



Political and Election Mail Workshop National Postal Forum Nashville, TN

March 22, 2016



Political Mail informs voters and drives them to the polls



Increased voter turnout can create long poll lines



In the 2014 midterm federal election, 25 percent of voters cast ballots by mail — an increase of 3.5 percent over the 2012 presidential election



2016 Election Cycle

The Postmaster General and Deputy PMG have made an organization-wide commitment that Political and Election Mail is our highest priority



USPS employees are on the front lines and are working hard to provide excellent service to political and election mail customers



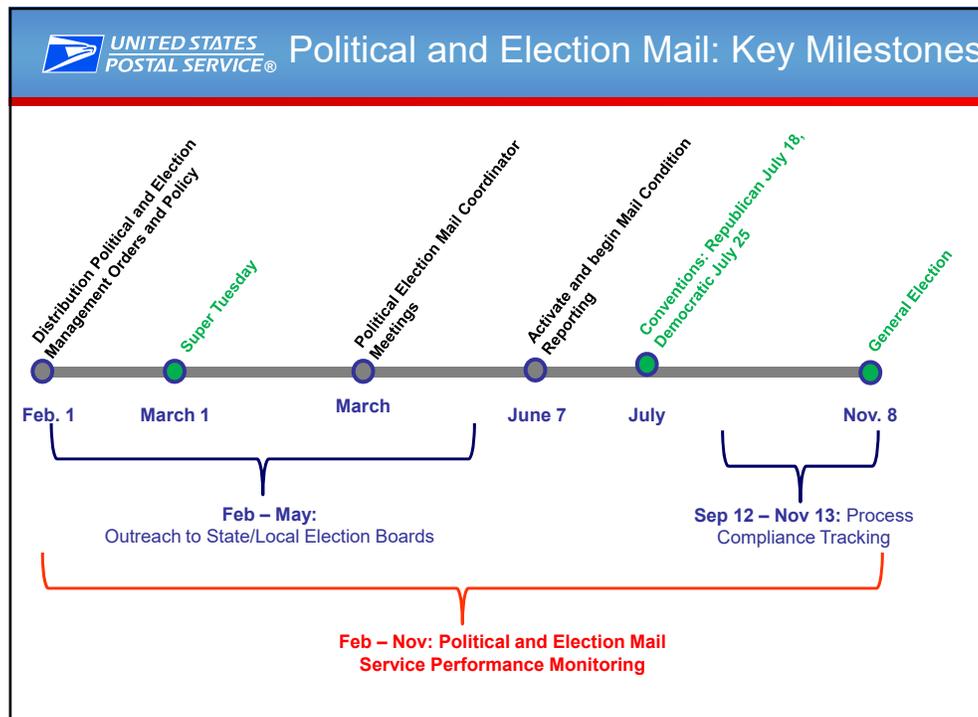
2016 Election Cycle: General Information

- **General Election:** Tuesday, November 8, 2016
- **Presidential Election:**
 - Primaries started February 1st Iowa
 - Super Tuesday March 1st
 - Primaries continue through June
- **Conventions:**
 - Republican National Convention: July 18, 2016
 - Democratic National Convention: July 25, 2016



- **471 Seats in US Congress**
 - 34 Senate seats – includes three special elections
 - 435 House seats
- **12 Gubernatorial**
- **State & Local Elections**





UNITED STATES POSTAL SERVICE® Key Messages

Election Mail: Key Messages 

- The U.S. Mail is an important part of the U.S. election process, and the Postal Service is confident in the dependable and timely delivery of Election Mail and Political Campaign Mail.
- Voting by mail works and that the Postal Service can be trusted to deliver ballots in a timely manner.
- The Postal Service is instituting a state-by-state outreach program to ensure election boards, political candidates, and mailers are aware of the deadlines for Election Mail and Political Mail.
- The Postal Service takes pride in the popularity of US Mail as an efficient and effective means for citizens to participate in the voting process.
- The Postal Service expects to handle millions of ballots this election cycle — proof that mail is a dependable and protected way to cast your vote.
- The Postal Service recommends that voters mail ballots one week before the due date to account for any unforeseen events or weather issues and to allow for timely receipt and processing by election officials.
- More information: usps.com/electionmail



Key Messages

Key Voter Message: Return Ballots



- Customers who opt to vote through the U.S. Mail need to familiarize themselves with their local jurisdiction's requirements regarding timely submissions of absentee ballots, including postmarking requirements
- Voters should contact their local election officials for questions about local deadlines. The Postal Service recommends mailing ballots early to account for any unforeseen events or issues and to allow for timely receipt by election officials.

Key Election Official and Mailer Message: Return Ballots



- Delivery times vary based on the class of mail, where it's entered and where it's going. Most mail will be delivered within 5 days. Standard Mail may take longer depending on where the mail is being sent from and delivered to. Election mail coordinators can provide additional information about standard delivery times.
- Whether the decision is to use First-Class Mail or Standard Mail, working closely with local Postal Service election mail coordinators to determine a delivery time for the mailing is strongly encouraged. Contact information for coordinators can be found at usps.com/electionmail



Political Mail

POLITICAL MAIL

- Direct mail is the winner's choice. It is the spark that can start voter action. When the message is relevant and personal, it is powerful. See why, year after year, direct mail continues to prove itself as one of the most engaging and effective channels for winning campaigns —*deliverthewin.com*
- Connections to digital content such as augmented reality, link digital and hard-copy content to extend and increase the effectiveness of political messaging. Augmented reality mailpieces allow campaigns to promote their messages in a way that engages voters.
- A Political Mail dashboard will provide real-time visibility as well as tools for analyzing and sharing data.





Political Mail

WHY POLITICAL MAIL

- Mail can reach 100% of target voters
- Mail prompts action – often through other channels
- Mail lifts all boats – It's all in the mix
- Mail is tested and proven. Direct mail works
- Political Campaign Mail can be used by a registered political candidate, campaign committee, and committee of a political party, or political message mailing by a political action committee (PAC), super- PACs, or other organizations engaging in issue advocacy or voter mobilization.

USPS POLITICAL MAIL COMMITMENT

- Track and log tag 57, Political Campaign Mailings
- Process and deliver Political Mail in a timely manner to meet service standards and customer expectations
- Leverage Analytics to drive service performance



Political Mail

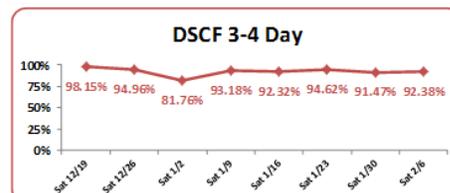
- PostalOne has features that enable acceptance clerks to identify all political mailings or official election mail by checking the appropriate box. When processing a postage statement for political mailings, select the required “Yes” box for “This is a political campaign mailing” question.
Checking the box is critical, as it will allow the Postal Service to extract data on political mailings and drive performance

Letter or Flat-size mailpieces contain:

Round Trip ONLY: One DVD/CD or other disk

This is a Political Campaign Mailing Yes No

This is Official Election Mail Yes No





Election Mail Recommendations

Ballot Mailpiece Design

- Work with USPS Mail Piece Design Analysts
- Letter-size reply envelopes are preferred
- Board of Elections should use First-Class Mail postage on outbound absentee or Vote-by-Mail ballots
- Official Election Mail logo for increased visibility
- Full Service IMb and IMb Tracing® which provides near real-time tracking information for your automation-compatible letters and flats
- Tag 191 Domestic and International Ballots



Election Mail Recommendations

Voter Communication is Essential

- **Mail early and check absentee voter requirements**
- **Postal Service mail collection times vary**
 - - **USPS Blue Collection Boxes** -- Ballot deposited after the printed collection time may not be processed or postmarked until the next day
 - - **Home or Business Mailboxes** – Ballots will be processed and postmarked the day the Postal Service mail carrier collects it
 - - **Local Post Office** – Post offices have posted collection times and ballots collected by that time will be processed and postmarked that day. Customer Service Clerks should honor voters' requests for hand cancellation.



Mailpiece Design Analysts

Mailpiece Design Analysts (MDA) are trained to:

- Provide pre-mailing pieces design consultation
- Provide technical assistance to printers, graphic designers, and envelope manufacturers
- Offer guidance regarding automation rate qualification
- Review mailpieces for adherence to USPS standards
- Test paper and mail samples for thickness, color, flexibility, and barcode tolerances
- Analyze readability of actual mailpieces
- Provide assistance with mailpiece design evaluations of Political Mail and Official Election Mail

For assistance with mailpiece design, contact a Mailpiece Design Analyst (MDA) by calling the MDA Support Center at 855-593-6093 (hours of operation are Monday – Friday, 7 am-5 pm CT) or by sending your request by e-mail to mda@usps.gov



Class of Mail Options

First-Class Mail: DMM 333.2.0

- Personal, handwritten, or typed information
- First-Class Mail service standards range from 1-5 days, depending on entry and destination
- Free forwarding and return
- Sealed against inspection

Standard Mail: DMM 243.2.0

- No personal, handwritten, or typed information
- Standard Mail service standards range from 3-10 days (Contiguous 48 States) depending on entry and sortation level
- Forwarding/return requires endorsement and a fee
- May be opened for postal inspection



Class of Mail Options

Feature	First-Class Mail	Standard Mail
Open to Inspection	No	Yes
Service Standard	2-5	2-9
Pricing	39.1 - 49¢*	10.2 – 30.4¢*
Price	by the ounce**	up to 3.3 oz.
Content Restrictions	No	Yes
Sortation	Yes/No	Yes

*2015 Prices

**For presorted First-Class Mail letters, the 2nd ounce is free



Ballot Design Recommendations

Rev. 12/06

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

Made from Recycled Paper

CRUCIAL BARCODE!

PRECINCT

00010482 3144 DS-16-06 POSTAL BARCODE *****AUTO**3-DIGIT 972

5

JOHN A BOGDANSKI
12345678901234567890
PORTLAND OR 972

SIGN HERE

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

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 will live at the address printed below.

RES: [REDACTED] PORTLAND OR 972

4

SIGNATURE OF VOTER

Caution:

Addresses, numbers and barcodes printed on the back of the Ballot Return Envelope may cause the ballot to be misdirected or delayed!



Official Logo:

Helps voters recognize the mail as important and postal employees can distinguish it from the millions of other mailpieces processed and delivered daily



Addressing Products

- Coding Accuracy Support System (CASS™) with
 - Delivery Point Validation (DPV®)
 - Locatable Address Conversion System (LACSLink®)
 - SuiteLink®
- Address Element Correction (AEC) I & II
- National Change of Address Link (NCOALink®)
- Address Change Service (ACS™)

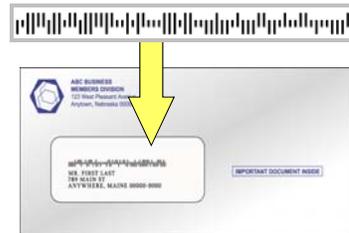
To learn more:

https://ribbs.usps.gov/index.cfm?page=address_manage_quality



Intelligent Mail® Barcode (IMB)

- Improved sortation, address correction and tracking for letters/flats
- Offerings
 - Full Service
 - Basic
- Benefits
 - Piece-level visibility
 - Electronic address change notices (ACS)
- Required on all automation-compatible letter/flat mail
- **IMb Tracing®** provides real-time tracking information for your automation-compatible letters and flats for both incoming and outgoing mail





Intelligent Mail Barcode IMb Tracing™

- How do I get started with IMb Tracing™?
- To learn more or get started with IMb Tracing™, visit our website or contact our customer support center

Mail	NATIONAL CUSTOMER SUPPORT CENTER UNITED STATES POSTAL SERVICE 225 N HUMPHREYS BLVD STE 501 MEMPHIS TN 38188-1001
Telephone	800-238-3150
Email	IMbTracing@usps.gov
Website	https://mailtracking.usps.com/
IMb Tracing	https://ribbs.usps.gov/index.cfm?page=confirm
IMb	https://ribbs.usps.gov/index.cfm?page=intellmailmailpieces



Military and Overseas Election Mail

Military & Overseas Absentee Ballots

- Must bear these markings:

The diagram shows an envelope with the following markings and text:

- Name and Complete Address:** Four horizontal lines for the recipient's address.
- Official Election Mail:** A circular logo with the text "OFFICIAL ELECTION MAIL" and "UNITED STATES POSTAL SERVICE".
- Postage Paid:** A box containing "U.S. Postage Paid" and "39 USC 3406".
- PAR AVION:** Text below the postage paid box.
- Official Absentee Balloting Material - First-Class Mail:** A rectangular box with this text, circled in red.
- No Postage Necessary:** Text below the official ballot box: "NO POSTAGE NECESSARY IN THE U.S. MAIL - DMM 703.8.0".
- Secretary of State of Washington:** Address: "SECRETARY OF STATE OF WASHINGTON, CHAMPAIGN COUNTY ELECTIONS BOARD, CHAMPAIGN COUNTY COURTHOUSE, 1234 MAIN ST, ANYTOWN WA 98765-4321".
- Intelligent Mail Barcode:** A barcode at the bottom of the envelope.



Military and Overseas Election Mail

Military Postal Service Agency/U.S. Postal Service:

Joint effort by USPS and MPSA in response to Military Overseas Empowerment Act (MOVE)

- Military personnel in APO/FPO/DPO locations can return absentee ballots via EM Label 11-DOD
- Unique label to be used only for absentee ballots originating from overseas military and diplomatic postal locations by military personnel



Military and Overseas Election Mail

Military & Overseas Absentee Ballots

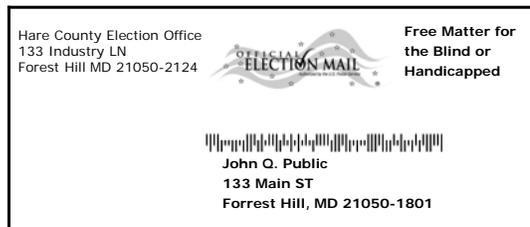
- Balloting materials for federal elections may be sent without prepayment of postage to and from:
 - Member Armed Forces in active service
 - Member U.S. Merchant Marine
 - Expatriates
 - Spouses and dependents of above
- Ballots in free Election Mail envelopes, mailed to the United States from overseas Military Post Office, an American Embassy or an American Consulate requires EM Label 11-DOD
- 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
- General and Special Elections for federal offices



Election Mail Postage

Free Matter for the Blind or Other Physically Handicapped Persons

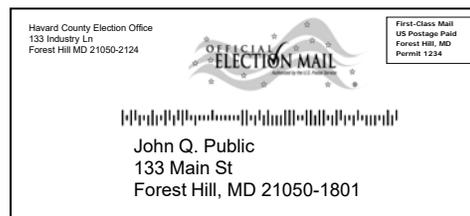
- Mailed by or for persons who cannot read or use printed materials
- May be opened for postal inspection
- Treated as First-Class Mail
- Domestic only
- No advertising
- DMM 703.5



Election Mail Postage

Domestic Absentee Ballots

Effective October 7, 2013, the Postal Service revised balloting mailing postage standards in the Domestic Mail Manual (DMM®) 703.8. The rule requires that election officials prominently mark the postage required on all returned ballot materials





Political and Election Mail Commitment

USPS Commitment:

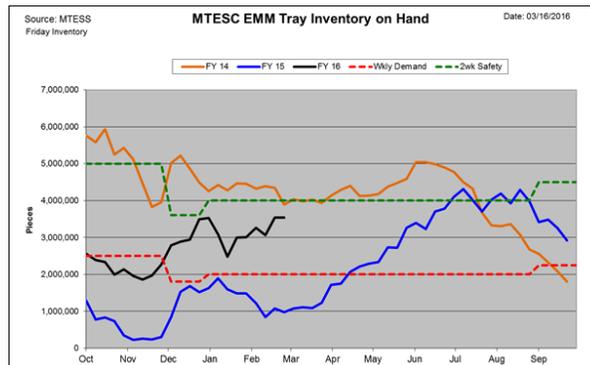
- Partnership with Political and Election Mail Community, including; National Association of Secretaries of State, National Association of State Election Directors, Federal Voting Assistance Program, Military Postal Service Agency, Election Center, Election Assistance Commission and the Joint Election Officials Liaison Committee
- Engage in local district outreach with Election Officials
- Plants will handle all political and election mailings properly & expeditiously
- Ensure all employees are alert for Tag 57 and Tag 191



Political and Election Mail Commitment

USPS Commitment:

- Continue focus on efficiently advancing product into delivery one day early to meet service standard commitments, maintain available capacity and mitigate any processing issues.
- Plants will not delay other mail to process political campaign & ballot mail
- MTESS and plants will maintain sufficient MTE inventory to supply internal and external demand





Political and Election Mail Commitment

USPS Commitment:

- Utilize Political Logs, All Clears, Management Orders, Process Certification, Standard Work Instructions and Project Plans to ensure all levels of the organization have sufficient processes and focus in place to ensure high levels of service on Political and Election Mail
- Utilize Analytics to track performance of political and election mail

% Expected	% Complete	WBS	Task Name	DU	Start	Finish	Task Owner
16%	3%	1	2015-2016 Election and Political Mail - Field - 9-17-16	290 d	Mon 2/1/16	Wed 11/16/16	I. Cronkhite
16%	3%	1	1 District Outreach & Election Compliance Plan	290 d	Mon 2/1/16	Wed 11/16/16	I. Cronkhite
16%	3%	1.81	1.1 Northeast Area	290 d	Mon 2/1/16	Wed 11/16/16	W. Bulger
16%	4%	1.81.27	1.1.1 Albany District (NY)	290 d	Mon 2/1/16	Wed 11/16/16	E. Tiemann
18%	90%	1.81.27.14	1.1.1.1 POMMO - 001-16 Political Mail Service Talks	205 d	Wed 2/10/16	Thu 9/1/16	E. Tiemann
100%	100%	81.27.14.16	1.1.1.1.1 POMMO - 001-16 Certification	9 d	Wed 2/10/16	Thu 2/18/16	E. Tiemann
0%	0%	81.27.14.17	1.1.1.1.2 POMMO - 001-16 Re-certification	1 d	Thu 9/1/16	Thu 9/1/16	E. Tiemann
18%	90%	1.81.27.15	1.1.1.2 POMMO - 002-16 Election Mail Service Talks	205 d	Wed 2/10/16	Thu 9/1/16	E. Tiemann
100%	100%	81.27.15.20	1.1.1.2.1 POMMO - 002-16 Certification	9 d	Wed 2/10/16	Thu 2/18/16	E. Tiemann
0%	0%	81.27.15.21	1.1.1.2.2 POMMO - 002-16 Re-certification	1 d	Thu 9/1/16	Thu 9/1/16	E. Tiemann
18%	90%	1.81.27.16	1.1.1.3 POMMO - 003-16 Political and Election Mail Policies & Procedures	205 d	Wed 2/10/16	Thu 9/1/16	E. Tiemann
100%	100%	81.27.16.29	1.1.1.3.1 POMMO - 003-16 Certification	9 d	Wed 2/10/16	Thu 2/18/16	E. Tiemann
0%	0%	81.27.16.30	1.1.1.3.2 POMMO - 003-16 Re-certification	1 d	Thu 9/1/16	Thu 9/1/16	E. Tiemann



Political and Election Mail Resources

- Lead and Functional Political and Election Mail Coordinators designated for every Area and District
- Extensive Documentation, Guides and Collateral Available

Political and Election Mail Resources

Official Election Mail Program Kit
 Local Mailpiece Design Analysts - http://pe.usps.com/mpdesign/mpdf/mda_lookup.asp
 External Election Mail - usps.com/electionmail
 External Political Mail - <https://www.usps.com/business/political-mail.htm>
 Deliver the Win / Political Mail site - <http://www.deliverthewin.com/>
 Green Tag 191 Fact Sheet and Sample Tag - [How to Increase Visibility for Official Election Mail](http://www.usps.com/election-mail/191-election-mail.pdf)
 Special Procedures APO/FPO Absentee Ballots Fact Sheet
usps.com/election-mail/ape-election-mail-401.pdf
 Publication 631—Official Election Mail – Graphic Guidelines and Logos
<http://about.usps.com/publications/pub631.pdf>
 Publication 632—State and Local Election Mail User's Guide
<http://about.usps.com/publications/pub632.pdf>
 Domestic Mail Manual (DMM) 703
<http://pe.usps.com/com/pe/mmanual.htm#dmm300703.pdf>
 703.1.3 — Qualified Political Committees and State and Local Voting Registration Offices
 703.2 — Overseas Military Mail
 703.5 — Free Matter for the Blind and Physically Handicapped Persons
 703.8 — Absentee Ballot

District Lead Political Election Mail Coordinators

- Lead role State and Local Officials Outreach
- Educate Election Mail Community on USPS Processes, Capabilities and Resources
- Resource Alignment –
 - Sales
 - Mailpiece Design Analysts
 - Mailing Prep and Entry
 - Coordinate Delivery and Pickup Activities
- Main Point of Contact for Information and Escalation


 UNITED STATES
POSTAL SERVICE®

Lead Political / Election Mail Coordinators

Lead Coordinators	Name	Contact Information
Capital Metro Area	Kevin Bray	(404)-792-3141
Atlanta	Nicole Spencer	(770) 717-3708
Baltimore	Judy Wood	(410) 347-4432
Capital	Sylvia Moss	(202) 636-1027
Greater South Carolina	Mike Lance	(803) 926-6060
Greensboro	Paul Ludwig	(336) 931-9497
Mid-Carolinas	Jason Hewitt	(704) 393-4604
Northern Virginia	Lisa Jones-Brown	(703) 698-6491
Richmond	Robin Stinson	(804) 737-3571
Eastern Area	Shari J. Myers	(412) 494-3904
Appalachian	Michael Rotherham	(304) 561-1057
Central Pennsylvania	Dawn Chalk	(570) 831-3420
Cincinnati	Tracy Ellis	(513) 684-5533
Kentuckiana	Todd White	(502) 375-8545
Northern Ohio	Sarita Montgomery	(216) 443-4553
Philadelphia Metro	Cynthia Watts	(215) 863-2024
South Jersey	Nicholas (Nick) Lamantia	(856) 933-4274
Tennessee	Mark Wallace	(615) 885-9259
Western New York	Janine Egloff	(716) 846-2505
Western Pennsylvania	Robert (Bob) Scheidler	(412) 359-7607


 UNITED STATES
POSTAL SERVICE®

Lead Political / Election Mail Coordinators

Great Lakes Area	Tim Anderson	(630) 539-7471
Central Illinois	Johnny Morris	(708) 563-7701
Chicago	Elaine Ferba	(312) 983-7661
Detroit	Brenda Orton	(248) 758-5715
Gateway	Laurentine Owens	(314) 436-3509
Greater Indiana	Faith Roell	(317) 870-8243
Greater Michigan	Hoa Ha	(616) 977-1073
Lakeland	Cheryl Dotson	(414) 287-1950
Northeast Area	William Bulger	(860) 285-7099
Albany	Eric Tiemann	(518) 452-4014
Caribbean	Martin Caballero	(787) 622-1791
Connecticut Valley	Lori Gaither-Gordon	(203) 949-5892
Greater Boston	Kevin Carter	(617)-654-5712
Long Island	Adriana Sallows	(631) 755-2939
New York	Dominick Esposito	(212) 330-2486
Northern New England	Amanda Sadler	(207) 482-7201
Northern New Jersey	Leonard Detoma	(732) 819-4341
Triboro	Mike Chester	(718) 348-3134
Westchester	Kim Johnson	(914) 697-5495



Lead Political / Election Mail Coordinators

Pacific Area	Christine Carmichael	(858) 674-3124
Bay-Valley	Mary Grace Cruz	(510) 874-8479
Honolulu	Gary Gardetto	(808) 423-3760
Los Angeles	Natashi Garvins	(323) 586-7415
Sacramento	Daisy White	(916) 373-8605
San Diego	Laurie Darrow	(858) 674-0416
San Francisco	Annie Young	(415) 550-5716
Santa Ana	Anthony Loera	(714) 662-6447
Sierra Coastal	Melody Kemsley	(818) 374-5678
Southern Area	Felicia Carter	(214) 819-8733
Alabama	Andree Kater	(205) 521-0349
Arkansas	Chris Phillips	(501) 228-4121
Dallas	Yolanda Applon	(972) 462-2209
Fort Worth	Rick Ward	(817) 317-3863
Houston	David G. Gibson	(713) 226-3201
Louisiana	Mark Gilbert	(504) 589-1104
Mississippi	Kathy Horne	(601) 351-7125
North Florida	Robin Lang	(904) 645-3220
Oklahoma	William Braunbeck	(405) 815-2320
Rio Grande	Jeanette Becker	(512) 342-1125
South Florida	Joycelynn King	(954) 527-3261
Suncoast	(954) 527-3261	(813) 354-6223



Lead Political / Election Mail Coordinators

Western Area	Al Cunningham	(303) 313-5973
Alaska	Candice Olson	(907) 273-5809
Arizona	Kevin Kiszczak	(602) 225-3150
Central Plains	Sheila Othling Badge	(316) 946-4633
Colorado/Wyoming	Donna Walker	(303) 853-6558
Dakotas	Ken Rothenbuehler	(605) 333-2642
Hawkeye	Dan Wilson	(515) 283-7608
Mid-America	Rhonda R Buford	(816) 374-9358
Nevada-Sierra	Shawna Heaton	(702) 361-9386
Northland	Linda Engman	(651) 681-2604
Portland	Ron Schaer	(503) 294-5770
Salt Lake City	Bill Gridley	(801) 974-2507
Seattle	Theresa Sibal-Sayles	(206) 768-4929

Outreach Toolkit: Meeting Tools

Election Official Meeting: Survey
Survey for Election Mail Officials

Goal: Be sure to ask these questions when you are meeting with Election Mail Officials. Responses to these questions will help to inform local Postal resources, as well as help identify opportunities to improve: sales engagement, **gallotags**, design compliance, mailing preparation/entry/delivery/pickup activities, etc. Be sure to tailor these questions based on what you already know and the particular jurisdiction you cover.

General Survey Questions:

- How does your jurisdiction vote? Does the state have no-excuse absentee voting? Is the state a vote-by-mail state?
- When are the various Election Days in your state? Remember there are several elections in a state each year (General, Primary, Ballot Initiatives, Judicial, School Board, etc.)
- What are the states ballot acceptance requirements? Are they a ballot in hand state? Does the state have postmark requirements?

Regulations: Be sure to research the Secretary of State or Board of Election Websites

- What information/notifications must be provided to voters?
- Does the state Election Mail official know the USPS required amount of postage to be affixed on return absentee or vote-by-mail ballot materials?
- Does the state provide voters with recommended mail by dates?

Election Mail Preparation and Entry Planning:

- What ZIP Codes are covered by this jurisdiction?
- Dates that absentee or vote-by-mail ballots will be entered into the **gallotags**?
- Where will your vote-by-mail will be entered into the **gallotags**?
- Do you use a service to design your ballots?
- Did you have an USPS **gallotag** Design Analyst verify all your Official Election Mail **gallotags** samples for compliance and optimization?
- Do you use Intelligent Mail Barcode (IMb) to track your outbound and returning ballots?
- Do you have a service to track your outbound and returning ballots?
- How many ballots will you be mailing in state?
- How many ballots will you be mailing out of state (Domestic)?
- How many ballots will you be mailing to citizens living abroad?
- How many ballots will you be mailing to active military personnel serving abroad?

Comments/Concerns:

- What concerns/issues did you experience in the previous election cycle?
- Were your concerns/issues addressed in a timely manner?
- Do you have any concerns leading up to your next mailing?

10

Election Mail Checklist

The following suggested checklist will help ensure a successful mailing:

Call your Postal Service Election Mail Coordinator
Discuss the specific purpose for the mailing (e.g., information, ballots, and voter registration)
Discuss when you intend to present the mail to the Postal Service
Discuss your delivery date requirements
Determine where and when the gallotags must be presented to the Postal Service to meet your desired delivery dates
Determine the size of the mailings
Determine the best method of receiving return mail (e.g., P.O. box or Caller Service)
Determine the best time to pick up the mail each day
Determine the latest time when an election official can pick up returns
Determine the final date for receiving return mail
Determine the necessary postal equipment and supplies needed
Determine payment method
Determine what forms are needed for mailing and for postage payment
Determine if the mailing must meet address or Move Update requirements
Determine if the mailing needs to have an ancillary service endorsement (e.g., Return Service Requested)
Determine if the mailing needs any Extra Services (e.g., Certified Mail, Registered Mail)
Determine if the mailing needs to include a reply piece
Decide if you plan to use Business Reply Mail or Courtesy Reply Mail
Decide if it is cost effective to use QRBM

11

Questions for Election Official Meetings

Checklists for Election Officials When Preparing Mailings

State by State Laws

State voting laws are complex and variable:

Example: In Arkansas, “Ballot must be received at clerk’s office by 7:30 p.m. on Election Day. Ballots applied for no later than 30 days before the election by qualified electors outside of the United States that are signed, dated, postmarked, and mailed by voter no later than the day of the election and received by the county clerk no later than 5:00 p.m. 10 days after the election will be counted. Absentee ballots of armed services personnel serving in active status shall be counted if received by the county clerk no later than 5:00 p.m. 10 days after the election, if the ballots were executed no later than the date of the election.”

Number of States with Vote by Mail (No Limitations)

3

Number of States with Limited Vote by Mail

17

Number of States with No Excuse Absentee Voting

27



Postmarking

- Return ballot processing is critical to the election results. Many states use USPS postmarks as official time stamps for the ballot to be counted
- The Postal Service has renewed focus on cancellations, particularly flats and manual cancellations. Post offices are encouraged to honor voters' requests for hand cancellation



The cancellation mark with dates on the ballots provides the official time stamps for the ballot to be counted.



USPS Political and Election Mail Contacts

- Election Mail Coordinators - Support preparation, entry delivery and pickup planning www.usps.com/electionmail
- Mailpiece Design Analysts – Support design and compliance review
MDA Support Center at 855-593-6093 (hours of operation are Monday–Friday, 7 a.m.–5 p.m. CT) or by sending your request by e-mail to mda@usps.gov. For more information http://pe.usps.com/mpdesign/mpdfr_intro_all.asp
- Find a Business Mail Entry Unit: Learn where to drop off government and election mail. <https://ribbs.usps.gov/locators/find-bme.cfm>
- Election Mail Task Force/ Program Manager:
ElectionMailProgramManager@usps.gov



Thank you!



Questions?