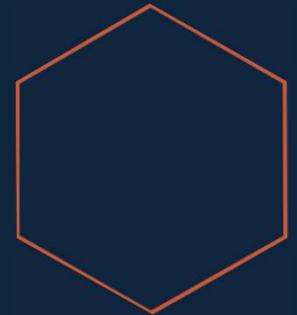


Utilizing USPS Every Door Direct Mail For Political Campaigns

FSALC President Al Friedman



Why Choose EDDM for Political Campaigns?

- **Cost-effective:** Reach thousands of households at a lower postage cost than traditional addressed mail
- **Targeted by geography:** Select carrier routes that align with key precincts, neighborhoods, or voting populations.
- **Simple to execute:** USPS provides tools to help identify carrier routes and streamline the mailing process
- **Broad community reach:** Ideal for introducing a candidate, promoting early voting, announcing events, or delivering campaign messages to an entire area.
- **Trusted delivery:** Campaign messages are delivered through the Postal Service by the letter carriers who serve those communities every single day.

Key Considerations Before Using EDDM

- **Carrier Routes vs. Political Districts:** EDDM is based on USPS carrier routes, not political districts or precinct boundaries. Some carrier routes may extend beyond your district, so route selection should be reviewed carefully.
- **Mailpiece Requirements:** EDDM mailpieces must meet USPS eligibility requirements, including size and format specifications.
- **Campaign Timing:** Plan your mailing early. Political mail volume increases during election season. Scheduling ahead could help ensure your message reaches voters when it matters most.
- **Mailing Volume:** Retail EDDM is limited to 5,000 mailpieces per ZIP Code per day. Larger mailing can be entered through USPS BMEU.
- **Postage & Preparation:** EDDM mailing have specific bundling, labeling, and documentation requirements before they can be accepted by USPS.
- **Expert USPS Guidance:** From creating your USPS account and navigating the EDDM online tool to reviewing and approving your mailpiece before printing, a knowledgeable USPS Sales Specialist will assist you throughout the process.

EDDM Features: Retail vs. BMEU

Quick Compare

See the two ways you can create your own EDDM mailings and get them to The Postal Service® for delivery: Use Every Door Direct Mail – Retail® (EDDM Retail) or enter an EDDM bulk mailing at a Business Mail Entry Unit (BMEU).

EDDM Retail Features

- Great for small businesses, restaurants, realtors, and local political campaigns
- Use a USPS.com account
- Send at least 200 and up to 5,000 pieces per day per ZIP Code™
- Drop off your EDDM mailing at the Post Office™
- No special mailing permit needed
- Pay online or at the Post Office

EDDM BMEU Features

- Best for large volume mailers
- Use a Business Customer Gateway account to prepare and enter a bulk mailing
- No volume limit on size of the mailing, multiple ZIP Codes™ can be selected
- Drop off mailings at a large USPS mail processing center (BMEU)
- Pay with a bulk mailing permit

EDDM Label & Indicia - RETAIL

Acceptable Every Door Direct Mail - Retail
Label options for entry at Post Office locations:



Local
Postal Customer

Local
Postal Customer

Retail Indicia Example

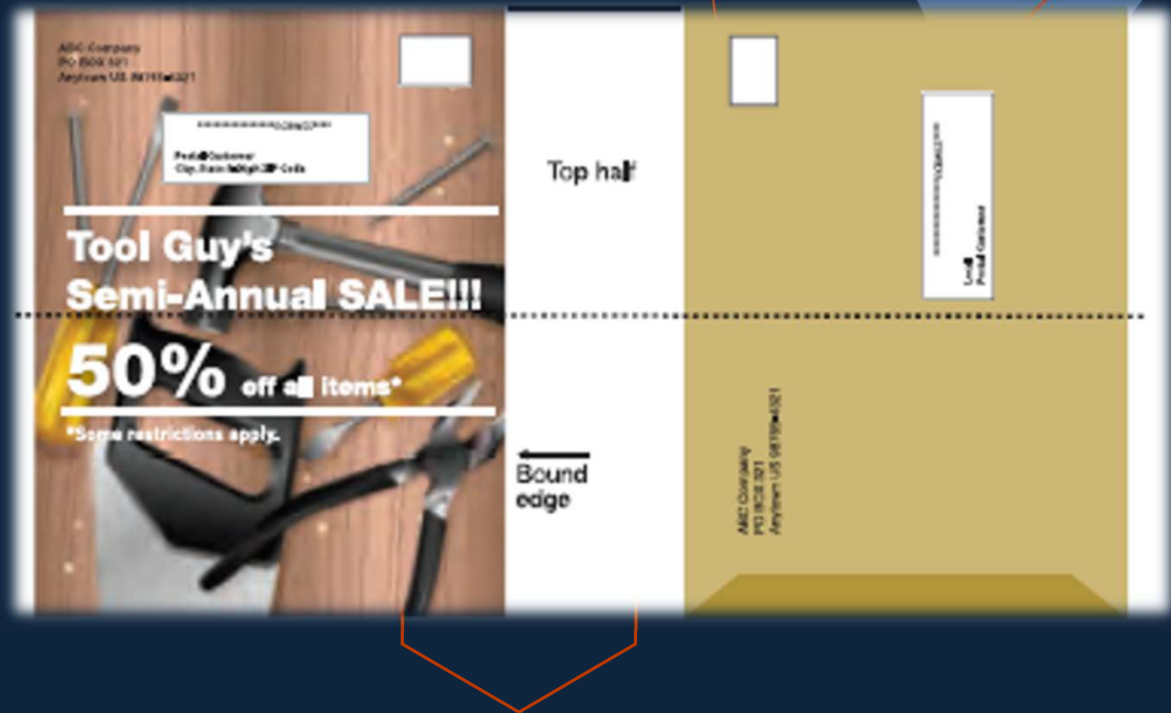
PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Helpful
Tip

Indicia must be larger than .5" x .5".
Font Type must be in all caps and at least a 4-point size.
It should fit in the area 1.625" from the right edge and
1.375" from top edge

Leave 1/8" of space around the top and right edge.

All Every Door Direct Mail mailpieces must have the entire mailing label on the “top half” of the mailpiece. The orientation of the label, whether it’s applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the piece. Length is always the longest side. See examples to the right for accurate placement.



EDDM Pricing - Retail vs. BMEU

Example 1

EDDM	Retail
3.3 oz or less	EDDM
Entry Points:	
None	
DSCF	
DDU	0.259

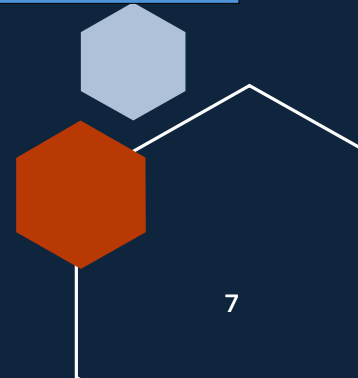
Example 2

EDDM	BMEU
4 oz or less	EDDM
Entry Points:	
None	0.291
DSCF	0.253
DDU	0.254

Example 3

EDDM	Non-Profit
4 oz or less	EDDM
Entry Points:	
None	0.187
DSCF	0.146
DDU	0.137

- DSCF – Destination Sectional Center Facility
- DDU – Destination Delivery Unit

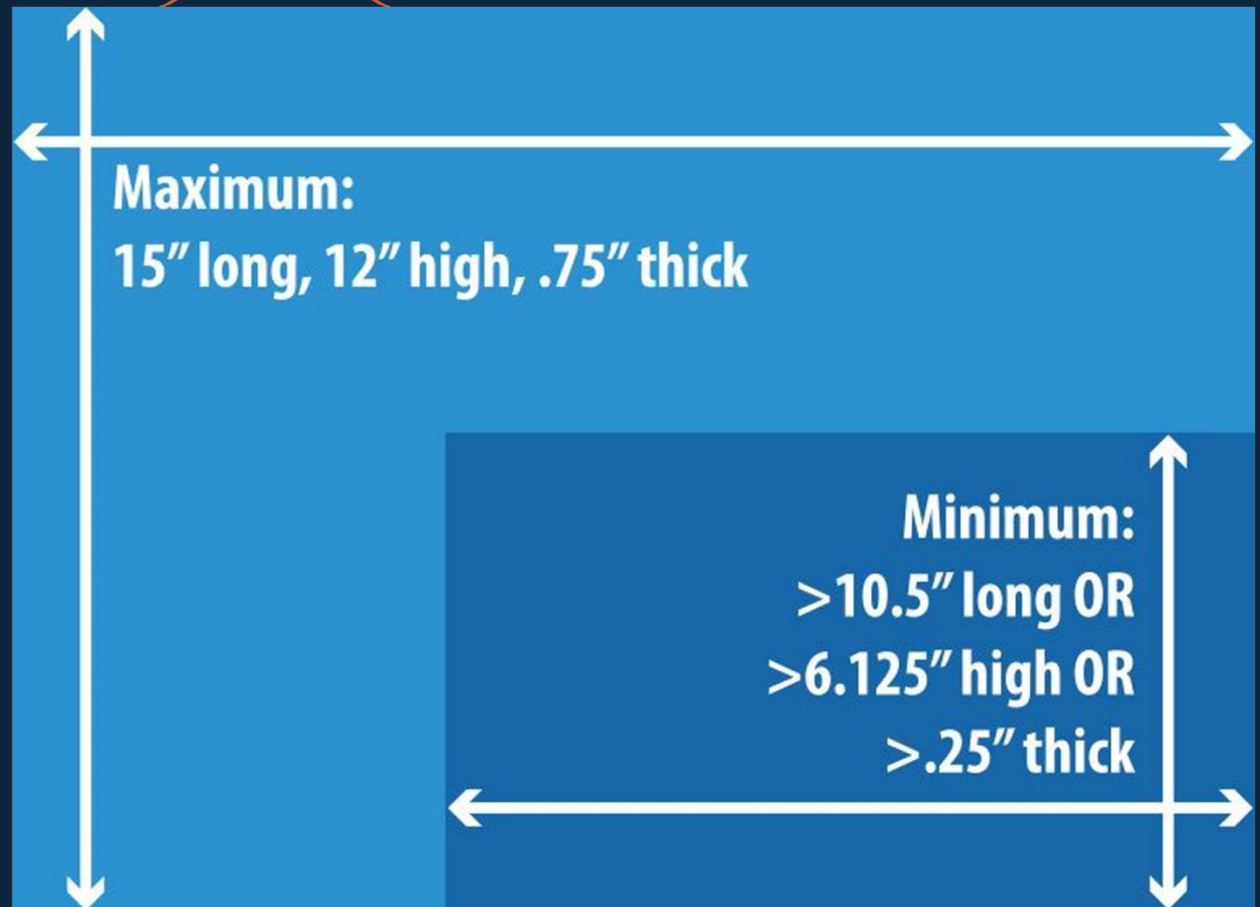


EDDM Retail - Size & Weight Requirements

Individual
piece weight
cannot exceed
3.3 ounces

Card Stock
must be
at least
60 lb.

You can either
print on
one side or on
both sides of
your mail piece



The length of a flat-size mail piece is the longest dimension. The height is the dimension perpendicular to the length

EDDM Retail - Registration

Email: Stacey.M.Wilson@usps.gov with your name, your business or campaign name, your mailing address, and your phone number. An EDDM Specialist will reach out to you within 48 hours where they will assist you with the process and approve your mailpiece once designed.

Visit: <https://eddm.usps.com>

- Click *Register/Sign In*
- Click *Sign Up Now*

Sign In To Your Account

Already have an account?

Enter Your Username and Password ⓘ

* Indicates a required field

* Username

* Password

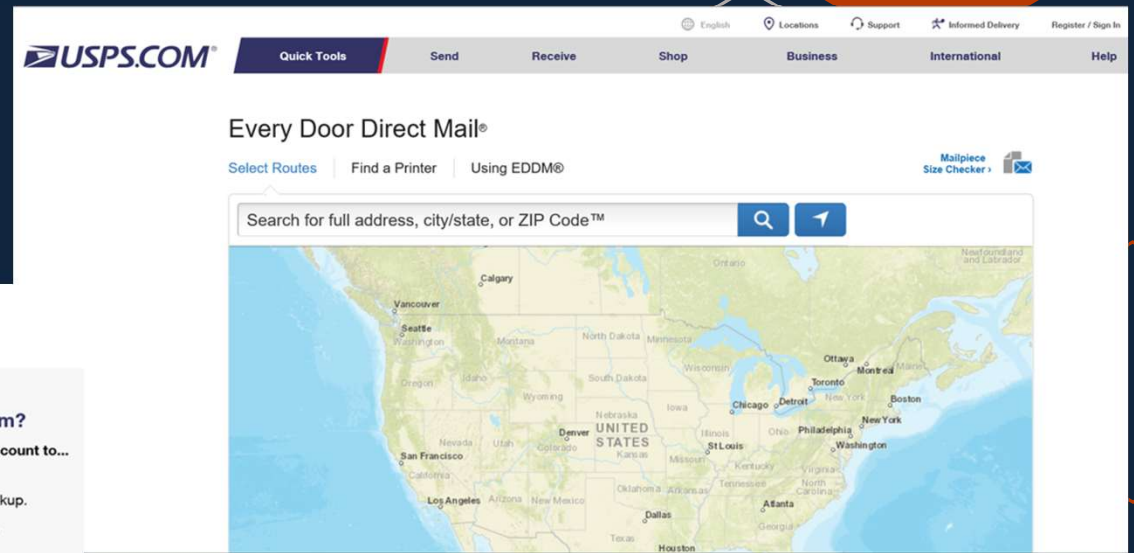
Sign In

New to USPS.com?

Create a USPS.com Account to...

- print shipping labels.
- request a Package Pickup.
- buy stamps and shop.
- manage PO boxes.
- print custom forms online.
- file domestic claims.
- set a preferred language.

Sign Up Now



EDDM Retail - Size & Weight Requirements

Every Door Direct Mail®

Select Routes Find a Printer Using EDDM®

02324

ROUTE RESIDENTIAL BUSINESS TOTAL AGE 25-44 SIZE INCOME COST

Show Table 02379



Order Summary

Individual Routes Selected: 0

Post Office™ Drop-Offs: 0

Total Delivery Addresses: 0

Approximate Cost: \$0.00

Continue

Mailpiece Size Checker

Retail Mailpiece Size Requirements

Enter the length and height of your mailpiece to the nearest eighth of an inch (.125").

Length: in Height: in

Enter the thickness of your mailpiece to the nearest thousandth of an inch (.001").

Thickness: in

The **weight** per mailpiece is less than or equal to **3.3 oz.**

☐ Yes ☐ No

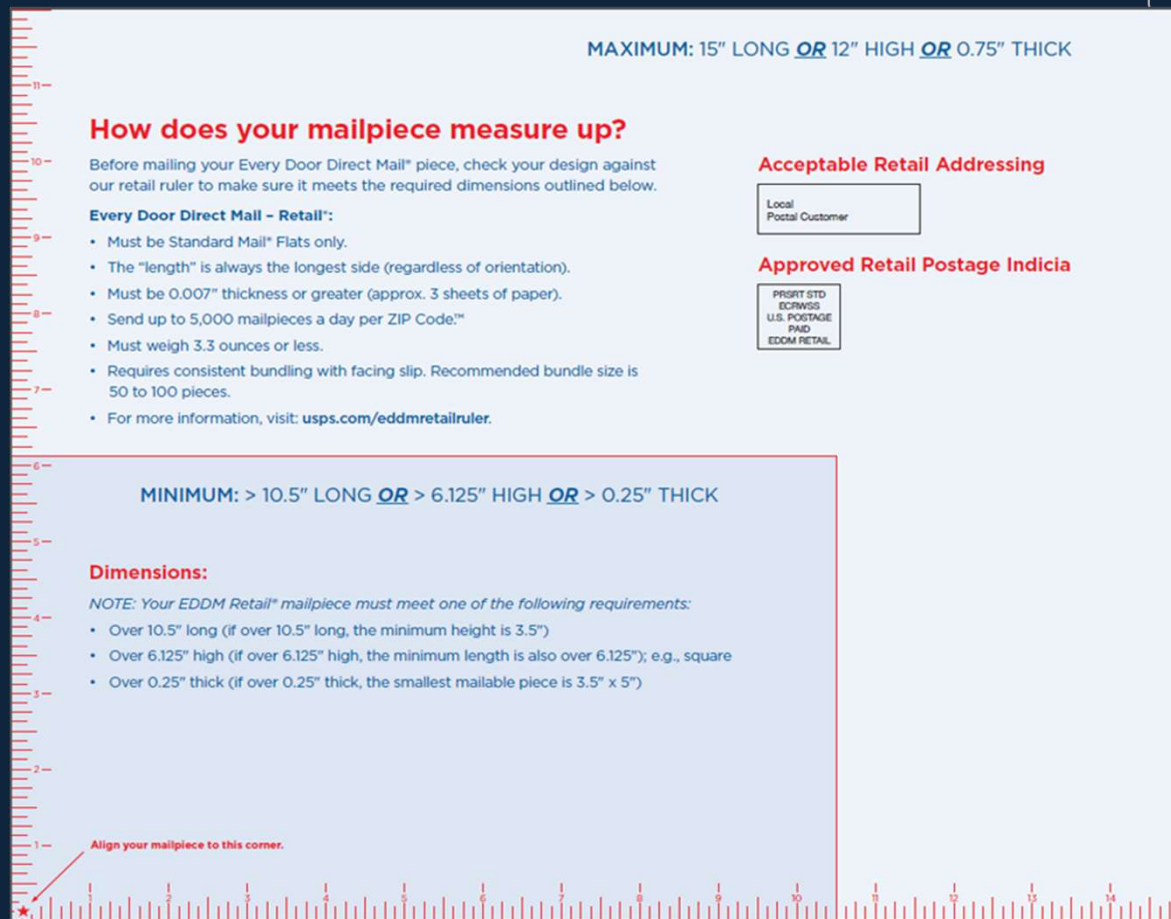
Run Check

Close

Helpful Tip

The length of a flat-sized mail piece is the longest dimension.
The height is the dimension perpendicular to the length.

EDDM Ruler



EDDM Retail - Choosing Your Target Audience

Enter a Zip Code or a Street Address

Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

02324

Search **Clear**

Refine Search

View as: **Map** **Table**

Route **▼** Residential **▼** Business **▼** Total **▼** Age: 25-34 **▼** Size **▼** Income **▼** Cost **▼**

Order Summary

Selected Routes
0

[Post Office™ Drop-Offs](#)
0

Total Mailpieces
0

Approximate Cost ⓘ
\$0.00

Address defaults to a 1-mile radius on map

Search for Routes

10 Summer Street, Bridgewater, MA, 02324

Radius
1 mi **▼**

Search **Clear**

Refine Search

View as: **Map** **Table**

Route **▼** Residential **▼** Business **▼** Total **▼** Age: 25-34 **▼** Size **▼** Income **▼** Cost **▼**

Order Summary

Selected Routes
0

[Post Office™ Drop-Offs](#)
0

Total Mailpieces
0

Approximate Cost ⓘ
\$0.00

EDDM Retail - Choosing Your Target Audience

Choose “Show Table” or move cursor over map to view delivery routes

Example 1

Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes: 02324 Search Clear Mailpiece Size Checker

Target Audience View as: Map Table

☐ Route	Residential	Business	Total	Age: 25-34	Size	Income	Cost
☐ 02324-PBOX	—	—	352	— %	—	—	\$70.40
☐ 02324-R006	562	99	661	10.4%	2.94	\$108.85k	\$132.20
☐ 02324-R009	422	83	505	16.1%	2.38	\$56.47k	\$101.00
☐ 02324-C003	546	49	595	13.7%	2.15	\$52.40k	\$119.00
☐ 02324-C008	513	7	520	12.5%	2.58	\$84.32k	\$104.00
☐ 02324-C005	472	36	508	9.2%	2.90	\$105.95k	\$101.60
☐ 02324-C009	426	75	501	9.0%	2.57	\$81.85k	\$100.20
☐ 02324-C006	631	55	686	14.4%	2.15	\$62.55k	\$137.20
☐ 02324-C004	470	38	508	13.1%	2.40	\$69.81k	\$101.60
☐ 02324-P007	568	3	571	9.1%	3.12	\$110.04k	\$114.20

Order Summary

Selected Routes: 0

[Post Office™ Drop-Offs](#): 0

Total Mailpieces: 0

Approximate Cost: \$0.00

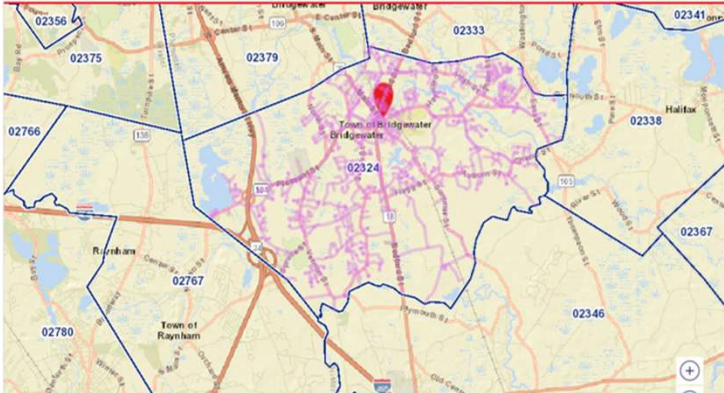
Example 2

Search for Routes

02324 Search Clear Mailpiece Size Checker

Refine Search View as: Map Table

Route Residential Business Total Age: 25-34 Size Income Cost



Order Summary

Selected Routes: 0

[Post Office™ Drop-Offs](#): 0

Total Mailpieces: 0

Approximate Cost: \$0.00

EDDM Retail - Choosing Your Audience

Route Type:
City/Rural/PO Box

Delivery Type:
Business/Residential
Residential Only

Demographics:
Average Household Age
Average Household Size
Average Household Income

Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

02324

Search **Clear**

Refine Search View as: **Map** **Table**

Route **Residential** **Business** **Total** Age: 25-34 **Size** **Income** **Cost**

Which type of routes would you like to select?

☐ City
☐ Rural/Highway
☐ PO Box™



Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

02324

Search **Clear**

Refine Search View as: **Map** **Table**

Route **Residential** **Business** **Total** Age: 25-34 **Size** **Income** **Cost**

Residential Addresses
Select business and residential or residential only routes.

☒ Residential and Business Routes
☐ Residential Routes Only



Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

02324

Search **Clear**

Refine Search View as: **Map** **Table**

Route **Residential** **Business** **Total** Age: 25-34 **Size** **Income** **Cost**

Percent of Route Audience
Age range: 25-34

0 19 25 35 45 55 65 75 85+



EDDM Retail - Next Steps

Select your route/routes and click *Next Step*

- Enter your drop off date
- Enter Company/Campaign name
- Agree to Terms & Conditions
- Choose desired payment method (Online or at the Post Office)
- Click *Save*

Step 1: Search for Routes

Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.

Search for Routes

02324

Search **Clear**

Mailpiece Size Checker

Target Audience

View as: **Map** **Table**

☐	Route	Residential	Business	Total	Age: 25-34	Size	Income	Cost
☒	02324-PBOX	—	—	349	— %	—	—	\$69.80
☒	02324-C008	517	7	524	12.6%	2.55	\$81.88k	\$104.80
☒	02324-C005	472	37	509	9.4%	2.90	\$105.97k	\$101.80
☐	02324-C007	380	43	423	9.2%	2.82	\$95.97k	\$84.60
☐	02324-C004	470	38	508	13.5%	2.35	\$67.11k	\$101.60
☐	02324-C003	548	49	597	13.7%	2.14	\$52.06k	\$119.40
☐	02324-C009	427	75	502	10.7%	2.59	\$87.41k	\$100.40

Order Summary

Selected Routes
3

[Post Office™ Drop-Offs](#)
2

Total Mailpieces
1382

Approximate Cost ⓘ
\$276.40

Next Step

Step 2: Drop-Off Date

*Drop-Off Date

MM/DD/YYYY

Order Summary

Selected Routes
3

[Post Office™ Drop-Offs](#)
2

Total Mailpieces
1382

Post Office™ Drop-Off Date
--/--/----

Order Total
\$--.--

Step 3: Payment Options

*Company/Mailer Name

Select a Company/Mailer Name

☐ Create an order for someone else.

☐ I have read, understand, and agree to the [Terms & Conditions](#).

Pay at Post Office™ **Pay Online** **Save** **Back**

OS
Carrier Facing

Thank You for Your Order

Your Order Number:

7262661

Post Office™ Drop-offs Required:

1

Individual Routes Selected:

1

Delivery Addresses:

423

Total:

\$81.22

Payment Method:

Pay at Post Office™

Drop Off Order On:

Tuesday, May 04, 2021

Check your email for a order confirmation.

What do I do next?

1. Double-check your mailpieces.

We have certain restrictions on the size of mailpieces sent and how they should be labeled for mailing. You can use our [Mailpiece Size Checker](#) or read our [EODM® Quick Reference](#) guide to make sure your mailings will be accepted.

If you would like assistance creating or preparing your mailpieces, choose from one of our affiliated, third-party vendors. Many printers can help you format, design, print, and prepare your mailing.
[View Mailing & Printing Services »](#)

2. Prepare your mailing bundles.

We recommend that for each route, you bundle your mailing in stacks of 50-100 mailpieces. Bundles may not be higher than 6".

3. Print out your processing forms.

Facing Slips and the Mailing Statement forms tell the Postal Service™ how to process and deliver your order.

You will need to have 1 separate Facing Slip for each bundle you create.

For example:
Bundles of 50 would require 9 Facing Slips.
Bundles of 100 would require 5 Facing Slips.

EAST BRIDGEWATER POST OFFICE™ FACILITY (1 route, 423 deliveries)

02324-C007 423 deliveries

[Download Facing Slips \(PDF\) »](#)

[Download Mailing Statement \(PDF | USPS Form PS3587\) »](#)

To print all pages at once click here:

[Print All Forms Now](#)

[illegible]

United States Postal Service										Post Office Name/Address Date & Time (Not for Round Stamp)			
Every Door Direct Mail (EDDM) Retail®													
Mailing		Name and Address of Individual or Organization for Which Mailing is Prepared				Telephone (555) 427-0355		Name and Address of Mailing Agent (if other than meter)				Telephone	
		Mailer Box 400 PLAIN ST BOSTON/MA, 02104 Customer Registration ID (CRID) 32113394						Customer Registration ID (CRID)					
Mailing		Post Office of Mailing EAST BOSTON/MA		☒ Checking Category ☐ EDDM Plus		Mailing Starting Date 05/04/2021		Total # of Bundles		Total # of Prices per Bundle			
		Type of Postage ☒ EDDM Retail Index ☐ Metered ☐ Meter Strip		Delivery Type Business & Residential		Weight of a Single Piece _____ ounces Max Weight 3.3 ounces Incentive/Discount Claimed		Every Door Direct Mail Barcode  11000000000032113394000007928196004230					
Confirmation		Entry		Price Category	Qty	No. of Pieces	Subtotal Postage	Incentive/Discount Amount	Total Postage		Status		
		0001 Regular		5.192	423	841.22					Affix Meter Strip Here		
The meter's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to audit. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the meter and that the meter is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The meter hereby certifies that all information furnished on this form is accurate, truthful, and complete, that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed, and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.													
Privacy Notice: For information regarding our Privacy policy visit www.usps.com Signature of Mailer or Agent _____ Printed Name of Mailer or Agent Signing Form _____ Telephone _____													
Acceptance USPS Use Only		Postmaster: Report Total Postage in AIC 207						Subtotal Postage		Incentive/Discount Amount			
		Weight of a Single Piece _____ ounces USPS Acceptance Employee Signature _____ USPS Acceptance Employee Printed Name _____						Total Number of Pieces		Total Postage			
Verification USPS Use Only		Number of Bundles _____ CERTIFY that this mailing has been inspected for each item below if required: ☐ eligibility for postage prices claimed; ☐ proper preparation (and present where required); ☐ proper completion of postage statement.						Any postage figures adjusted from meter's entries? If yes, reason: ☐ Yes ☐ No Round Date (Required) Verification Date _____		Round Date (Required) Payment Date _____			
		By (initials) _____ Title _____ Print USPS Verification Employee Printed Name _____											

PS Form 3587, July 2014 (Page 1 of 2) PSN 7330-13-000-6929

This form and mailing standards available on Postal Explorer at e.usps.com

**Everything you need to
print before you go to the
Post Office**

Place one *Carrier Facing Slip Form* on each bundle of your selected Delivery Routes with exact number of pieces written on each form - bundles of 50-100. Bundles cannot exceed 6 in. tall.

Sign, date, and add contact number. USPS keeps statement PLUS ONE SAMPLE OF MAILPIECE

USPS ke

This form includes drop off location, address, and hours of operation



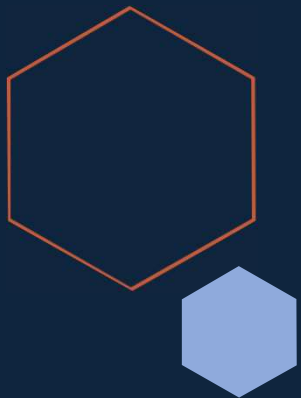
This form identifies selected delivery routes and # of pieces per chosen route.

Once the mailing is presented, USPS has 3 DAYS to deliver.

Questions?



Al Friedman - NALC Florida President
albe143@hotmail.com



Thank you!



Please email Stacey Wilson at USPS with your name, address, and phone number with any questions you might have or to start your EDDM campaign.
stacey.m.wilson@usps.gov

