

Mail Entry & Payment Technology



Political Campaign Mail and Official Election Mail

2014 Mailing Season



Welcome to the Political Campaign Mail and Official Election Mail webinar.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- Every Door Direct Mail® (EDDM®)
- Franked Mailings
- Resources

2

Today's Political Campaign Mail and Official Election Mail webinar will cover the latest information for the 2014 Election Mail cycle. Topics include the definitions of Political Campaign Mail and Official Election Mail, how they are identified and their benefits, delivery standards, and mailing deadlines. Also covered will be new requirements for Election Officials, Military and Overseas Ballots, the Franked Mailings blackout period and resources available for additional support.

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 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
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 - New Requirements for Election Officials
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Now let's look at what Political Campaign Mail is and how it is identified.

What is Political Campaign Mail?

What is Political Campaign Mail (PCM)?

Political Campaign Mail is mail created by a candidate or other Political Message organization and is presented at a BMEU or DMU then distributed prior to an election

Identifying Political Campaign Mail



What is Official Election Mail (OEM)?

The Political Campaign Mail definition is expanded to include:

- Political Action Committees (PAC)
- Super-PACs
- Other organizations engaging in issue advocacy or voter mobilization

Identifying Official Election Mail

*All mailings presented by these Political Messaging Organizations are now eligible to use Tag 57 on their mailings

4

Political Campaign Mail is mail created by a candidate or other Political Message organization. It can be presented at a Business Mail Entry Unit or Detached Mail Unit by a political candidate, political organization or mail service provider. In order to receive Non-profit prices for Standard Mail, political message organizations must have applied and been approved for nonprofit status by the Postal Service.

The eligibility definition of Political Committees has been expanded to include any mailing that has any political content. This simplification includes mailings paid for by a candidate, a Political Action Committee (PAC) or a SUPERPAC, and other organizations engaging in issue advocacy or voter mobilization.

Identifying Political Campaign Mail

What is Political Campaign Mail (PCM)?

Identifying Political Campaign Mail

What is Official Election Mail (OEM)?

Identifying Official Election Mail

Mailers must use the **Red PS Tag 57, Political Campaign Mailing**, to identify trays and sacks that contain Political Campaign Mail



Eligible mailings include:

- Registered political candidates and their associated campaign committees
- Political party committees
- Political message mailings by Political Action Committees, Surplus PACs, or other organizations that engage in issue advocacy or voter mobilization

5

Acceptance units will supply the red Tag 57 Political Campaign Mailing for all eligible mailings to identify trays and sacks that contain Political Campaign Mail. Tag 57 must be attached to First-Class Mail and Standard Mail mailing containers.

All political mailings presented by registered political candidates and their associated campaign committees, political party committees, or political message mailings by Political Action Committees, Super PACs or other organizations that engage in issue advocacy or voter mobilization are now eligible to use Tag 57 on their mailings. If a mailing has any Political Content, it qualifies to use Tag 57. Consider the following examples:

- An organization mails a monthly newsletter with 10 articles in it. If one article references a political topic, the mailing qualifies to have TAG 57 attached.
- Joe's Hardware Store mails a monthly advertisement of hardware specials. The current advertisement includes a note that Joe supports Mary Hill for County Commissioner. This mailing qualifies to use Tag 57.
- Wal-Mart places a note on its flier that says, 'Vote on November 4'. This mailing qualifies to have a Tag 57.

Regardless of who pays for the mailing, Political Campaign Mail is eligible to use Tag 57 Political Mail tags.

Agenda

- General Information
 - Political Campaign Mail
 - **Official Election Mail**
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- Every Door Direct Mail[®] (EDDM[®])
- Franked Mailings
- Resources

Next we will discuss what Official Election Mail and how is it identified.

What is Official Election Mail?

What is Political Campaign Mail (PCM)?

Identifying Political Campaign Mail

What is Official Election Mail (OEM)?

Identifying Official Election Mail

Official Election Mail is any mailing created by an authorized voting registration official mailed to a U.S. citizen for the purpose of voting



These include:

- Mail-In Ballots
- Absentee Ballots
- Ballot Materials
- Voter Registration Cards
- Absentee Applications
- Polling Place Notifications

7

Official Election Mail is mail created by an authorized voting registration official and sent to or from citizens of the United States for the purpose of participating in the voting process. Included in this category are Mail-In Ballots, Absentee Ballots, and related ballot materials, Voter Registration Cards, Absentee Voting Applications and Polling Place notifications.

Note that election mail does not include Political Campaign Mail. These are separate and distinct categories, and there are no circumstances under which a mailing can qualify as both.

Identifying Official Election Ballot Mail

What is Political Campaign Mail (PCM)?

Identifying Political Campaign Mail

What is Official Election Mail (OEM)?

Identifying Official Election Mail

Mailers must use **Green Tag 191 Domestic and International Ballots** to identify trays and sacks that contain ballot mail



Tag 191 can **ONLY** be applied to Vote-by-Mail Ballot and Absentee Ballot mailings

8

Acceptance Units will supply authorized voting registration organizations with the Green Tag 191, *Domestic and International Ballots* only for certain types of official election mail. The tag provides greater visibility to ballot mail during Postal Service handling.

Tag 191 is used to identify trays and sacks containing mail-in ballots. It can only be used to identify Official Election Mailings of Vote-by-Mail Ballots and Absentee Ballots destined for either domestic or international addresses. Please note that Voter Registration Cards, Absentee Applications, and Polling Place Notifications are NOT eligible for Green Tag 191.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - **Benefits of Using Tag 57 and Tag 191**
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - *New Requirements for Election Officials*
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
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- Franked Mailings
- Resources

What are the benefits of using Tag 57 or Tag 191?

Benefits of Using Tag 57 and Tag 191

- Tagging a Political or Election Ballot mailing has several advantages:
 - Accepted mailings are segregated in the Business Mail Entry Unit
 - The mailings are easily identifiable when turned over to processing operations
 - A District Political/Election Mail coordinator oversees the entire process
 - If a problem is detected it is escalated to a higher level.

Heightened Visibility is a term that has been used to describe the benefits of using a Political Campaign or Official Election Ballot Tag. There are several benefits; most of which occur behind the scenes. The purpose is to ensure that these mailings are delivered without any delay.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - **Delivery Standards and Mailing Deadlines**
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
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It is very important everyone understands the delivery standards and mailing deadlines for the 2014 Election Cycle.

Delivery Standards

- ❑ Mailers who require short delivery times should use Postal products that feature faster delivery standards
 - ❑ First-Class Mail
 - ❑ Priority Mail Express Open and Distribute
 - ❑ Priority Mail Open and Distribute
- ❑ Political Campaign Mail entered as Standard Mail® will continue to have a 2-9 days delivery standard
 - Standard Mail Political Campaign Mailings will not be “upgraded” to First-Class Mail service standards
- ❑ Mailers who include “Vote On November 4” or “Get Out The Vote” on their Standard Mail mailings are entitled to use Tag 57
 - The same 2-9 day delivery standard will apply

12

Mailers who require short delivery times may use Postal products that feature faster delivery standards such as First-Class Mail, Priority Mail Express Open and Distribute or Priority Mail Open and Distribute.

A Political Campaign Mailing entered as Standard Mail will always have a 2-9 day delivery standard. Political Campaign Mailings will not be “upgraded” to First-Class Mail service standards. Mailers who include a statement in their mailing to the effect of “Vote On November 4” or “Get Out The Vote” are entitled to use Tag 57 and to mail as a Political Mailing; however, these mailings will not be upgraded from Standard Mail delivery standards to First Class Mail delivery standards. The same 2-9 day delivery standard will apply to a Standard Mailing whether the Tag 57 is used or not.

Mailing Deadlines– First-Class Mail®

- ❑ First-Class Mail destined within the Contiguous United States
 - Should be entered into the mail stream at least three (3) consecutive days prior to the election
 - For the 2014 Election cycle this would be October 31, 2014
- ❑ Domestic First-Class Mail destined outside the Contiguous United States
 - Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands
 - Should be entered into the mail stream at least five (5) consecutive days prior to the election
- ❑ This includes all Political Campaign Mail and Political message mail

13

To ensure Political Campaign Mail is delivered prior to the election, mailers should submit their mailings to the acceptance unit at least three consecutive days in advance for the contiguous United States (meaning October 31, 2014) or at least five consecutive days in advance for outside the contiguous United States (or October 29, 2014 for this election cycle).

It is important to note that Official Election Ballot mailings should be mailed in time for the voter to make their selections and return their ballot before Election day.

Mailing Deadlines – Standard Mail®

- ❑ Standard Mail destined within the Contiguous United States
 - Should be entered into the mail stream at least 10 consecutive days prior to the election
 - For the 2014 Election cycle this would be October 23, 2014
- ❑ Domestic Standard Mail destined outside the Contiguous United States
 - Alaska, Hawaii, Puerto Rico, or U.S. Virgin Islands
 - Should be entered into the mail stream at least 24 consecutive days prior to the election
- ❑ This includes all Political Campaign Mail and Political message mail

14

The delivery times for Standard mailings is a little longer. For mailings destined to addresses in the contiguous United States, it is suggested that mailers enter their mailings at least 10 days in advance. For this election cycle, that means October 23rd, 2014.

For Domestic Standard Mail destined outside the contiguous United States (such as to Alaska, Hawaii, Puerto Rico or the US Virgin Islands), the suggested entry time frame is 24 consecutive days prior to the election.

Again, these dates apply to Political Campaign and Political message mail.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - **Refunds**
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- Every Door Direct Mail[®] (EDDM[®])
- Franked Mailings
- Resources

15

Next let's talk about refunds as they pertain to Political Campaign and Official Election Mail.

Refund Policy

Political Campaign Mail/ Official Election Mail

- ❑ Mailings of First-Class Mail and Standard Mail Political Campaign and Official Election Mail delivered after the election date **are not eligible** for refunds of postage

- ❑ Political mailings expedited with Priority Express Mail® Open and Distribute service may be eligible for refund if the drop shipment was delayed
 - ❑ Mailers may request refunds according to the standards in DMM Section 604.9.2, *Postage and Fee Refunds*

16

In general, mailings of any First-Class Mail and Standard Mail are not eligible for refund of postage after the election date. This includes Political Campaign Mail and Official Election Mail that may not be delivered in a timely manner. Mailings mailed using Priority Express Mail Open and Distribute may be eligible for a refund if delivery is delayed. Requests for a refund may be made in accordance with the standards in DMM Section 604.9.2, *Postage and Fee Refunds*.

Agenda

- **General Information**
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
- **Network Rationalization**
- **Changes to the 2014 Election Cycle**
 - New Requirements for Election Officials
 - *PostalOne*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- **Special Circumstances for Mail-in Ballots**
 - Military and Overseas Ballots
 - Free Matter for the Blind
- **Every Door Direct Mail[®] (EDDM[®])**
- **Franked Mailings**
- **Resources**

17

Let's briefly discuss Network Rationalization and the 2014 Election Cycle.

Network Rationalization and the 2014 Election Cycle

- Network Rationalization will not occur during the 2014 Election Cycle
 - This will ensure that Political Campaign Mail and Official Election Mail mailings are not disrupted.

- Additional Information on Network Rationalization can be found on RIBBS at:

<https://ribbs.usps.gov/importantupdates/NRConsolidations2015.xlsx>

18

Network Rationalization will not occur during the 2014 Election Cycle, defined as September-December, 2014, to ensure there are no disruptions to mailings at this time. Additional information can be found on RIBBS at the link shown here.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - **New Requirements for Election Officials**
 - *PostalOne!*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- Every Door Direct Mail[®] (EDDM[®])
- Franked Mailings
- Resources

19

There are some significant changes coming with the 2014 Election Cycle. First, we will discuss the new requirements for Election Officials.

New Requirements for Official Election Ballot Mailpieces

- ❑ Official Election Ballot mailpieces returned by voters must have full postage paid
 - Election Agencies are now required to notify voters that all Official Election Ballot mailpieces returned by voters must have full postage for the ballot to be delivered by the USPS to the Election authority
- ❑ There are three exceptions to this requirement:
 - Armed Forces or Merchant Marine members and families-- absent from their place of voting
 - U.S. citizens and families residing outside the territorial U.S.
 - Jurisdictions that prepay by Business Reply Mail, Meter Mail or Permit Reply Mail where return postage is guaranteed through a Postage Due Account

20

Official Election *Ballot* mailpieces returned by voters must have full postage paid on the mailpieces. For the 2014 Election Cycle, Election Officials must prominently indicate in the ballot materials the amount of postage required for the return ballot via the USPS. This notification can be on the ballot, return envelope, or ballot instructions.

Election Officials can choose which placement option is the easiest and least costly to implement.

There are three exceptions to this requirement for full postage paid on the mailpieces. The exception applies to:

1. Armed Forces or Merchant Marine members and their spouses and dependents who are absent from their place-of-voting residence and who are otherwise eligible to vote as an absentee;
2. U.S. citizens residing outside the territorial limits of the United States and their spouses and dependents residing with or accompanying them; and
3. Jurisdictions that prepay by Business Reply Mail, Meter Mail, or Permit Reply Mail where return postage is guaranteed through a Postage Due Account.

New Requirements for Official Election Ballot Mailpieces

One-Time Exception Process

In a situation where a ballot mailing is presented for acceptance without a sample ballot envelope that includes the required full postage paid endorsement:

- The mailer can provide a written request that the mailing be accepted for that mailing only. While the intent is not to delay that mailing, it is a one time exception.

The exception is provided by the manager, Business Mail Entry.

- The exception paperwork is forwarded to the Pricing and Classification Service Center
- The mail presenter/mail owner must be informed that no further exceptions will be provided.
- In the instance where another election ballot mailing is presented without an unsealed envelope, or a determination is made that the election Agency has not provided a postage notification endorsement for the mailpiece, the mailing will be returned. It cannot be finalized.

21

To avoid the delay of Official Ballot mailings that do not have the required full postage endorsement and/or the required sample mailpiece is not presented at the time of mailing, a one-time exception process has been put in place. The exception is authorized by the Manager of Business Mail Entry and is for the first instance of non-compliance only.

A written request must be submitted to the Manager of Business Mail Entry that a one-time-exception is requested to allow the mailing to be accepted at the time it is submitted. The one-time exception is automatic. The manager will forward the exception request to the Pricing and Classification Service Center. In a situation where a ballot mailing is presented at an acceptance unit without a sample ballot envelope that includes the required Election Agency endorsement, the mailer can provide a written request that the mailing be accepted for that mailing only. While the intent is not to delay that mailing, it is a one-time exception only.

In the instance where another election ballot mailing is presented without an unsealed envelope, or a determination is made that the election Agency has not provided a postage notification endorsement for the mailpiece, the mailing will be returned.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - ***PostalOne!*[®], Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements**
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
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- Every Door Direct Mail[®] (EDDM[®])
- Franked Mailings
- Resources

22

Another change to the 2014 election cycle concerns *PostalOne!* Electronic documentation, postage statements and the submission of Political Campaign Mailings and Official Election Mailings.

Postage Statements and Electronic Documentation (eDoc)

- Beginning in September 2014, Political Campaign Mail and Official Election Mail cannot be mixed on a statement
 - For example, to claim Official Election Mail, all pieces on a statement must claim Official Election Mail without claiming any Political Campaign Mail—and vice versa
- Mailings must be paid for on separate statements
 - OMAS Imprint (OI) and OMAS Metered (OM) permits cannot be used to pay for PCMs or OEMs
- Information can be submitted from a variety of electronic systems including:
 - Mail.dat® or Mail.XML™
 - Postal Wizard
 - Intelligent Mail Small Business Tool (IMsb)
 - Every Door Direct Mail (EDDM)

23

Beginning in September 2014, Political Campaign Mail and Official Election Mail cannot be mixed on a postage statement—whether hardcopy or eDoc. For example, in order to claim Official Election Mail, all pieces on a statement must claim Official Election Mail without claiming any Political Campaign Mail and vice versa. The mailings must be paid for on separate statements. OMAS Imprint (OI) and OMAS Metered (OM) permits cannot be used to pay for Political Campaign Mail or Official Election Mail.

Mailing information can be submitted in hard copy or can be submitted electronically through several platforms such as:

- Mail.dat
- Mail.XML
- Postal Wizard
- Intelligent Mail Small Business Tool or IMsb, and
- Every Door Direct Mail (EDDM)

It is important to note that when we discuss EDDM mail in conjunction with Political Campaign Mail, we are referring to EDDM mail entered at an acceptance unit and not at Retail.

Mail Entry & Payment Technology

PostalOne! Dashboard

eDoc Postage Statement

* This is a Political Mailing: Yes No

* This is Official Election Mail: Yes No

Only one "Yes" can be selected

Example of Acceptance Employee PostalOne! Dashboard

- Radio buttons in *PostalOne!* will be prepopulated based on the mailer's eDoc submission
 - Only one radio button can be selected Yes
 - Mailers that submit Mail.dat and/or Mail.XML eDoc without Political Campaign Mail or Official Election Mail indicators are acknowledging the mail does not contain Political or Election Mail
 - BMEU employees may modify these values during acceptance if needed

24

For mailers who submit their mailing information via eDoc, *PostalOne!* will prepopulate radio buttons on the acceptance sites dashboard indicating **Yes** or **No** for "This is a Political Mailing" and "This is Official Election Mail." As a reminder, only one option can be selected **Yes** since Political Campaign Mail and Official Election Mail cannot be combined in a mailing.

Mailers that submit Mail.dat and/or Mail.XML eDoc without Political Campaign Mail or Official Election Mail indicators are acknowledging the mailing does not contain Political Campaign or Official Election mail. The appropriate radio button, indicating a **No** will be visible to the acceptance employee during statement finalization. If **No** is selected, then the mailing cannot be tagged with either Tag 191 or 57, and the acceptance employee will not log the mailing as Political Campaign Mail or Official Election Mail.

However IF, upon review of the mailing, the acceptance employee determines that it does consist entirely of Political Campaign Mail or Official Election Mail, the acceptance employee should change the selection from **No** to **Yes**.

For hardcopy statements, acceptance employees must physically check the appropriate box.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - **Military and Overseas Ballots**
 - Free Matter for the Blind
- Every Door Direct Mail® (EDDM®)
- Franked Mailings
- Resources

Let's look at Military and Overseas Ballots.

Mail Entry & Payment Technology

Military and Overseas Ballots

- Balloting materials for federal elections may be sent without prepayment of postage to and from:
 - Members of the Armed Forces in active service
 - Members of the U.S. Merchant Marine
 - Expatriates
 - Spouses and dependents of above
- Election Offices distribute Absentee Ballots no later than 45 days prior to federal election using Tag 191
- Military and Civilian Citizens living overseas may return their Absentee Ballots to the jurisdiction where they are registered to vote free of charge:
 - At an APO/FPO Post Office or
 - Hand delivering their ballot to the nearest American embassy or consulate

26

Balloting materials for federal elections may be sent to and received from active duty members of the Armed Forces and US Merchant Marines, expatriates, and spouses or dependents thereof without prepaying postage. Elections offices must distribute absentee ballots no later than 45 days prior to Election Day using Tag 191.

Military and Civilian Citizens living Overseas can use two methods to return their absentee ballots to the jurisdiction where they are registered to vote either by using the APO/FPO Post Office or hand delivering the ballot to an American Embassy or consulate. NOTE: Absentee Ballots will not be delayed under any circumstances.

General and Special Elections for federal offices

Military and Overseas Ballots



- ❑ Military ballots mailed from overseas using 11-DoD labels will receive Express Mail Service for Primary and General elections.
- ❑ Ballots in free Election Mail envelopes, mailed to the United States from overseas Military Post Office, an American Embassy or an American Consulate require EM Label 11-DOD

The Postal Service has created special accommodations for Military Ballots. As part of a joint effort by USPS and Military Postal Service Agency in response to Military Overseas Empowerment Act (MOVE), military ballots mailed from overseas using 11-DoD labels will receive Express Mail Service for Primary and General elections. Military personnel in APO/FPO/DPO locations can return absentee ballots via EM Label 11-DOD.

The 2 ballot illustrations are examples of Military Mail Ballots. The color of the envelope can vary. For questions concerning Military Mail, a copy of Publication 460, Military Mail FAQ, can be obtained through the Local BMEU.

Military and Overseas Ballots

Must bear these markings:



- ❑ Absentee ballots bearing this indicia do not require return postage and are not considered short paid
 - All other absentee ballots require postage prior to mailing

28

Ballots in free Election Mail envelopes, mailed to the United States from abroad through the local mail service, must bear appropriate international postage to cover the transit of the mailpiece to the US, after which it travels free. Without such postage, the ballot will not be delivered to the US.

Military Absentee ballot bearing the USC 39 3406 indicia do not require postage. In addition, these ballots will not be detained or held for postage payment. All other Absentee ballots do require postage.

Agenda

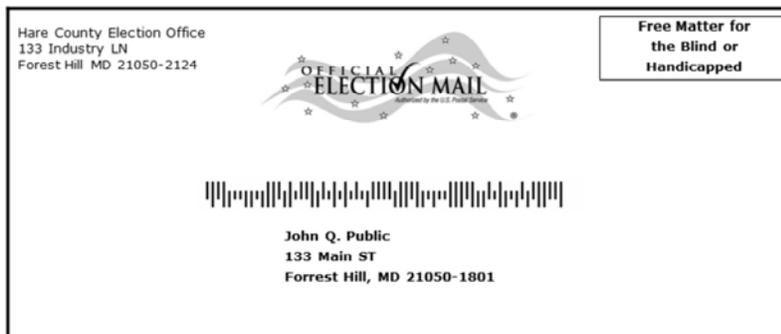
- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - **Free Matter for the Blind**
- Every Door Direct Mail® (EDDM®)
- Franked Mailings
- Resources

29

Special circumstances also apply to the blind and persons otherwise physically handicapped that are not able to read.

Free Matter for the Blind

- ❑ Special accommodations are in place for persons who cannot read or have other physical handicaps that prevent them from voting in person



Special accommodations are in place for persons who cannot read or have other physical handicaps that prevent them from voting in person. These mailings should be treated as First-Class Mail, are Domestic only, and must not contain any advertising. See DMM 703.5 for more information.

Except for blind or handicapped that can not read printed materials, active military & U.S. citizens overseas, all other ballot material must have the correct postage affixed.

Agenda

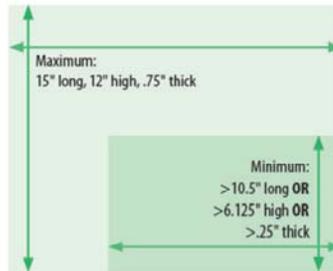
- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- **Every Door Direct Mail® (EDDM®)**
 - Franked Mailings
 - Resources

31

As we mentioned earlier, Political Campaign Mail may be entered as Every Door Direct Mail at an acceptance unit.

Every Door Direct Mail

- Every Door Direct Mail® (EDDM) allows a mailer to saturate an entire neighborhood with their message by getting the mailing directly into the homes and hands of potential voters
 - EDDM can be used for Political Campaign Mail when entered at a Business Mail Entry Unit
- How does it work?
 - The mailer picks the neighborhoods they want to reach and a Postal Service Letter Carrier takes the pieces to every home while delivering the day's mail
 - Rules for Every Door Direct Mail Political Campaign Mailers



- Contact the EDDM Helpdesk at 877-747-6249 for more information

32

Political Campaign Mail may be submitted to a Business Mail Entry Unit using Every Door Direct Mail or EDDM. EDDM mail allows a mailer to target a specific geographic area, thereby getting specific political information into the right homes. The Mailer must first pick the neighborhoods they want to reach and a Postal Service Letter Carrier takes the pieces to every home while delivering the day's mail.

The same rules that apply to all EDDM mailings apply to Political Campaign Mailings entered using EDDM. EDDM mailings are comprised of flat-sized mailpieces and must be more than 10 1/2 inches in length OR more than 6 1/8 inches in height OR more than 1/4-inch thick. It cannot be more than 15 inches in length OR 12 inches in height OR 3/4-inch thick.

With further questions about EDDM, please contact the EDDM Helpdesk at 877-747-6249.

Every Door Direct Mail BMEU

Acceptable Every Door Direct Mail mailing label options and permit indicia for any USPS® BMEU entry point:

*****ECRWSS****
Postal Customer
City, State 5-Digit ZIP Code

*****ECRWSS****
Residential Customer
City, State 5-Digit ZIP Code

*****ECRWSS****
PO Box Holder
City, State 5-Digit ZIP Code

PRRT STD
ECRWSS
U.S. POSTAGE
PAID
PERMIT NO.

As a reminder, there are some label and endorsement requirements associated with using Every Door Direct Mail. Also, all mailpieces must contain the designation “E-C-R-W-S-S” in the address area or within or below the permit indicia.

Every Door Direct Mail and the *PostalOne!* Dashboard

- ❑ Mailings submitted using the Every Door Direct Mail (EDDM) Tool are a special case because there is no Political Campaign Mail or Official Election Mail fields to select
- ❑ When a mailing is submitted using this tool both check boxes will automatically be populated as No in *PostalOne!*

* This is a Political Mailing: Yes No
* This is Official Election Mail: Yes No

BMEU employees may
modify these values
during acceptance if
needed

34

Mailings submitted using the EDDM Tool are a special case in regards to the check boxes in *PostalOne!*. There are no fields in the EDDM Tool for mailers to select Political Campaign and/or Official Election Mail. When a mailing is submitted using this tool, both check boxes will automatically be populated as **No** in *PostalOne!*. Acceptance employees can then modify the selections if necessary.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
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 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
- Special Circumstances for Mail-in Ballots
 - Military and Overseas Ballots
 - Free Matter for the Blind
- Every Door Direct Mail® (EDDM®)
- **Franked Mailings**
- Resources

35

Now we will cover the requirements for Franked Mailing and the Franked Mailing Blackout Period.

Franked Mail (Congressional Mail)

- ❑ Franked Mail is official mail sent without postage pre-payment used by Members and Members-elect of Congress, the Vice-President, and other authorized individuals
- ❑ It is identified by a facsimile signature, located in the upper right corner of the envelope or franked label, by a Member of Congress
- ❑ PS Tag 11, Congressional Mail, "Postmaster — Open and Distribute" is used on all sacks or trays of Congressional mail
 - Franked Mail does not receive a PS Tag 57



36

Franked Mail is official mail sent by members of Congress, the Vice-President and other authorized individuals. Franked Mail has a facsimile signature of an authorized user in the upper right corner of the envelope or a franked label, where postage payment is usually placed. All Franked Mailings are identified by PS Tag 11, "Congressional Mail" and is not eligible to use the red Tag 57. Franked Mail should not be detained, except for mail security, and must be dispatched and delivered as addressed.

Franked Mail Blackout Period

- Members of Congress are prohibited from sending Franked mass mailings during the designated “Franking Blackout” period, which begins 90 days before Election Day
 - The current Blackout period is in effect and extends through Election Day, November 4, 2014
 - Single Piece mailings from Congressional offices to constituents are not included in this blackout

37

During an Election Cycle, the 90 days before an election are designated as a Franking Blackout period. During this timeframe, members of Congress are not allowed to send out mass mailings using Franked Mail. The blackout ends on Election Day, November 4, 2014. Single Piece mailings from Congressional offices to constituents are not included in this blackout.

Agenda

- General Information
 - Political Campaign Mail
 - Official Election Mail
 - Benefits of Using Tag 57 and Tag 191
 - Delivery Standards and Mailing Deadlines
 - Refunds
 - Network Rationalization
- Changes to the 2014 Election Cycle
 - New Requirements for Election Officials
 - *PostalOne®*, Electronic Mailing Documentation (eDoc), and Hard Copy Postage Statements
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Resources

- Mailing Requirements and Acceptance Employees can provide
 - Assistance to Political Campaign Mail and Official Election Mail questions on:
 - Current 2014 Election Cycle Information
 - Support on Mail Preparation
 - Mailing Materials such as
 - Trays and Sacks
 - Political Mail Tag 57
 - Official Election Mail Tag 191
- A District Business Mail Entry Unit Locator can be found on RIBBS at:
<https://ribbs.usps.gov/index.cfm?page=bma>

39

As always, the Business Mail Acceptance (BMA) employees are on site to answer your questions about the current 2014 election cycle, provide mail preparation support and assistance with Postage Statements. Mailing materials are available in the BMEU, including Tag-57(PCM), TAG-191(Official Election Ballot Mail) Trays, Sleeves, Sacks, and Pallets.

To locate your closest District Business Mail Entry Unit visit the RIBBS website at the web address listed here.

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- Benefits of Direct Mail
- Customized MarketMail
- Every Door Direct Mail
- Picture Permit Imprint Indicia
- Political Mail**
- Product Samples
- Promotions & Incentives

Political Mail

Political mail is expected to be heavy this election season from campaigns, interest groups, and political action committees. Direct Mail is a proven, cost effective, and extremely powerful political campaign tool that can help candidates, campaign committees, and political parties get their messages to voters.

That's why at USPS®, we're committed to providing you with the training and tools necessary to implement successful and cost-effective mail strategies for any political mailing.



Political Mail vs. Election Mail

Political Mail is material promoting political candidates, referenda, or campaigns mailed First-Class Mail® or Standard Mail® from a registered...

- Political Candidate
- Federal, state or local campaign committee
- Committee of a political party – for example, the Democratic National Committee or Republican Congressional Campaign Committee

[Have a sales representative contact you to discuss Political Mail](#)

By definition, Election Mail is any item mailed to or from authorized elections officials that enables citizens to vote, including...

On-line help is available through USPS.COM.

This concludes today's Political Campaign Mail and Official Election Mail webinar. We will now open it up for questions.

Resources

- On-line help is available through USPS.com at <https://www.usps.com/business/political-mail.htm>
- From the Political Mail site you can:

- Learn more about planning, addressing, and designing political mail
- Get help from an expert



On-line help is available through USPS.COM at the link shown here. From this site, you can **learn more about planning, addressing, and designing political mail, get help from an expert and much more.**

This concludes today's Political Campaign Mail and Official Election Mail webinar. We will now open it up for questions.