter Affidavit must be signed for your ballot to be counted.

Voter Sign Here \_\_\_\_\_

Date \_\_\_\_\_ Phone (optional) \_\_\_\_\_

Information has changed, send me an update form.

**STEP 3:** Fold down on DOTTED LINE to hide signature.



# Step 5: Printing

## Before artwork is sent to printer:

- Finalize design with MDA
  - Logo
  - Barcode
  - FIM
  - Return address
  - Legend if needed
- Submit pre-production proof





## Step 6: Mailing

- Contact Post Office or Business Mail Entry Unit
- Obtain equipment
  - Tag 191
  - Letter trays, flat tubs, sleeves
- Obtain facing templates for military ballots
- Discuss drop off times and procedures
- Obtain names and numbers



# Step 7: Receiving Ballots

- Contact local Post Office
- Consider renting a Post Office Box
- Discuss pick-up times and location



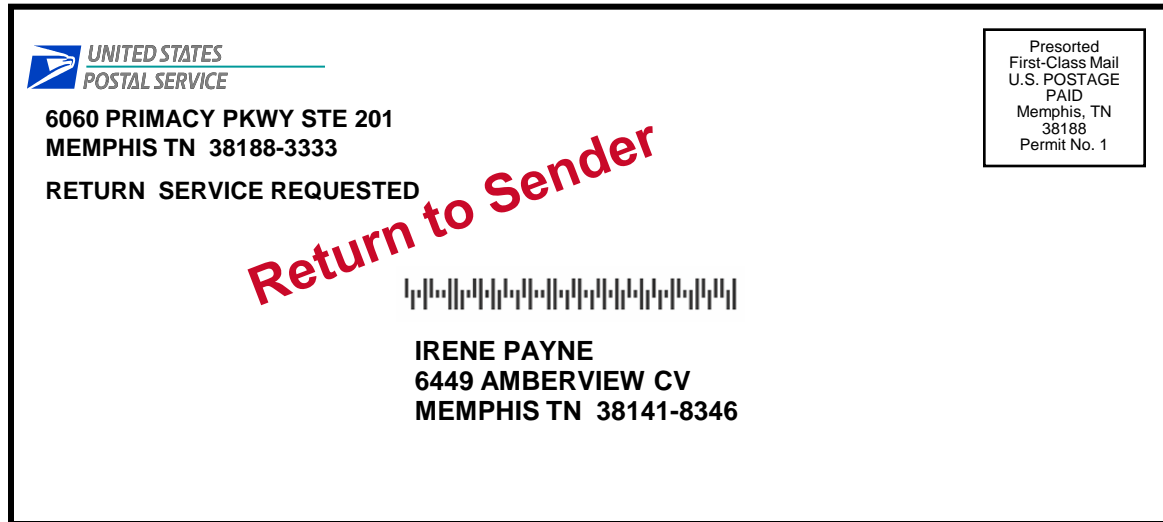
# Step 8: Payment Methods

- Centralized Account Processing System (CAPS)
  - Electronic postage payment system
  - Centralized, convenient, cost effective
  - [www.usps.com](http://www.usps.com) (search **caps**)
- Postage Meter
- Permit Imprint
- Stamps



# Address Hygiene - Does It Matter?

- What
- Why





# Move Update

- Undeliverable as Addressed (UAA)
  - 9.9 Billion pieces
  - \$1.9 Billion
  - More than half Standard Mail
- November 23, 2008
  - 185 days to 95
  - First-Class Mail and Standard Mail



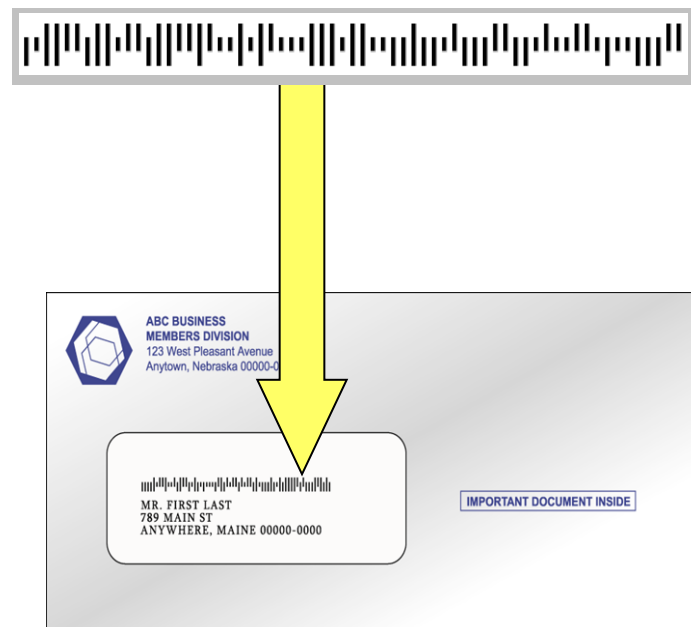
# Addressing Products

- Coding Accuracy Support System (CASS) with
  - Delivery Point Validation (DPV)
  - Locatable Address Conversion System (LACS)
- Address Element Correction (AEC) I & II
- National Change of Address Link (NCOALINK™)
- Address Change Service (ACS) / OneCode ACS



# Intelligent Mail<sup>®</sup> Barcode (IMB)

- Sortation, address correction and tracking for letters/flats
- Best automation prices May 2009
  - Full Service
  - Basic
- Benefits
  - Piece-level visibility
  - Electronic address change notices (ACS)
- Required on all automation-compatible letter/flat mail May 2011





# OneCode Confirm™

- Enables electronic mail tracking
- Outbound mail to voters
  - Know when the ballot is available for delivery
- Inbound mail from voters
  - Advance notice that a ballot is on the way
- Uses Intelligent Mail Barcode (IMB)
  - Available for OneCode Confirm™ and OneCodeACS
  - Ability to track different mailing levels
  - Entire mailing can be analyzed

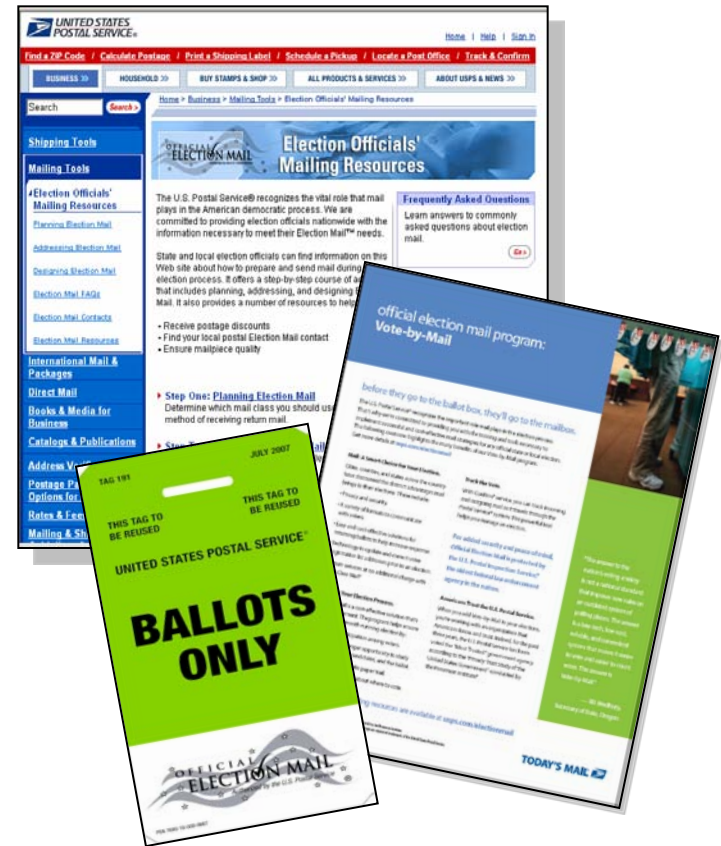




# Election Officials' Mailing Resources

[www.usps.com/electionmail](http://www.usps.com/electionmail)

- Planning
- Addressing
- Designing
- MDA Look Up
- Pubs 631 & 632
- Official Election Mail Logo





# Thank you!



# Questions?