



Official Election Mail Training Webinar



- **Official Election Mail**
- **Preparation procedures for Official Election Mail**
- **Steps for Successful Mailing**
- **Resources**



- **Official Election Mail**
 - **Definition and Eligibility**
 - **Use of Tag 191**
 - **Official Election Mail Logo**
 - **Military & Overseas Absentee Ballots**
 - **Free Matter for the Blind and Handicapped**
- Preparation procedures for Political Campaign Mail and Official Election Mail
- Steps for Successful Mailing
- Resources

Definition

Official Election Mail

- Any mailing created by an authorized voting registration official mailed to a US citizen for the purpose of voting. These include:

Tag 191 Eligible

- Mail-In Ballots
- Absentee Ballots
- Not Eligible for Tag 191**
- Balloting Materials
- Voter Registration Cards
- Absentee Applications
- Polling place notifications

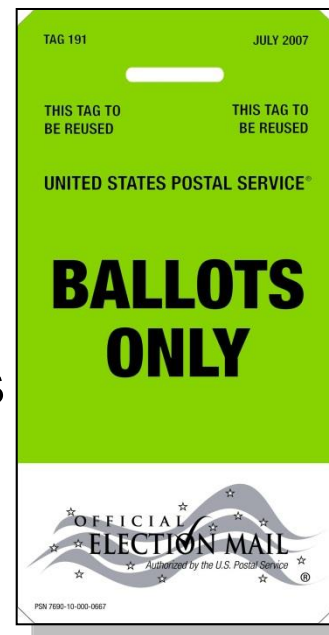


- **Use of Tag 191 on Election Mailings:**
 - Only Election Ballots are eligible to use Tag 191




- **NOT Eligible for Tag 191:**
 - Voter Registration Cards
 - Absentee Applications
 - Balloting Materials
 - Polling place notifications

- Tag 191: *Domestic and International Ballots*
- Helps identify mailings with Ballots from a Municipal, County or State Election Authority
- Greater visibility during USPS handling and distribution
- Available at local Post Office or Business Mail Entry Unit (BMEU)

Note: TAG 191 is not a mandatory Tag for mailers. However USPS uses TAG 191 to identify Election Ballots including Absentee Election Ballots. NOTE: USPS employees will not place Tag 191 on Mailings.



Must bear these markings:

Name and Complete Address _____ _____ _____ _____ _____	 OFFICIAL ELECTION MAIL <small>Authorized by the U.S. Postal Service</small>		<div>U.S. Postage Paid 39 USC 3406</div>
<div>OFFICIAL ABSENTEE BALLOTING MATERIAL - FIRST-CLASS MAIL</div>			
<div>NO POSTAGE NECESSARY IN THE U.S. MAIL - DMM 703.8.0</div>			
SECRETARY OF STATE OF WASHINGTON CHAMPAIGN COUNTY ELECTIONS BOARD CHAMPAIGN COUNTY COURTHOUSE 1234 MAIN ST ANYTOWN WA 98765-4321			
			

- Joint effort by USPS and Military Postal Service Agency in response to Military Overseas Empowerment Act (MOVE)
- Military personnel in APO/FPO locations can now return absentee ballots via EM Label 11-DOD

WARNING! FAILURE TO SIGN BACK OF ENVELOPE WILL INVALIDATE YOUR BALLOT.
(Name and address of sender is on back of envelope)

VBMC-R-V1 (3/08)

**EXPRESS®
MAIL**
UNITED STATES POSTAL SERVICE

ONLY FOR USE WITH
ABSENTEE BALLOTS FROM
THE MILITARY POSTAL SYSTEM

Postage Paid for by the
Department of Defense

**WAIVER OF
SIGNATURE**
Guaranteed By End Of Day

LABEL 11- DOD JAN 2010

EM 123 456 789 US

Front

OFFICIAL ABSENTEE VOTER BALLOT
(To be Opened only by Election Canvassing Board)

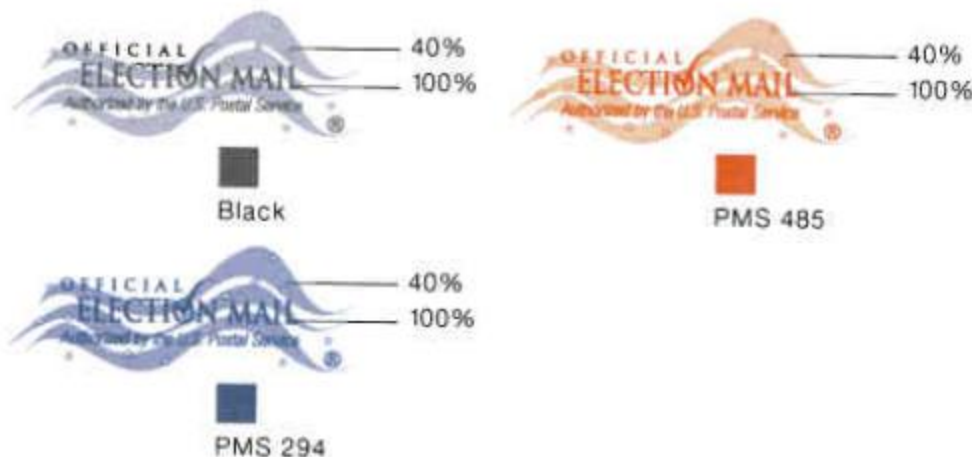
REGISTRAR OF VOTERS
COUNTY OF SANTA CLARA
PO BOX 49003
SAN JOSE CA 95161-9003



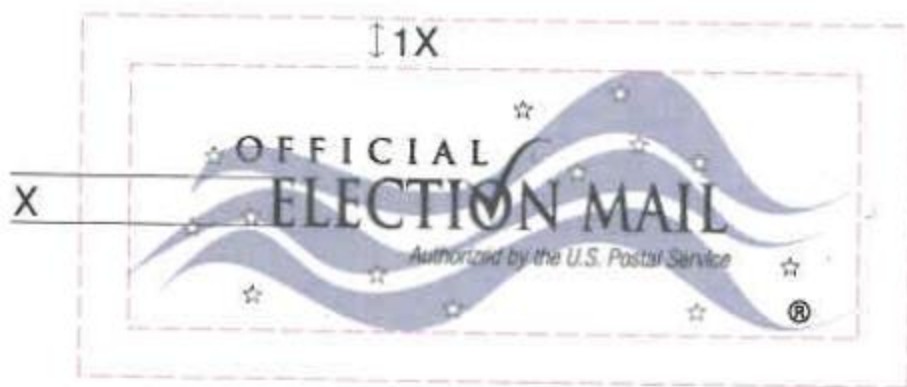
Display the logo on your mailpiece to indicate your mail is from an official state or local election organization. You can download it at: www.usps.com/electionmail

When the logo appears on a mailpiece, voters recognize the mail as important and postal workers can distinguish it from the thousands of other mailpieces processed daily

LOGO COLORS (OEM logos can only be printed in Black, PMS 485 or PMS 294)



Clearance area



•Conditions for Use:

- Limited license granted to federal, state and election officials
- Must be used only on Election Mail under authority of Election Official
- USPS reserves the right to obtain info regarding the scope of use
- Use of logo must conform to guidelines

- Place between the return address and indicia
- Place vertically from the top edge
- Maintain the clearance area around the logo
- Do not place anything above the logo



- **Correct Placement**

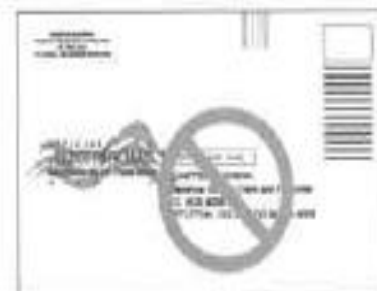
- When in Doubt Consult
with your Mailpiece
Design Analyst



Incorrect



Envelope



Postcard



Label

- 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



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

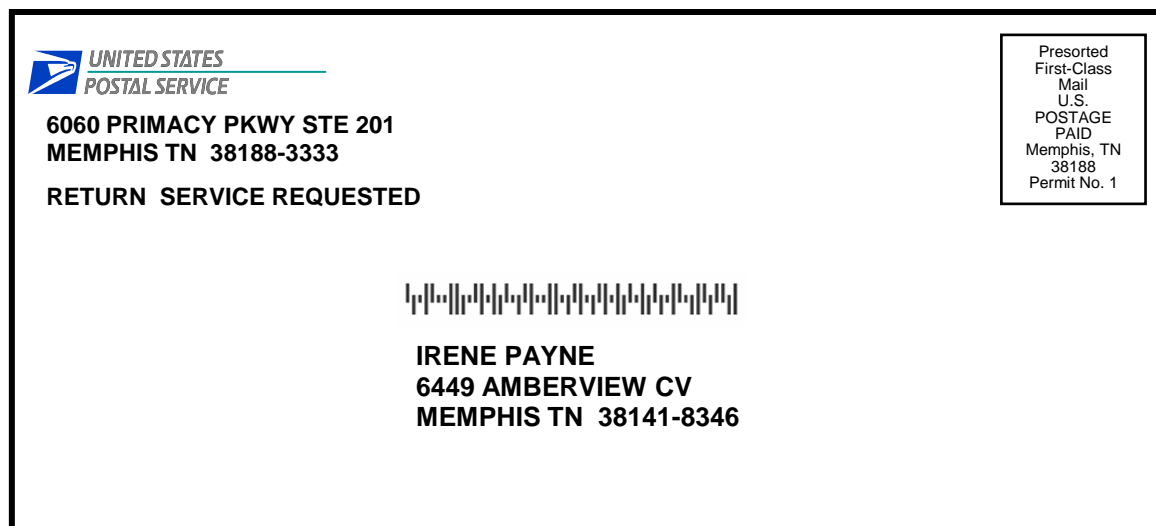


- Official Election Mail
- **Preparation procedures for Official Election Mail**
 - Mail preparation – Classes of Mail
 - Mailpiece Design, Forwarding & Return
 - Address Hygiene & Move Update Requirements
 - Use of Intelligent Mail barcode (IMb)
 - Use of IMb Tracing
 - Payment Method
- Steps for Successful Mailing
- Resources

- **First-Class Mail**
 - **Personal Correspondence**
 - **Other Required Types of Correspondence**
- **Standard Mail**
 - **Lower than First-Class Mail prices**
 - **Non-personal Correspondence**
- **Nonprofit Standard Mail**
 - **Lower than regular Standard Mail prices**
 - **Restricted**

Mailpiece Design Goals:

- Machinable mailpieces
- Readable addresses and barcodes





Machinable mail is designed to be the right size and shape and made of the correct paper stock for transporting at high speeds through USPS automated equipment

Readable mail means that the address or barcode on the address side of the piece can be read by automated equipment

Options for Undeliverable Mail:

- Forwarded to the new address
- Returned to Sender
- Discarded

 UNITED STATES POSTAL SERVICE	6060 PRIMACY PKWY STE 201 MEMPHIS TN 38188-3333 RETURN SERVICE REQUESTED	<div>Presorted First-Class Mail U.S. POSTAGE PAID Memphis, TN 38188 Permit No. 1</div>
<p>Return to Sender</p>  IRENE PAYNE 6449 AMBERVIEW CV MEMPHIS TN 38141-8346		

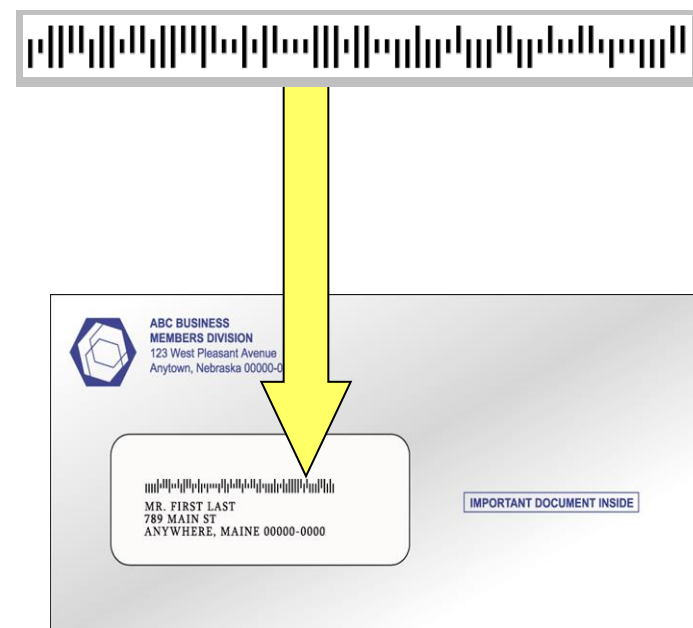
- **Physical Address Hygiene and Quality**
 - Coding Accuracy Support System (CASS)
 - Delivery Point Validation (DPV)
 - Address Element Correction (AEC)
 - Address Element Correction II



- **Move Update Options**
 - **NCOALink™ Systems**
 - **Address Change Service (ACS)**
 - **Ancillary Service Endorsements (ASE)**
- **Applies to First-Class Mail and Standard Mail**
- **Discount mailers must use addresses that were updated within the previous 95 days**



- **Transition to IMb Now**
- **Best automation prices**
 - **Full-Service**
- **Sortation, address correction and tracking for letters/flats**
- **Benefits**
 - **Piece-level visibility**
 - **Electronic address change notices (ACS)**
- **Required on all automation-compatible letter/flat mail by January, 2013**

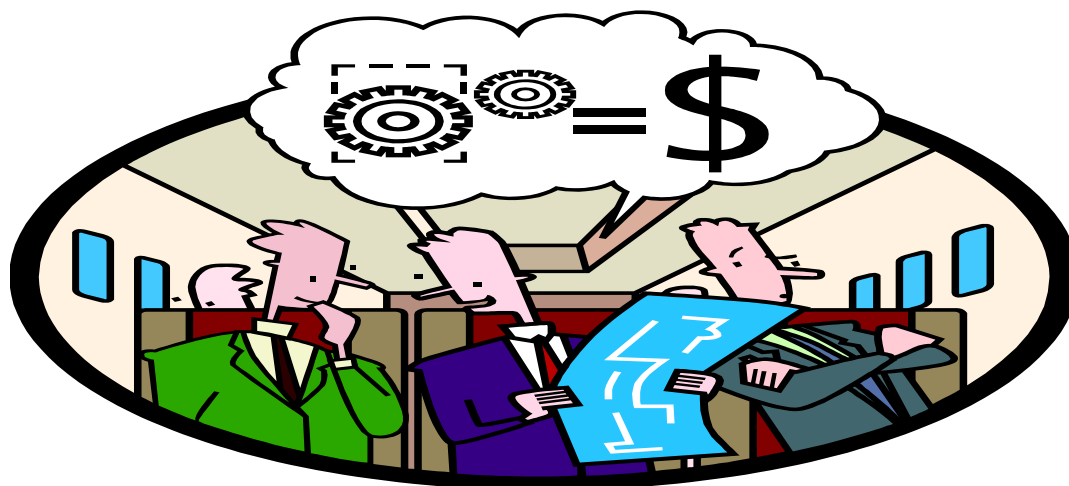


Track the Vote with IMb Tracing!

- **IMb Tracing enables electronic mail tracking**
- **Outbound mail to voters**
 - **Know when the ballot is available for delivery**
- **Inbound mail from voters**
 - **Advance notice that a ballot is on the way**
- **Uses Intelligent Mail Barcode (IMb)**

- Official Election Mail
- Preparation Procedures for Official Election Mail
- **Steps for Successful Mailing**
 - Plan and Prepare
 - Determine Mail Class, Use of Reply Mail & Every Door Direct Mail
 - Apply for Permits
 - Work with MDA
 - Print, Select Payment Method, and Mail
 - Receive Ballots
- Resources

- **Contact Post Office or Business Mail Entry Unit**
- **Discuss drop off times and procedures**
- **Obtain names and numbers**
- **At least two weeks before Election Day, finalize your plans**



First-Class Mail

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

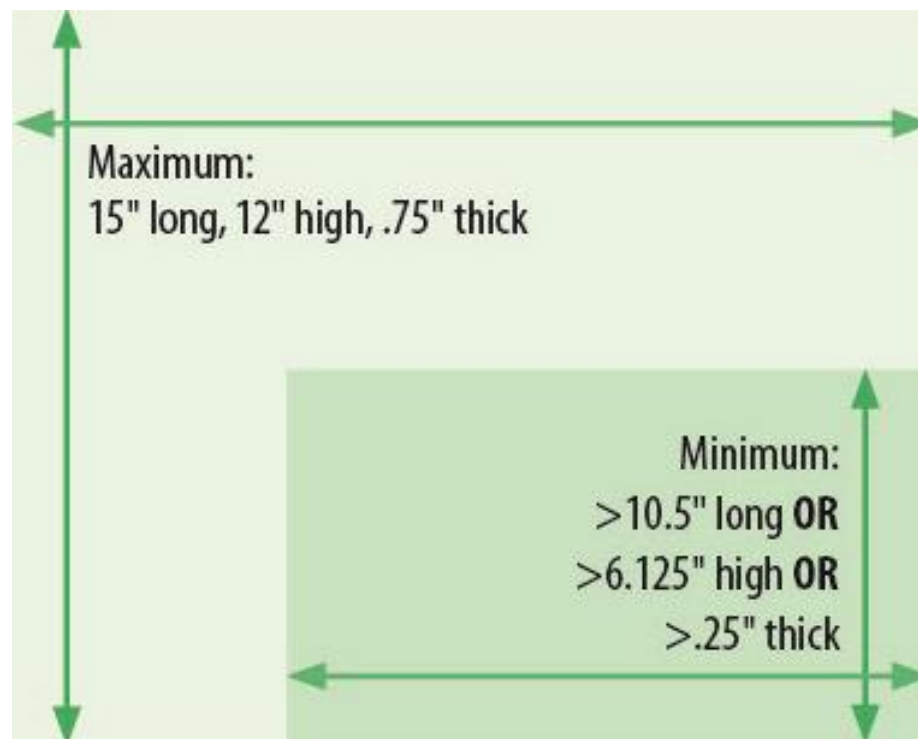
Standard Mail:

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

- What is it?
 - With Every Door Direct Mail®, you can saturate an entire neighborhood with your message, and your mailing gets **directly into the homes and hands of potential voters.**
- How does it work?
 - You pick the neighborhoods you want to reach, and a Postal Service™ Letter Carrier takes your printed pieces to every home while delivering the day's mail. **It's a powerful, cost-effective way to reach voters in areas you know matter most.**
- Added Benefit: No special list needed!!

There are some rules:

- Must be one of the following: more than 10 1/2 inches in length OR more than 6 1/8 inches in height OR more than 1/4-inch thick
- Cannot be: more than 15 inches in length OR 12 inches in height OR 3/4-inch thick



- **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

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

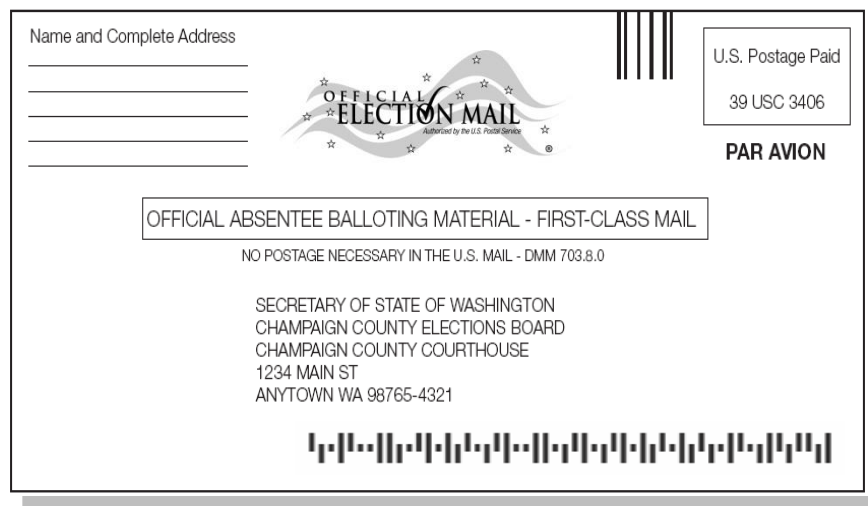
- **Mailing Permit**
 - Use PS Form 3615
- **Business Reply Mail**
 - Use PS Form 3615
- **Qualified Business Reply Mail (QBRM)**
 - Use PS Form 3615
 - Use PS Form 6805
- **Nonprofit**
 - Use PS Form 3624

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



Work with Mailpiece Design Analyst (MDA)

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



Name and Complete Address

OFFICIAL ELECTION MAIL

U.S. Postage Paid
39 USC 3406

PAR AVION

OFFICIAL ABSENTEE BALLOTING MATERIAL - FIRST-CLASS MAIL

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

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

Rev. 1/2006

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 05-16-06

**POSTAL
BARCODE**

*****AUTO**3-DIGIT 972

JOHN A BOGDANSKI
Ave
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 still live at the address printed below.

RES: AVE PORTLAND OR 972

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!

STEP 2: Sign Voter Affidavit.

VOTER AFFIDAVIT

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

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

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

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

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

Voter Sign Here

Date _____ Phone (optional) _____

Information has changed, send me an update form. ☐

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

Witness

① Sign Here _____
Witness Signature Date and Place

Witness

② Sign Here _____
Witness Signature Date and Place

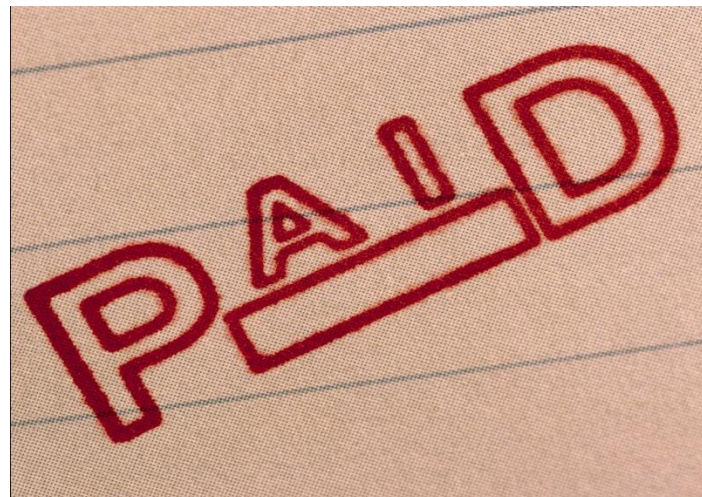
WITNESS CERTIFICATION: I witnessed the voter, whose name appears on this envelope, make his/her mark or attempted signature on the line above. I certify, under penalty of perjury under the laws of the State of Washington, that the foregoing is true and correct.

Before pre-production proof is sent to printer:

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



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



- **Contact Post Office or Business Mail Entry Unit**
- **Discuss mail entry times and procedures**
- **Obtain equipment**
 - **Use of Tag 191**
 - **Letter trays, flat tubs, sleeves**
- **Mailing must be prepared in accordance with DMM standards for the prices claimed**
- **Request and complete necessary mailing forms**
- **Present mailing at Business Mail Entry Unit**



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



- Official Election Mail
- Preparation procedures for Official Election Mail
- Steps for Successful Mailing
- **Resources**
 - Local BMEU Personnel, Postmasters, Account Representative, Business Service Network Representative
 - Mailpiece Design Analysts (MDA)
 - Guides, FAQs, Fact Sheet
 - RIBBS at: <https://ribbs.usps.com>

- Mailpiece Design Analysts (MDA) are trained to:
 - **Answer questions regarding mailpiece design**
 - **Provide technical assistance to printers, graphic designers, and envelope manufacturers**
 - **Offer guidance regarding mailpiece eligibility for automation prices**
 - **Test paper and mail samples for thickness, color, flexibility, and barcode tolerances**
 - **Analyze readability of actual mailpieces**

- For assistance with mailpiece design, please contact a Mailpiece Design Analyst (MDA) by calling the MDA Support Center at (855) 593-6093 or emailing your request to mda@usps.gov

For assistance with Planning, Mail Preparation, Addressing & Design...

- **Contact your Local BMEU Personnel, Postmaster, Account Representative and Business Service Network Representative**
- **Contact a Mailpiece Design Analyst via the MDA Support Center**
- **Attend local webinars**
- **Visit our RIBBS website at <http://ribbs.usps.gov>**
- **Review the Domestic Mail Manual, Guides, Fact Sheet, FAQs**



QUESTIONS?

