Maximizing Impact: Print and Mail Strategies for County Officials

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Metro Presort
Your Bridge to Mail Savings and Service™

Agenda

▶ Intro

▶ Why Use Direct Mail?

▶ Types of Mail

▶ Strategies for Success

▶ Best Practices

▶ Questions

Background

- Headquarters in Portland, OR

- 40+ years in business

- HIPAA and SOC 2 Type 2 Compliant

- 5+ Million envelopes processed per month

- Industries we service:

  - State & Local Government

  - Utility

  - Healthcare

  - Corporations & nonprofits

Mission & Values

Living Our Values

We deliver on our mission of Empowerment by staying true to three fundamental values. We make life better for those around us when we:

Lead From The Heart

Empathy is our super-power. We listen to understand and see things from the perspectives of others.
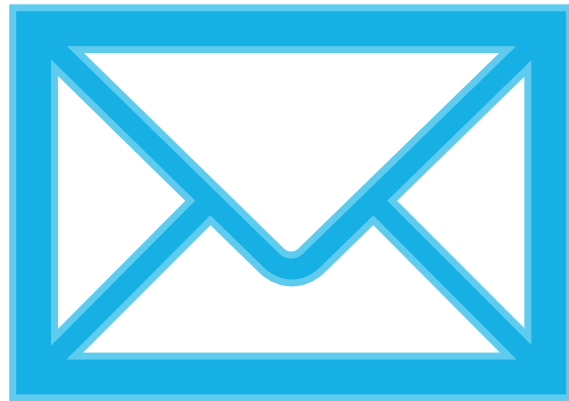
Pursue Excellence

Pursuit is always in motion - learning, growing, driving toward a goal. We strive to be in the moment & bring the best version of ourselves to each situation.
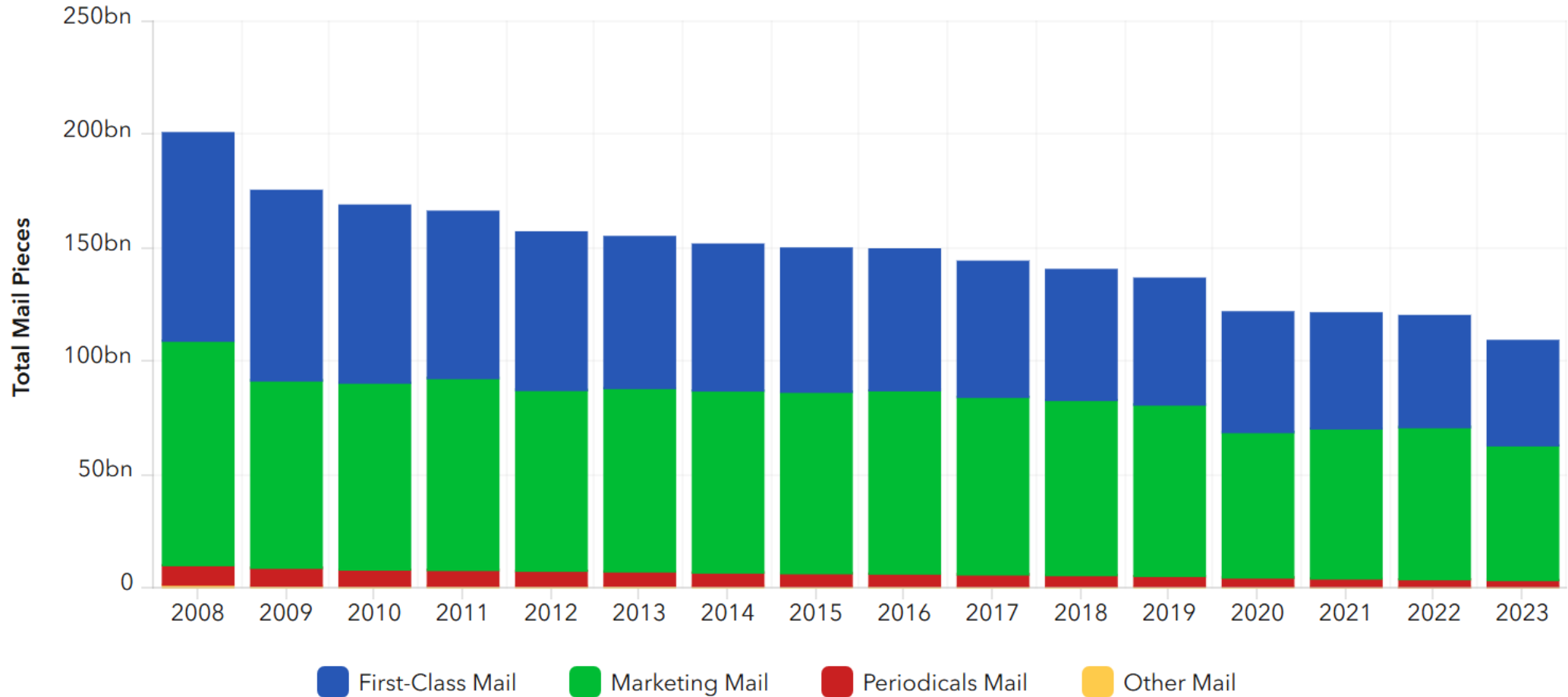
Be Remarkable

In our line of business, trust is everything, and there is no greater way to build trust than by going the extra mile.
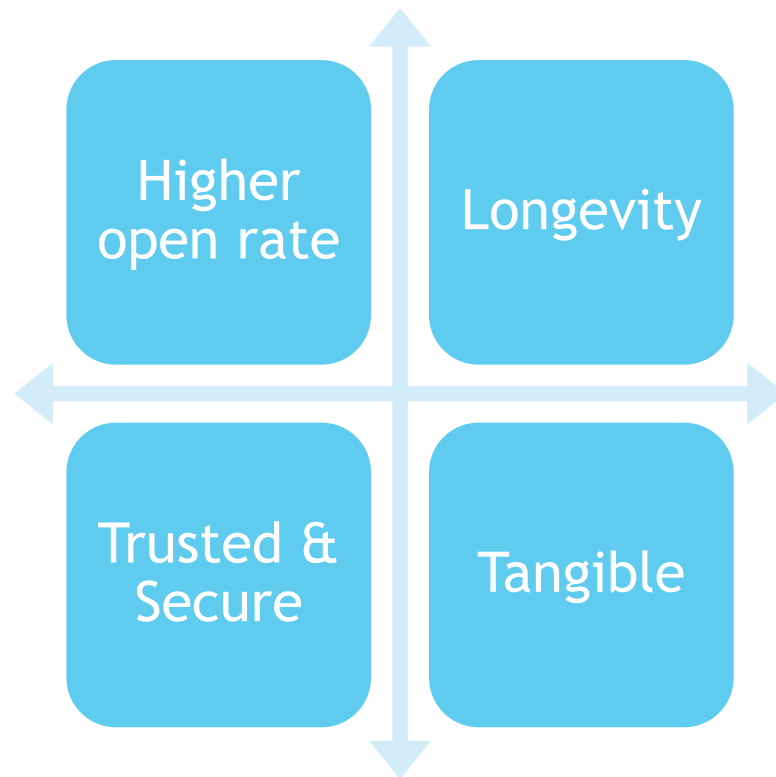
Why Use Direct Mail?

Trends in Mail Volume

Looking forward to checking the maill

	Look forward to checking mail each day (%)	Don't think much about checking mail (%)
National Adults	41	58
AGE		
18-29	36	64
30-49	36	63
50-64	41	57
65+	56	44

www.postalytics.com

POSTALYTICS

While mail volumes have steadily declined in a digital-first world, direct mail offers a high level of engagement and response that is still unmatched by other communication channels.

Higher open rate

Longevity

Trusted & Secure

Tangible

The Power of Community Engagement

Connecting with your community

Direct mail offers a unique opportunity to connect with your community in a meaningful way.
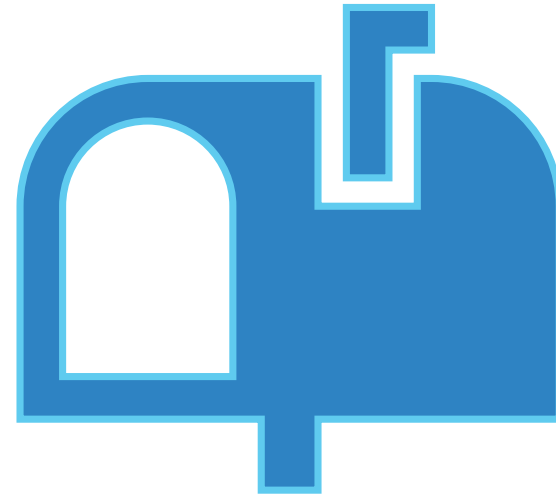
Information overload

Reading through mail requires 21% less cognitive effort than email.

Building trust with your audience

Direct mail builds credibility, trust, and authority, especially when it comes from a local government official or agency.
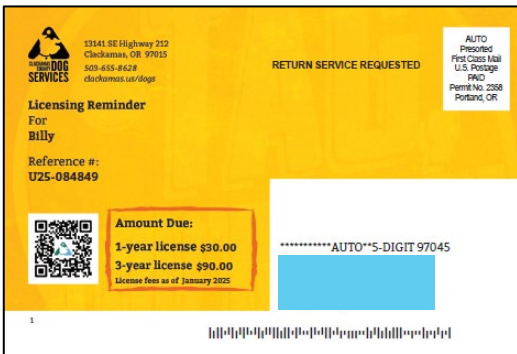
Letters

- ▶ Most common type of mailed communication.

- ▶ #10 envelopes can fit approximately 7-8 folded sheets.

- ▶ Qualifies for letter rates.

- ▶ Print the address directly on the letter to fit within a window.

  - ▶ Or print the address on a non-window envelope.

- ▶ Print a special message on the envelope.

Postcards

- ▶ Economical and effective.

- ▶ Can qualify for postcard or letter postage rates.

- ▶ Perfect for community announcements.

- ▶ Can also use for official communications (jury summons, bills, voter notifications).

- ▶ Many sizes to choose from:

   - ▶ 4.25x6 to 6x9

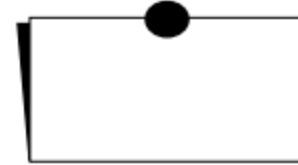   - ▶ Postage will vary based on size.

Self-Mailers

▶ No envelope necessary!

▶ Single, multi-sheet, or booklet.

▶ Print address directly onto letter or use label.

▶ Use tabs to keep closed.

▶ Mostly used for announcements or newsletters.

▶ Qualifies for letter rate postage.

Double Postcard
Tabs   1 (middle)
Folded Edge   Top or Bottom
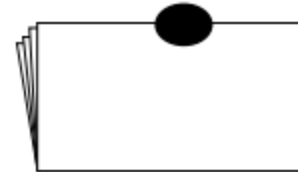Sheets   Single
Basis Weight 75 lb.

Folded Self-Mailer
Tabs   2 (start ≤ 1 inch
                     from edges)
Folded Edge   Top or Bottom
Sheets   Single
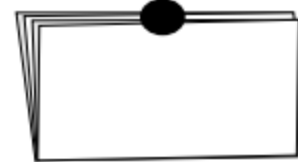Basis Weight 20 lb.

Folded Self-Mailer
Tabs   1 (middle)
Folded Edge   Bottom
Sheets   Multiple
Basis Weight 24 lb.

Folded Self-Mailer
Tabs   1 (middle)
Folded Edge   Bottom
Sheets   Single
Basis Weight 28 lb.

Folded Self-Mailer[1]
Tabs   1 (middle)
Folded Edge   Right
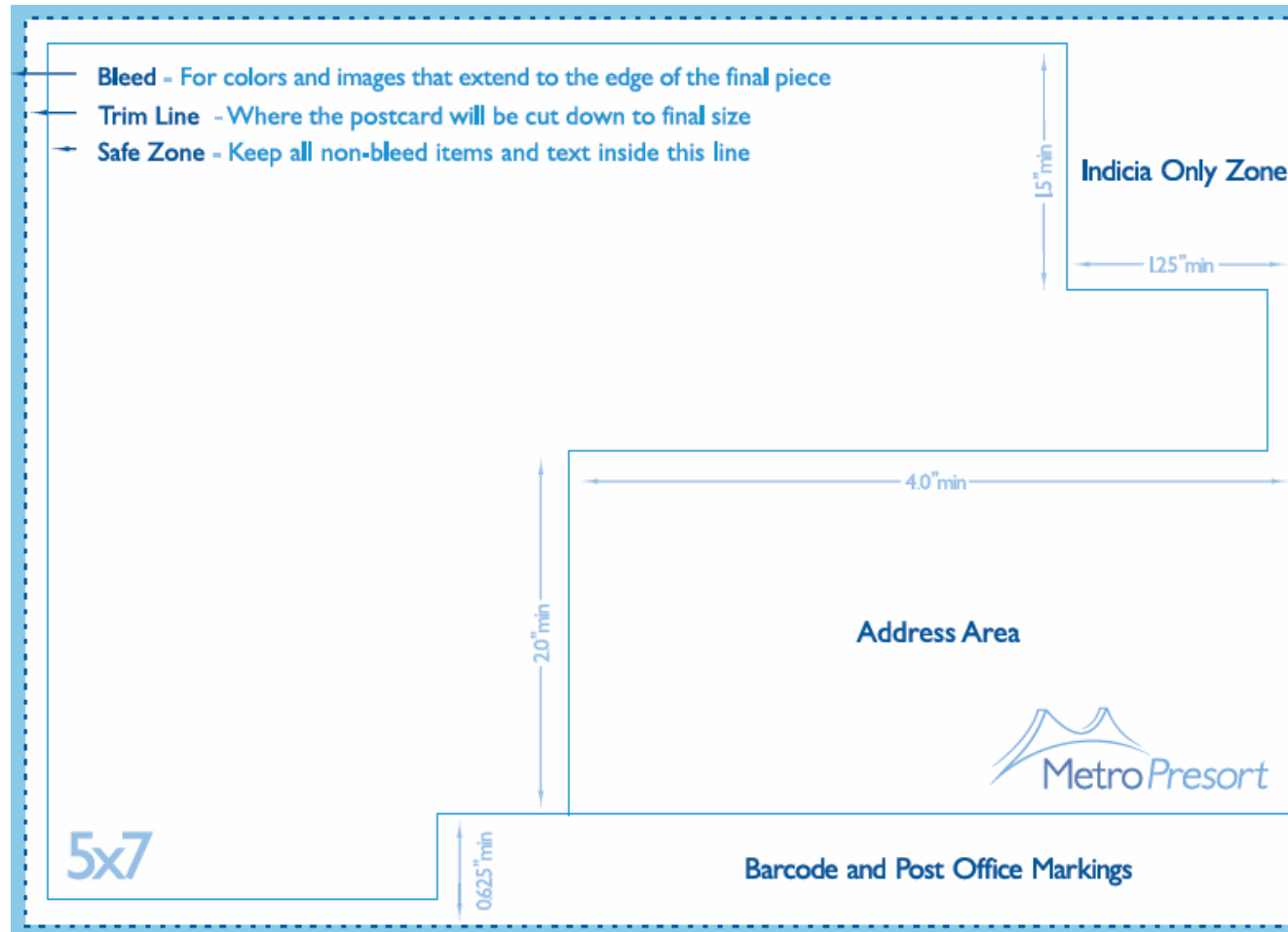Sheets   Single
Basis Weight 75 lb.

Size Matters!

- **Whichever mailing format you use, make sure you are compliant with USPS regulations.**

- Each postage class has a minimum and maximum size/weight/thickness.

- *Example: You stuff a #10 envelope with too many inserts. It is now thicker than 1/4" – USPS will consider this a flat rather than letter. Your postage will be higher!*

Use me as a resource! I am happy to help you navigate USPS regulations.

Design Considerations - Postcard

Design Considerations Cont'd.

BLUE LINE IS THE SAFETY LINE
ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS BLUE LINE

RED LINE IS THE CUT LINE
THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

BACK COVER

PANEL 3

PRESORTED
STANDARD
US POSTAGE
PAID
LOS ANGELES, CA
PERMIT 2112

4"
Mailing Address Area.
Leave Clear
2"

THIS PANEL IS UPSIDE DOWN!
COVER

PANEL 4

GREEN LINES ARE THE FOLD LINES
THIS IS WHERE THE JOB WILL
BE FOLDED

FRONT

FINISHED SIZE- 8.5X5.5
WITH BLEED- 11.125X17.125

2.1"
2.95"
Mailing Address
0.975"
5.25"

Single Window Envelope address positioning on a 8.5 x 11
(stock #10)

USPS Dimension Rules

Letter Dimensions

	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch

6-1/8" max.
3-1/2" min.
Height
Length 5" min. 11-1/2" max.

Flat Dimensions

	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

* Flats exceed at least one of these dimensions

12" max.
6-1/8" min.
Height
Length 11-1/2" min. 15" max.

Strategies for Success

Where to Begin?

Purpose

- What do you need to communicate?

Audience

- Who are you mailing to?

Format

- How to present your message?

Purpose
What are you communicating?

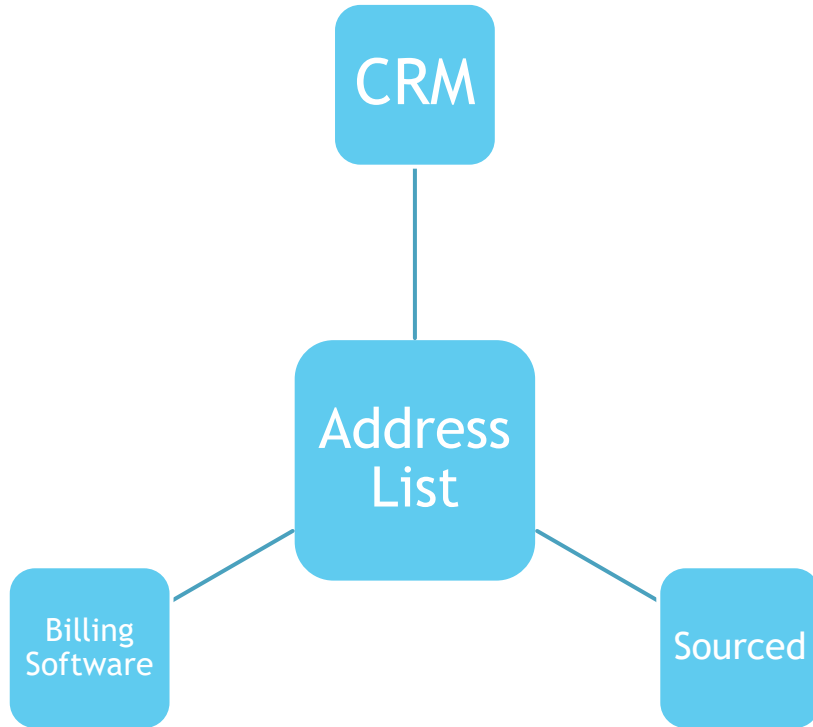MESSAGE: TO REMIND YOUR CONSTITUENTS OF UPCOMING PROPERTY TAX DUE DATES.

GOAL: TO ENCOURAGE MORE PAYMENTS ON TIME.

TIMELINE: ESTABLISH WHEN THE MAILING SHOULD REACH YOUR AUDIENCE

Audience
Where is your data coming from?

CRM

Address List

Billing Software

Sourced

▶ Excel or .txt file is typically preferred.

▶ Work with MPI if you need a list of addresses in specific zips, neighborhoods, etc.

▶ Address cleansing to reduce undeliverable mail.

▶ Utilize services like CASS and NCOA.

Format

Mailer Type

Postcard | Self-mailer | Business letter | Check letter / letter reply

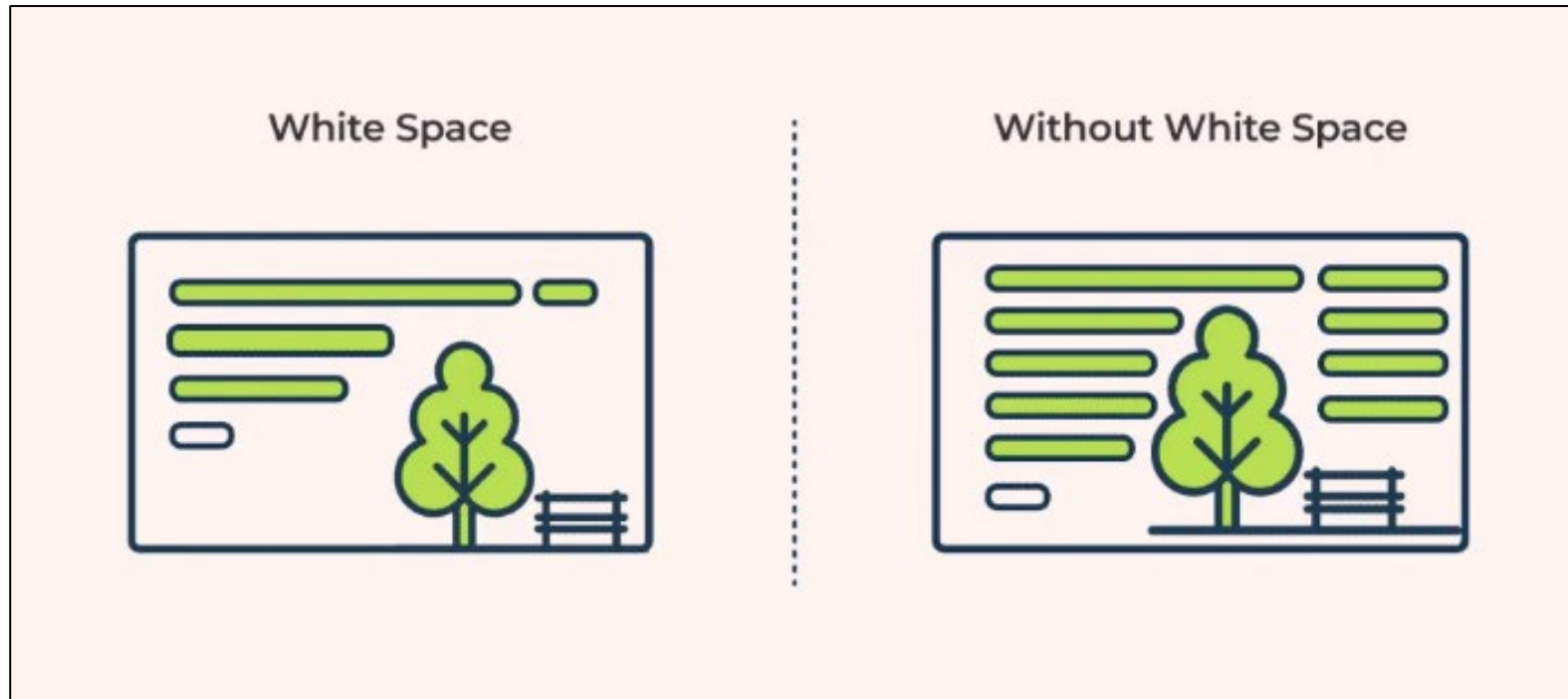Snap pack | Invitation | Custom Envelope | Dimensional Mailers

- What is the most economical and effective way to communicate your message?

- Determine the type of mail to utilize:
  - Letter, postcard, self-mailer, or something else?

- Can you create the design, or need to outsource?

Design:
Best Practices

- ► Use clear and consistent branding!

- ► Call to action.
  - ► *Clear and concise*.

- ► Strong headline.

- ► Include a QR code if possible.

- ► Easy-to-read fonts.

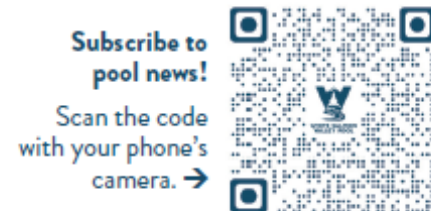- ► Avoid cluttering with too much info.

White Space

COME JOIN US!

Come join the White Salmon Valley Pool Metro Park District Commissioners at our Community Pool Town Hall on **May 26**. Find out how we got here, why the project looks this way, and why **now** is the time to help support the pool effort. Commissioners and construction consultants will provide presentations and be available to answer questions about the pool project.

As we head into summer, a reminder that May is Water Safety Month—a priority for the Pool Metro Park District is to bring back free swim lessons for grade-schoolers. **But first, we must build the pool.** Five volunteer, unpaid commissioners and dozens of motivated volunteers are working hard to bring back the pool as quickly as possible. More than 5,000 hours of time and $1.6M has been contributed to the project so far.

Learn about the pool location and design and follow our community's progress as we **SWIM, PLAY, LIVE!** It's time to start making memories again.

whitesalmonvalleypool.org/subscribe

Subscribe to pool news!

Scan the code with your phone's camera. →

Effectively Use Imagery

▶ High-res

▶ Fits well with your message

▶ Proper text placement:

Project Timeline

Address data is presorted for lowest postal rates

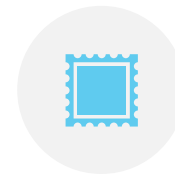Addresses are "cleansed" and checked for move updates

Variable merge (if applicable) is added during the data processing stage

Printing

Fulfillment

Postage

Present the mail to USPS

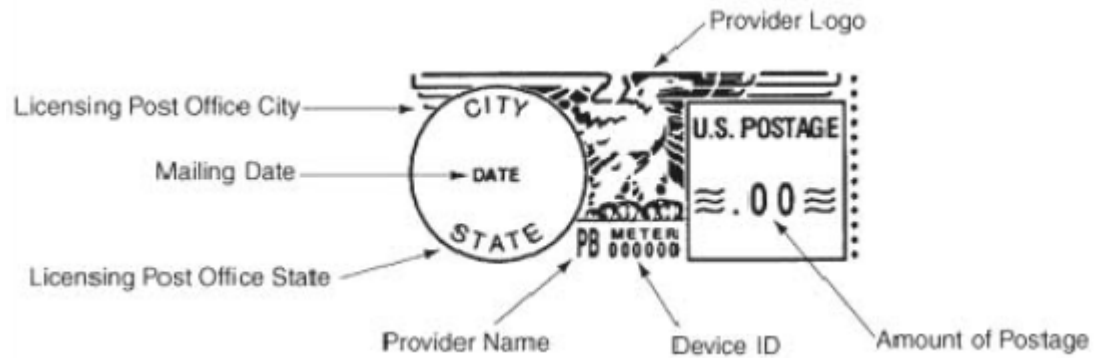# Preparing the Mail

Preparing Mail
To presort, or not to presort?

Addresses

- Print directly on letter or label?

Postage

- Stamp, meter, or permit?

Stamp vs. Meter vs. Indicia

Licensing Post Office City
Mailing Date
Licensing Post Office State
Provider Name
Device ID
Provider Logo
U.S. POSTAGE
≈ .00 ≈
PB METER 000000
CITY DATE STATE
Amount of Postage

First Class Indicia

FIRST CLASS
U. S. POSTAGE
P A I D
City, ST
Permit No. 0000

Presorting
Save Money on Postage with Commercial Mail

▶ Sorting the mail by ZIP code.

▶ First class single-piece postage: $0.73

▶ First class presort postage: As low as $0.545

▶ Standard (Marketing Rate) presort postage: As low as $0.32

▶ Numerous requirements needed to utilize.

OCR Sorting

First Class vs Standard Presort

First Class

▶ As low as $0.545 per mailer

▶ Minimum 500 pieces

▶ Max weight 13 ounces (3.5 oz for letters)

▶ Includes forwarding and return services

▶ Bills/statements, personal info, postcards (some)

Standard (Marketing Rate)

▶ As low as $0.32 per mailer

▶ Minimum 200 pieces of 50 lbs. of mail

▶ Maximum weight 16 ounces

▶ Will not be forwarded or returned unless using an ancillary service endorsement
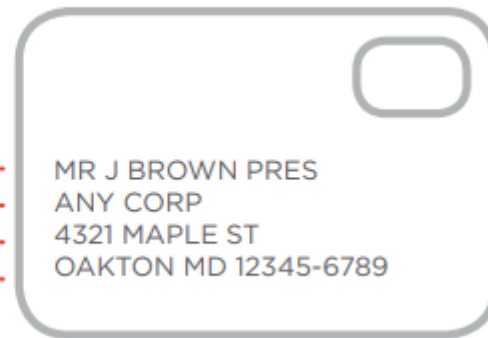
　　▶ Extra cost

▶ Flyers, newsletters, advertising

Best Practices

Addressing

▶ Punctuation, with exception of the hyphen in the ZIP+4 code, may be omitted.

▶ Print a return address in the upper left corner of the front of the mail piece.

▶ Use a Post Office Box or street address, **but not both.**

▶ If the address has a directional, e.g. NW for northwest, be sure to use it.

▶ Left-justify every line in the address block.

▶ Minimum 8-point type (minimum 6-point if using an IMB).

Name or attention line ············ MR J BROWN PRES
Company name ············ ANY CORP
Delivery address ············ 4321 MAPLE ST
City, state, ZIP Code ············ OAKTON MD 12345-6789

Ancillary Service Endorsements

Return Service Requested

▶ Returned with new address or reason for non-delivery.

▶ No charge for first class mail.

Address Service Requested

▶ Mail forwarded if possible, or returned if forwarding is not possible.

▶ Separate notice with new address info is provided for forwarded pieces.

▶ No charge for first class mail.

Additional Tips

- Regularly update and maintain your mailing list.
  - Remove duplicates, incorrect addresses, and invalid contacts.
  - Using NCOA and Ancillary Service Endorsements can help.
- Automate where possible.
- Plan ahead to align your mailings with important dates.
  - Allow adequate time for design, printing, mail preparation.
  - Comply with Postal Regulations