

Captivate. Resonate. Motivate.

**THE CAMPAIGN
MAIL HANDBOOK
2025 EDITION**



What you'll find inside:

1

Political Landscape

Learn about the challenges facing political consultants today.

2

Voter Mindsets

Explore key voter types and demographics that are critical to targeting your campaign.

3

Mail and Your Media Mix

Harness the power of campaign mail to drive tangible action.

4

Direct Mail Innovations

Deploy the latest mail innovations to increase engagement and insight.

5

Campaign Mail Samples

See actual samples of how mail can be used through the entire campaign process.

6

Campaign Mailing Guide

Learn how to create a successful mailing that maximizes your voter outreach efforts.

1



Political Landscape

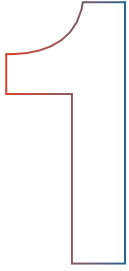
**With every
challenge comes
an opportunity.**

By understanding trends and facing challenges head-on, you are better prepared to adapt, overcome, and succeed.



Let's look at some of the biggest challenges facing political campaigns today.





The struggle for voter attention is real.

In today's fast and furious political climate, competition for voter attention is fierce. That's why it's critical that your campaign uses the most-effective strategies to reach and resonate with voters on a deeper level—and to deliver your message to voters at the right time and place. It all starts with asking:

How can I maximize every opportunity of the run-up to the election?

How can I best deliver effective campaign messages across channels?

How can I reach a wide audience with a message that resonates with individual voters?

How can I encourage constituents to donate and boost my campaign fundraising efforts?



NOTE

We'll help you answer these questions in the upcoming chapters.

2

POLITICAL AD SPENDING

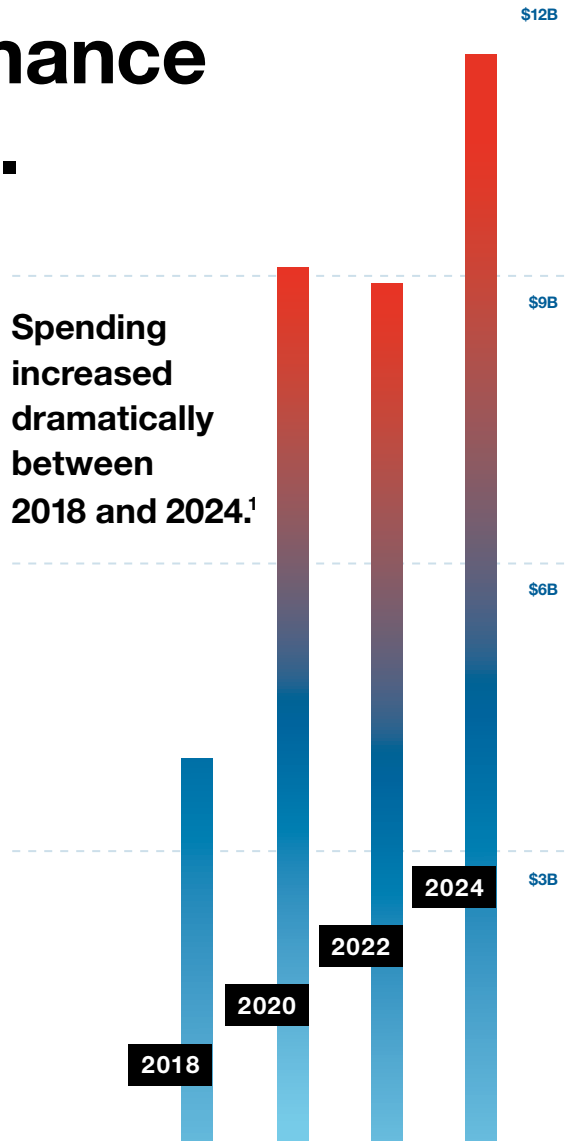
\$15B

Campaign spending is increasing while performance is decreasing.

As political issues dominate the news and play a greater role in the daily lives of American citizens, campaign spending continues to increase sharply.

While media plays a major role in getting the message out to voters, increasingly, political consultants are encountering new roadblocks, with some of the most commonly used media channels not being as effective as they once were, including digital and broadcast media.

Spending increased dramatically between 2018 and 2024.¹



1. "2023-2024 Cycle in Review," AdImpact, December 20, 2024.

Why is this?



Voters are tuning out digital media more than ever.

As voters spend more time online, they are becoming increasingly frustrated with digital advertising and engagement strategies.

70%

of survey respondents expressed frustration with the oversaturation of digital marketing.¹

26%

of U.S. respondents say they use ad blockers while browsing the internet.²

40%

of U.S. respondents say they are often annoyed by advertising on the internet.²

To sum it up:

Campaigns need to look beyond digital to channels that can help break through the noise and increase engagement.

1. Jonathan Zhang, Ph.D., "Maximizing Marketing Impact: Why Direct Mail Deserves a Place in Every Multichannel Strategy," CohereOne, 2025. Independent research made possible by USPS.

2. "Digital advertising in the United States," Statista, December 2024.

Broadcast media usage is shifting.

Lower targeting capability.

Both traditional television and cable broadcast present challenges in effectively reaching desired targets. The reason is that they have minimal geographic and demographic targeting capabilities. Often voters reached through broadcast media are out of district and thus, out of market. This can result in wasted media funds from your campaign budget.

Declining cable viewers and “cord-cutting.”

Broadcast has long been a mainstay of political campaigns. But today, another major factor complicating the campaign media landscape is the rapidly emerging “cord-cutting” trend. Cord-cutters are viewers who decide to cancel or “cut the cord” on their cable or satellite subscriptions in favor of less expensive, or even free, connected TV platforms.

33%

of U.S. adults are likely to cancel their cable TV subscription.¹

6.6%

of U.S. households cut the cord as of Q3 2024.¹

The impact of streaming is significant.

In 2026, the number of video streaming users is expected to reach 177 million users.²

While cord-cutting continues to rise in U.S. households, streaming platforms have revolutionized how voters consume broadcast media, including political advertisements—making its digital targeting abilities more sought after.

85%

of surveyed consultants increased their budget allocation for streaming service ads in the previous election cycle.³

1. “2023-2024 Cycle in Review,” AdImpact, December 20, 2024.

2. “Pay TV in the United States,” Statista, 2024.

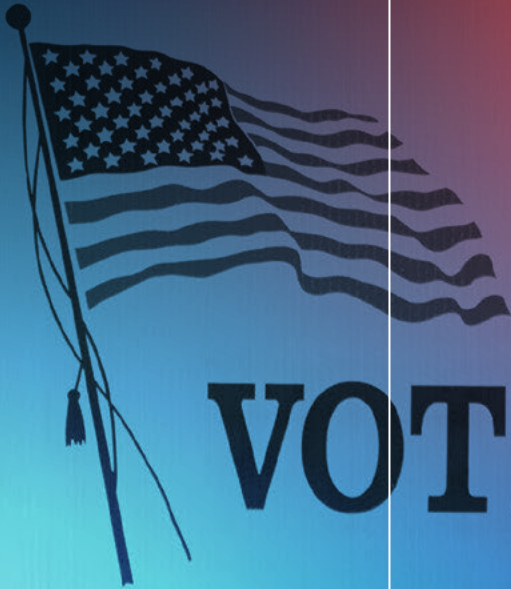
3. “USPS Political Mail Post-Election Consultant Research Findings,” KRC Research conducted on behalf of USPS, February 2025.



What does this mean?

Faced with increased campaign spending, declining performance in digital advertising, and a shifting broadcast audience, it's become make or break for campaigns to dig deeper into what motivates voters to act—and to precisely implement the right message on the right channel at the right time to effectively reach them.

2



VOTE

Voter Mindsets

**Motivating
voters is
more complex
than ever.**

It's all about reaching voters where they are—

whether it's on their phone or checking their mailbox.

So how can you ensure that your campaign message will resonate in today's complex political landscape?

Winning their vote starts with understanding who your audience is on a more personal level and what drives them to take action.



Let's look at four voter types and campaign opportunities to connect with them on their journey to the polls.





Party Loyal

Who are they?

Party affiliation usually sways this voter's decision to one side.

The challenge is to get party-loyal voters to the polls to cast a ballot in both the primaries and the general election.

CAMPAIGN OPPORTUNITY

Campaigns can utilize data such as voter registration lists to identify which voters are registered with their party. The data can then be used to send a campaign mailpiece reminding these loyalists to vote and asking them to spread the word to friends, family, and colleagues.

Instinct Driven

Who are they?

Instinct-driven voters tend to make decisions based on intuition.

The challenge is to deliver the right message at the right time to these voters.

CAMPAIGN OPPORTUNITY

Campaign data is critical to reaching and precisely influencing an instinct-driven voter. Leveraging first-party data to uncover key psychographic information about your supporters can help you mobilize these voters. This valuable information can also help you create multiple look-alike lists and then customize a targeted direct mail message to appeal to them.



Efficient Evaluator

Who are they?

Evaluators can allow their emotions to motivate their decision-making.

The challenge in reaching this voter is to deliver an authentic message that connects with them on a deeper level.

CAMPAIGN OPPORTUNITY

Crafting messages that resonate on an emotional level can motivate these voters to click on a link or share a post. For example, by driving voters to your candidate's website, you can request their name and ZIP Code™ by including a short contact form on the landing page. That data can then be used to uncover key demographics to help you create targeted mailing lists to areas with the highest responders.

Undecided Researcher

Who are they?

Undecided researchers are usually swing voters. They actively seek information across the aisle during decision-making.

The challenge in reaching this voter is to engage them in a way that stands out, ultimately persuading them to take action.

CAMPAIGN OPPORTUNITY

Reaching out to these voters early can help you capture their attention while they're researching. Sending out an invitation to a local debate or a meet and greet can help you create a more personal connection with this key segment. Your campaign can also glean more first-party data by sending a digital invitation to the event (via social post) that requires the voter to provide registration details.

DEMOGRAPHIC TYPES

With the increase of voter polarization, it's become critical to address the unique values of key audience demographics in order to reach and connect with them authentically.

Here are some demographic types¹ that can help you make your targeting strategies more effective:



Hispanic voters

Cultural relevancy can be important to this audience. Paying attention to detail with messaging and design that feels authentic can help your campaign resonate on a deeper level.



Asian voters

Asian voters tend to respond well to campaign mail that's personalized and visually appealing, making it more likely for them to read and respond upon receiving.



Black voters

When direct mail is designed with authenticity in mind, research shows that Black voters find them to be factual and want information that speaks to the issues they care about.



Young voters

Millennials and Gen Z are now key voter demographics that campaigns need to win over. Targeting your messaging to resonate with these younger voters can help you turn them into loyal constituents.



TAKE

ACTION

Identify key organizations whose mission and values align with your target audience. Then **create look-alike lists** based on their membership and associated trends seen in demographics and psychographics to expand your reach.

Learn more: delivertthewin.com/authentic



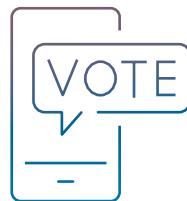
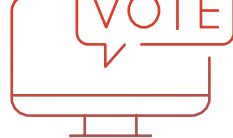
1. All 2023 data sourced from research conducted on behalf of the Postal Service™ by Summit Research and KRC Research following the November 2023 elections. The research includes an online post-election survey of 2,529 voters from Kentucky, Louisiana, Mississippi; Houston, TX; Columbus, OH; and Philadelphia, PA.

3

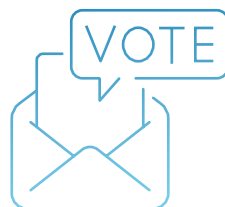
Mail and Your Media Mix

**Reach voters
at the right
time and the
right place.**

Why adding direct mail to your media mix is a win.



The success of your campaign depends on your ability to communicate effectively with voters where they are—and that requires a targeted, omni-channel media strategy.



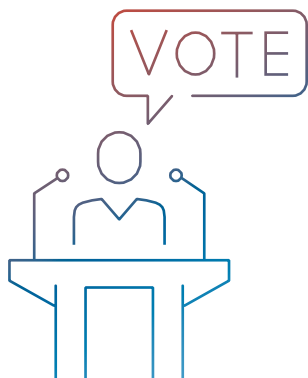
A strong media mix—the types of paid communications you use, and the amount you spend on each of them—helps ensure you reach your target audience at every touchpoint.

FOR EXAMPLE

The cost of digital media per contact is usually lower than any other channel available, but the number of voters you reach can be limited by the difficulty of matching the voter files to the available online audience information.

To help solve this challenge, you can run digital media and direct mail campaigns together.

Mail integrates perfectly with digital and broadcast media to optimize message reinforcement and sequencing. Mail can provide affordable, targeted reach to the voters who matter most to your campaign—and it helps optimize your omni-channel efforts.



Why campaign mail is your key to success.

Campaign mail is a vital part of your communication strategy.

That's because it is a highly customizable channel that inspires trust with voters—which has become increasingly difficult to do in today's political climate.

52%

agree that political mail tends to be more reliable and less prone to misinformation.¹

50%

of surveyed voters agree that they trust the authenticity of images and quotes in political mail more than online or TV.¹

Direct mail is a persuasive medium that can help you:

Move swing voters from undecided to decided.

When it comes to reaching swing voters, direct mail delivers high impact. It's engaging, credible, and measurable—key benefits that can help you strategically break through the clutter to deliver authentic, trustworthy messages that resonate with swing voters and motivate them to act.

Strengthen your omni-channel engagement efforts.

Research shows that the versatility, accuracy, and influence of direct mail make it a valued component of a strong omni-channel strategy.

90% of marketing executives say direct mail enhances engagement and conversions across digital channels, boosting performance in email, social media, and online ads.²

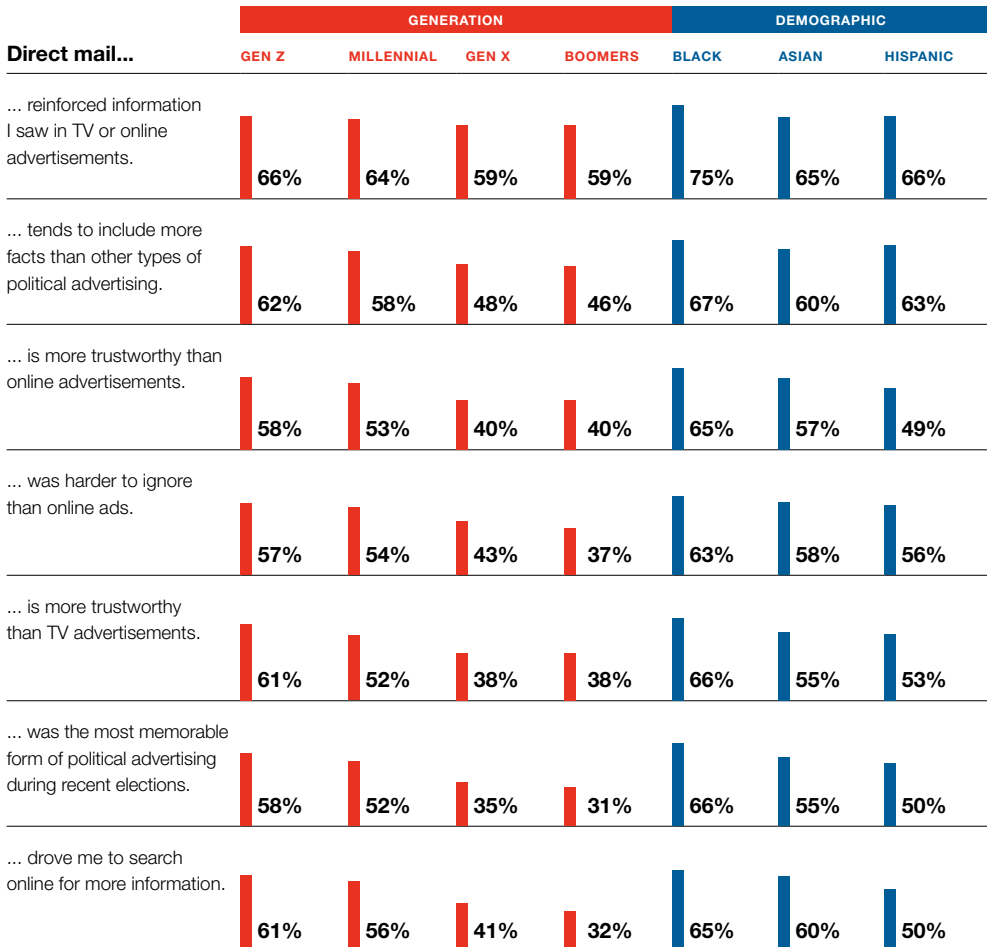
1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December, 2024.

2. "2025 State of Direct Mail Report," Lob, 2025.



As illustrated in the research below,¹ direct mail has a wide appeal and makes an impact across multiple demographics.

Level of agreement with statements on political advertising:¹



1. All 2024 election data sourced from post-election surveys, voter ethnographies, and consultant interviews conducted on behalf of the Postal Service™ by KRC Research following the November 2024 elections. The research includes an online post-election survey of 2,000 voters nationwide as well as an oversampling in key swing states of 1,500 additional voters in Arizona, Georgia, Michigan, Pennsylvania, and Wisconsin.



The three “T” campaign mail strategy.

It's more important than ever to connect with voters at precisely the right time—wherever they are in their decision-making process—and tailor and target your communications to help drive action to the polls.



Let's take a look at each campaign strategy and why they are key to helping you deliver the most impact and drive action.



Timing



and sequencing with other channels.

The key to effectively using direct mail with other advertising channels is knowing how to optimize them to work together in sync while leveraging each channel's strengths.

40% of surveyed consultants say an advantage to mail is its ability to include QR codes to link to other digital resources.¹

Tailoring



and refining messaging by channel.

Based on research, voters want their messaging to be refined by advertising channel.

86% of surveyed consultants use direct mail because of its ability to deliver tailored messages.¹

Targeting



and customizing your campaigns with authenticity.

Voters value customized, authentic engagement. Direct mail's ability to precisely target voters by demographic makes it ideal for personalized messaging.

91% of surveyed consultants say a top advantage of direct mail is its targeting abilities.¹

Why targeting and demographic segmentation matter.

Today's voters want and expect you to speak to them on a personal level.

With direct mail, your campaign efforts can be microtargeted to help you get your message to select voters, whether they're looking for details on issues or looking to be convinced that this is the candidate for them.

What makes direct mail such a powerful communication channel is that it can be hypertargeted and structured around voter demographics. It can then be layered with psychographics or behavioral attributes, enabling campaigns to target special voter groups by interest and position on key issues like the environment, education, healthcare, and other social issues.

Direct mail is an attention grabber.

The speed and sheer volume of information accessed across different channels and devices can lead to digital fatigue. As a result, voters now crave a more personal connection. That's why it's so important for your campaign to carefully consider how you send messages to your constituents.

66%

of surveyed voters are likely to read political mail upon receiving it.¹

47%

of surveyed voters say the political mail is harder to ignore than online or television political ads.¹

1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December 2024.



USPS has the voter data your campaign needs.

Combining voter data with consumer behaviors and donation activity can empower you to effectively segment your target audience. At the United States Postal Service, we offer mail services that give you access to data at the local, state, and national levels to help you reach your target voter audience with the right message.



**TAKE
ACTION**

Large and national campaigns

Work with a USPS® Campaign Mail Strategist to gain access to key data and insights from the most accurate and frequently updated national voter file in the marketplace, with the largest number of file segments for traditional and digital targeting.



**TAKE
ACTION**

Local and district campaigns

Use USPS Every Door Direct Mail® (EDDM®) service. This affordable, geographic-based mail service lets you choose neighborhoods with demographic characteristics and gives you access to local carrier routes that can then be segmented and targeted to help you reach the right local voters.

Learn more: usps.com/business/every-door-direct-mail.htm



What does this mean?

Campaign mail continues to show staying power for voters as an election campaign resource.

That's because it's a targeted, digitally compatible channel for campaigns looking to make an impact and reach voters with a message that matters.

Mail lives in a constituent's household in a way that no other medium can, creating memorable experiences that grab attention and spark action. As voters get bombarded with information from an ever-increasing number of sources, direct mail can be used to not only precisely target voters but also to cross-message with other political advertising channels.

And in a time when trust in public institutions seems to be waning among the American public, the trust that voters have in mail can lay the groundwork for campaign messaging that resonates across channels.



4

**Direct
Mail
Innovations**

**Today's
campaign mail
is smart and
data driven.**

Taking it to the next level.



At USPS, we're leveraging technology advances to help you harness the power of digital and the authenticity of physical channels to increase your campaign's effectiveness and help your candidate connect with voters on a deeper level.

By integrating innovative mail technologies into your campaign advertising efforts, you gain access to actionable data and analysis that can help you optimize your campaign spend and results. And you get the tangibility that no other channel offers.

Mail's tangibility is its superpower.

In a digital world, campaign mail stands out because it offers a real and physical experience for voters to interact with—one that engages the senses for maximum impact.

Combining direct mail with digital channels can give your campaign a powerful one-two punch by grabbing the voter's attention on a sensory level and then driving them to your digital sites to take action.



In this chapter:

**INFORMED
DELIVERY®**

**INFORMED
VISIBILITY®**

**RETARGETED
DIRECT MAIL**

**DIGITALLY
ENHANCED MAIL**

Let's take a look at some of these innovations and how they can work for your campaign.

Informed Delivery for political campaigns.

Voters are being bombarded with political advertising.

That's why it's become critical for campaigns to find new ways to break through the noise and make an impression.

An effective way is with the USPS Informed Delivery® feature—an innovation that can help your campaign bridge the physical and digital gap to engage voters on multiple levels.

Generate three impressions from a single mailpiece when the voter:

1

Email

Checks their Informed Delivery Daily Digest email.

2

Physical mail

Reads their physical mail upon arriving home.

3

Website

Visits your web or social sites by clicking on the digital Ride-along Image.

WHAT IT IS

Informed Delivery users receive digital previews of their incoming physical mail for that day. This means they can digitally interact with your campaign mail from anywhere—across town or across the globe—on their computer, tablet, or mobile device.

This ability empowers your campaign to connect with your voters through a synchronized physical and digital touchpoint to create a unique experience that they are more likely to remember.

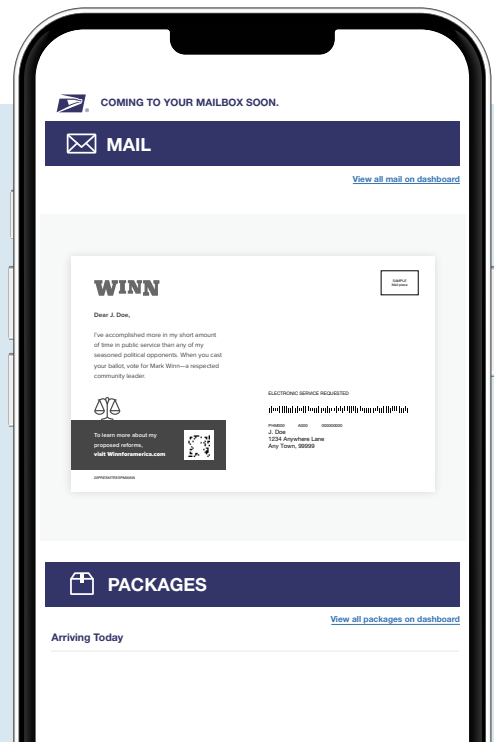
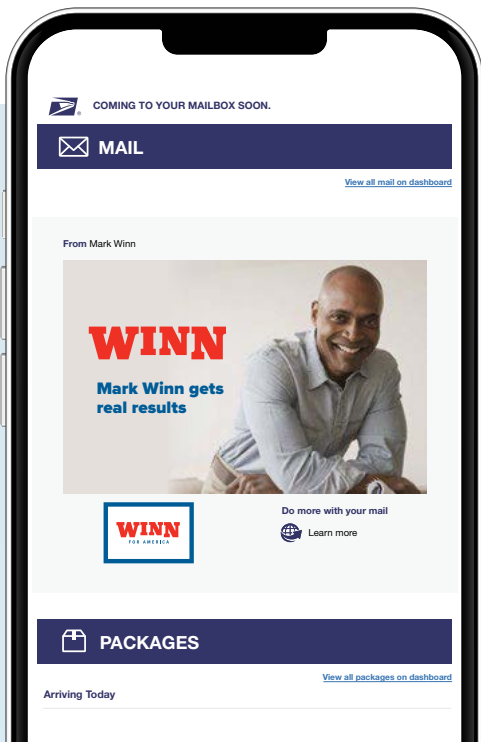
There are two types of Informed Delivery campaigns:

Interactive.

You can include customized color images, a clickable Ride-along Image, and a URL to drive voters directly to digital experiences on your website, social media, or mobile app.

Non-interactive.

Informed Delivery users receive scanned grayscale images of the exterior of your campaign mailpieces.



HOW IT WORKS

Scanned

Your campaign mail is scanned by the Postal Service™ during processing.*

Matched

Scans are then matched to the email addresses of voters who subscribe to Informed Delivery.

Reviewed

If you set up an interactive campaign, the voter will see a digital color image of your mailpiece in their daily email notification.

Received

The voter receives your physical mailpiece in their mailbox.

*Mailer interactive campaigns are applied at this step, based on the Mailer Identifier (MID), or the MID and serial number range, in the Intelligent Mail® barcode (IMb®) service.

By the numbers

72.9M

users as of
March 2025¹

93%

of users would
recommend it to
friends, family,
or colleagues¹

58.6%

average Informed
Delivery email
open rate¹



TAKE

ACTION

Use the **Informed Delivery User Interactive Map** to see your **potential voter reach** and the number of registered Informed Delivery users by state and ZIP Code™ areas.

Explore the map: deliverthewin.com/research-center/informed-delivery-user-interactive-map



1. "Informed Delivery Year in Review, April 2024–March 2025," United States Postal Service, March 2025.

Big benefits.

Increased interaction.

Generate multiple impressions from a single mailpiece.

More return for your spend.

Helps increase your campaign ROI.

Measured performance.

Gain valuable data insights that can help optimize your campaign spend.

Get campaign visibility and data insights right at your fingertips.

With Informed Delivery interactive campaigns, you get easy access to data insights that allow you to evaluate the success of your campaign in metrics.

This includes:

- The number of your physical campaign mailpieces and notification emails sent to users.
- The number and percentage of emails opened.
- The number and percentage of click-throughs from your interactive campaign.

What does this mean?

Informed Delivery is an unprecedented opportunity to engage voters through an integrated physical and digital political campaign—all from a single mailpiece. It also means easy access to valuable data insights about your campaign, such as open rates and click-throughs so you can gauge how effective your campaigns are and make adjustments accordingly.

Informed Visibility.

For campaign advertising, timing is everything.

Delivering a well-orchestrated omni-channel campaign is key to helping you capture the fragmented attention of today's voters at the right time. The Informed Visibility® feature keeps you connected to your campaign mail with tracking from drop-off to delivery.

Key insights about your mailings can help coordinate your campaign messages across channels and trigger a digital experience to reinforce the messaging in your mailpiece. By knowing when your piece has arrived in a voter's mailbox, you can more effectively plan and manage which complementary campaigns they see, and when.



TAKE

ACTION

Use the Informed Visibility feature to:

Know when a direct mail piece will hit a specific city or state.

Then **coordinate and time a follow-up email and/or social post** to constituents in the same area, with relevant campaign messages that tie back to your mailing. This orchestration can be the key to helping increase engagement with your message and ultimately drive voter action.



WHAT IT IS

Informed Visibility is a mail-data gold mine that offers near-real-time reporting data as your mail travels within the postal system, so you know where individual mailpieces are at key steps along the way and can see what percentage has been delivered.

With the Informed Visibility feature, you get answers to these key questions:

- Has USPS accepted my campaign mail?
- What is the status of my mailing?
- When will my mail be delivered?
- Who has received my mail?

Get the mail data you need, when you need it.

Your data can be customized to fit your specific needs using filters, so you only see the information you want to see, at the frequency you want. You can even have the data delivered at regularly scheduled intervals.

HOW IT WORKS

Applying a uniquely serialized Intelligent Mail® barcode to your campaign mail with the appropriate political mail Service Type Identifier (STID), Mailer ID (MID), and ZIP Code™ delivery point allows you to easily identify your campaign mailings within your Informed Visibility scan data and request the appropriate services to meet your needs.



Learn more about how this works:

**[postalpro.usps.com/mailing/
intelligent-mail-barcode](https://postalpro.usps.com/mailing/intelligent-mail-barcode)**



Determine which STID to use:

**[postalpro.usps.com/mailing/
service-type-identifiers](https://postalpro.usps.com/mailing/service-type-identifiers)**

71%

of marketing executives integrate direct mail with email.¹

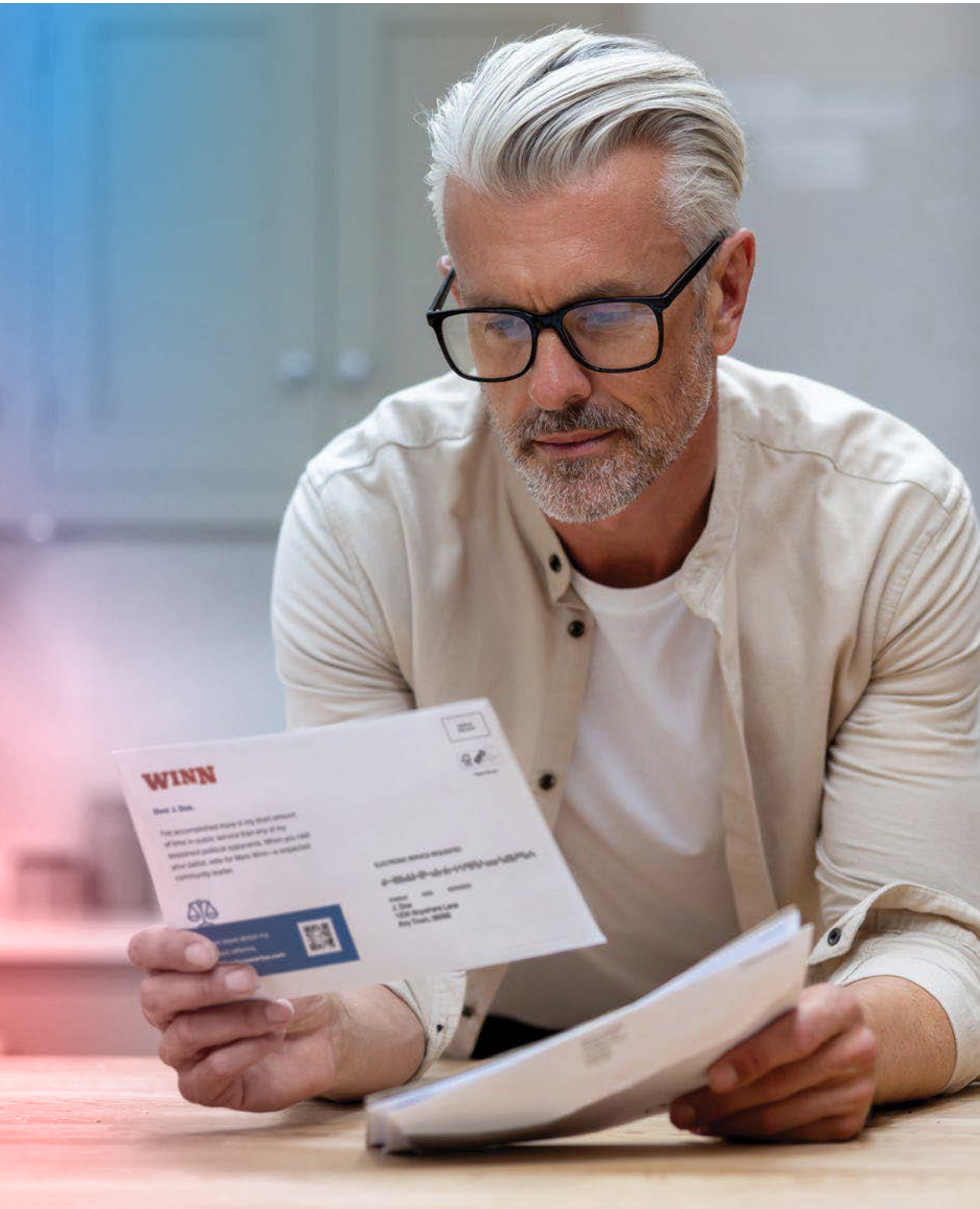
What does this mean?

With Informed Visibility, you can optimize your mailings and increase conversion by meeting your constituents where they are. Leveraging Informed Visibility® data—such as when your mail is delivered to specific ZIP Code™ areas—you are able to synchronize your mailings with other campaign efforts, like canvassing and deploying emails, to reach voters across multiple channels simultaneously.

57%

of marketing executives integrate direct mail with social media.¹

1. "2025 State of Direct Mail Report," Lob, 2025.



Retargeted Direct Mail.

Drive further interest and action.

Retargeted direct mail is a fast and personalized way for your campaign to reach out to voters who have shown an interest in your candidate.

88% of marketing executives say that personalized direct mail significantly improves response rates.¹

Digital + direct mail integration

49%

of marketing executives integrate digital with direct mail to retarget their customers.¹

1. "2025 State of Direct Mail Report," Lob, 2025.

WHAT IT IS

Retargeted direct mail is an automated method of sending campaign advertising mail using cloud-based software to connect to your existing databases, such as a customer relationship management (CRM) platform or a marketing automation platform. Both databases can be leveraged to send retargeted and personalized direct mail campaigns.



HOW IT WORKS

Retargeted direct mail re-engages with a customer in a tailored but automated way. It takes data, insights, and personalization from interaction with your digital channels and uses a mailpiece as the medium for follow-up. It's a targeted digital-to-direct-mail solution that helps you reach only the voter audience segments in a personalized way.

For example, you can:

- Retarget an existing customer using your company's CRM data.
- Quickly send out a personalized postcard, flyer, or letter to reinforce your campaign messages and motivate voters to act.

Certain types of voter behavior on your website present an opportunity to trigger a retargeted direct mail piece, such as:

- Browsing on your homepage.
- Returning as a past voter who hasn't responded to your recent campaign.
- Recently signing up for your email list.
- Downloading a document without completing a form.
- Visiting landing pages with information about upcoming events.
- Clicking on the "donate" form, but not completing it.

The web pages that each prospect visits can indicate where they are in the consideration process.

To maximize the opportunity for each stage of the process, you can set up a trigger for a specific direct mail piece that gets printed and mailed to the prospective voter.

Personalization matters to voters.

78%

of surveyed voters think it's important that campaign mail speaks to the issues and concerns they personally care about.¹

75%

of Gen Z voters said the mail they received in the 2024 election cycle was successful in speaking to them personally.¹



TAKE

ACTION

When a site visitor clicks on your “Volunteer,” “Donate,” or “Learn More” website links, **trigger a direct mail piece using retargeting software** to follow up with an engaging campaign mailpiece to continue the conversation with similar or even bonus content to get them to take the next step. This shows that you're listening and want to mobilize constituent action.

Learn more:

deliverthewin.com/usps-products-and-services



1. “USPS Political Mail Post-Election Voter Survey Findings,” KRC Research conducted on behalf of USPS, December 2024.

What does this mean?

Today's voters expect personalization and relevance. Retargeted direct mail helps your campaign deliver both.

Being strategic about how you use data from web behaviors and site visitor demographics can help you connect with voters on a deeper level.

Retargeted direct mail enables your campaign to follow up quickly after a voter visits your site with personalized messaging based on their behavior or interest to drive action.



Digitally enhanced mail.

Turn every voter interaction into an opportunity to connect.

With the click of a button or scan from a mobile camera, your campaign can instantaneously transport voters from printed mail to online video content, download candidate information from your website or send them to a landing page to register for a campaign event.

When direct mail is combined with digital technology, you can get more bang for your campaign buck.



TAKE

ACTION

Use augmented reality (AR) to drive your Get Out the Vote (GOTV) message.

As recipients hover their mobile device over the mailpiece, they can see polling locations and times in their county, as well as local campaign events.

Talk to your USPS® Campaign Mail Consultant to learn more about these innovative mail technologies. If you aren't currently working with a consultant, please visit **[deliverthewin.com](https://www.deliverthewin.com)** to provide your contact information and one will reach out to you.

WHAT IT IS

Digitally-enhanced mail helps you engage voters on a personal level and generates valuable campaign analytics.

Overlaying the targeted and tailored data generated by direct mail can help your campaign identify specific voter households by demographics, such as income, occupants, or age so you can create a unified, more targeted political campaign.



9 out of 10

**marketers agree that
integrating direct mail
and digital channels
has a positive impact on
campaign performance.** ¹

1. "2024 Direct Mail Marketing Benchmark Report," SeQuel Response, 2024.

HOW IT WORKS

Here are three ways that you can add digital elements to your campaign mix:

1

Speak to voters individually

using personalized URLs (PURLs).

A personalized URL is a unique web address created for a specific voter and campaign, which helps:

- **Appeal** to the need for authenticity by making a personal connection.
- **Facilitate** a quick, direct response.
- **Track** and gather data on an individual level and attribute your campaign spend.

2

Drive engagement and metrics

with a scannable QR Code®.

With QR Code scanning functionality built into smartphones, voters can easily engage with digital content included in your campaign mail to:

- **Guide** recipients to watch candidate video clips, visit your website for more information, or navigate to your donation page.
- **Deliver** strong campaign metrics, which can result in stronger ROI.
- **Create** a seamless, consistent extension of your campaign piece.

QR Codes®
continue
to rise in
popularity
and usage.

57%

of surveyed voters received a QR Code in a piece of mail they received during the previous election cycle.¹

46%

of surveyed Gen Z voters are more likely to respond to campaign mail by scanning the QR Code.¹




QR Code® is a registered trademark of Denso Wave, Inc.

1. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted on behalf of USPS, December 2024.

3

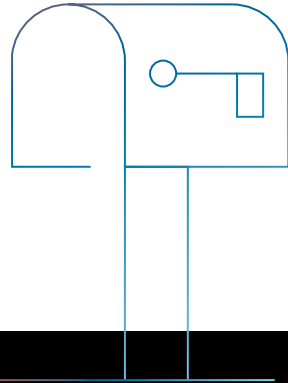
Take voter engagement to the next level

with augmented reality (AR).

-  your campaign mail into an interactive experience through multimedia content that can be viewed with a mobile or tablet device.
-  tech-savvy Millennial and Gen Z voters, who are much more likely to use AR.¹
-  voters to visit your campaign websites, social media, or other digital properties to get more information, download an app, or watch a video.

IN FACT

The mobile augmented reality (AR) market is estimated to be worth 16.5 billion in 2026 and increase to 21.4 billion in 2028.¹



What does this mean?

Digitally enhanced mail can give you greater insights and results than can be achieved by either channel alone. Today's smart and connected mail helps you maintain the customer connection throughout the voter journey and drive action every step of your campaign. Combining the tactile nature of direct mail with technology advances is a powerful way to increase voter engagement.

1. Artillery Intelligence. "Mobile augmented reality (AR) market revenue worldwide from 2023 to 2028 (in million U.S dollars)," Statista. March 1, 2024.

numbers
t all

For Title I schools
achievement gaps by 30%
of education jobs



5

Campaign Mail Samples

**Strategically
sequencing
your messaging
can be a
powerful way to
tell your story.**



Drive action at every stage of the journey.

Every time a voter interacts with your campaign, it's an opportunity to captivate, resonate, and motivate.

Direct mail is a powerful medium to do all that and more.

When you align your messaging with where the voter is in the consideration process, you can better tell your candidate's story in a cohesive way that can drive them to want to learn more and earn their support. Creating campaign mail that has a specific objective and purpose is a highly effective way to reach voters—from awareness to advocacy.

In this chapter, see actual campaign mail samples and how they can be used at each voter touchpoint.



Awareness

ABOUT THE SAMPLE

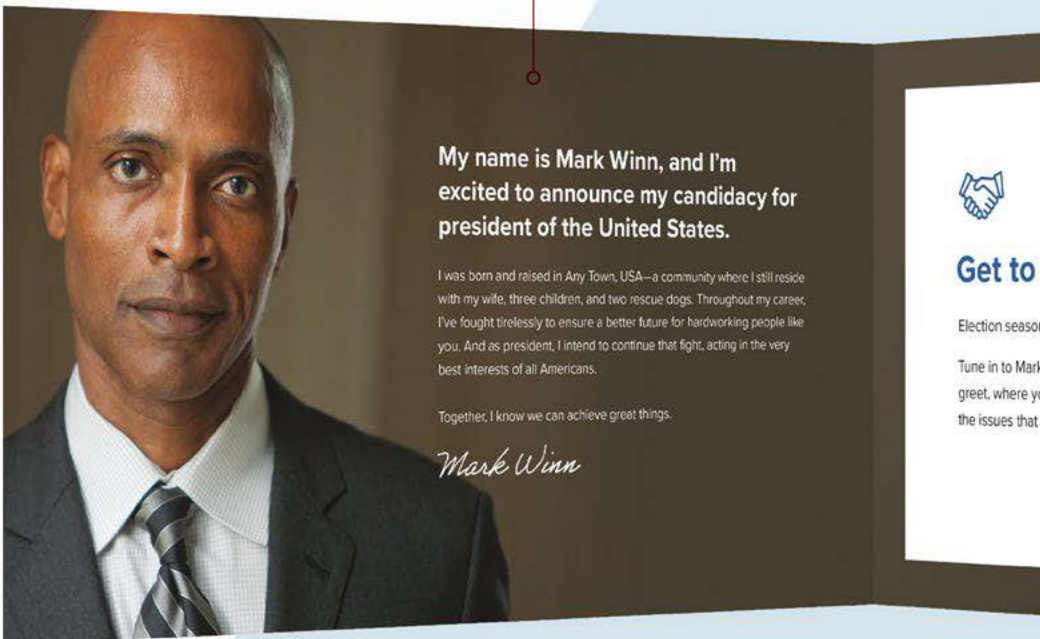
6" x 11" EDDM® Self-Mailer
with perforated 4" x 6"
Business Reply Card (BRC)

Introduce and distinguish your candidate.

To reach new voters, the first and most important step is to create an opportunity for them to get to know your candidate and what they stand for. Generating awareness and excitement around your candidate's platform is critical to not only engage new voters but also to attract swing voters who may be on the fence. The more your candidate stands out, the better chance you have to capture their attention.

INCREASE RECOGNITION

Include a high-resolution image of your candidate.



STAND OUT

Create a bold campaign mailpiece that introduces your candidate.



INCLUDE A STRONG CALL TO ACTION

Invite voters to a meet and greet so they can get to know your candidate.



know Mark

is here!
's virtual meet and
ou can hear him discuss
matter.

SAVE THE DATE

June 24, 6 to 9 p.m.



RSVP ONLINE

Reply on our website at
winforamerica.com/about

Are you ready to join the movement?

Complete and mail this postage-paid reply card.

NAME

EMAIL ADDRESS

PHONE NUMBER

Yes, I'd like a FREE campaign yard sign.

Yes, I'd like to opt in to receive more campaign information.

Engagement

Persuade voters with a message that resonates.

In today's intense and oversaturated political climate, persuading voters to support your candidate can be one of the most challenging aspects of any campaign.

Whether your goal is to change voter mindsets or further engage your core constituency, using campaign mail is a highly effective way to influence voters' perceptions of your candidate. That's because mail is tangible and interacted with for a longer period of time than digital.

INCLUDE A QR CODE® AND VANITY URL

Give voters the option to scan with their phone or go online using their computer.

ABOUT THE SAMPLE

4.5" x 11"

oversized postcard

USE STATISTICS

Highlight key facts and figures to provide the credibility you need to engage voters.

BEST

FOR PRESIDENT

123 Any Street
Any Town, USA 12345

Susan Best has a proven track record of making real change happen

As president, Susan Best will be ready to help Americans achieve more than they ever thought possible.



Read more about my vision for America.
bestforpresident.com/proposals

BE DIRECT

Use a bold and direct headline to make your candidate's accomplishments stand out.

The numbers say it all

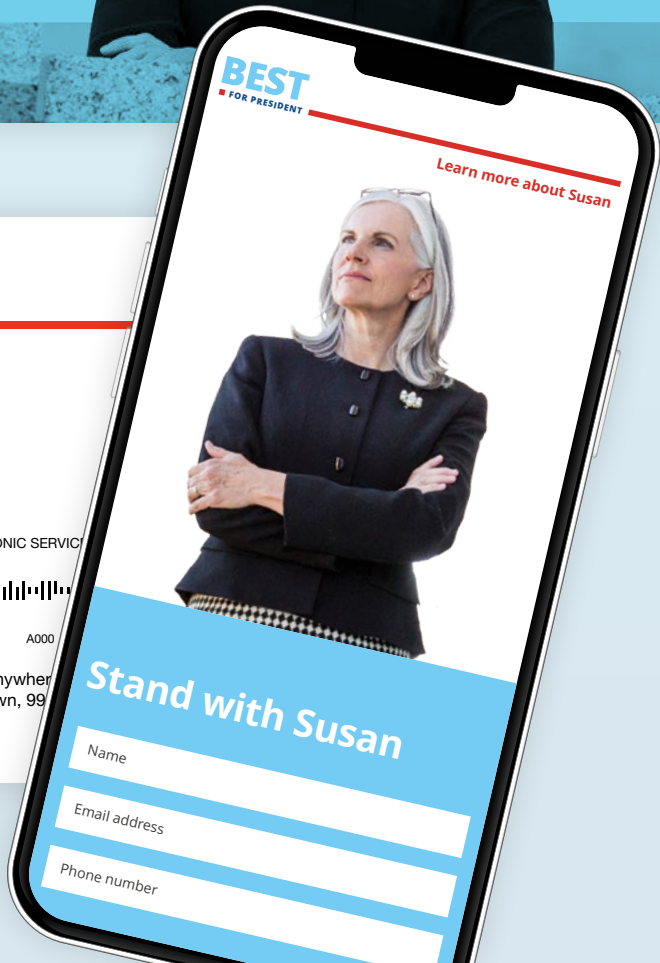
- Tripled funding for Title I schools
- Narrowed achievement gaps by 30%
- Created thousands of education jobs



ELECTRONIC SERVICE



PHM000 A000
J. Doe
1234 Anywhere
Lonetown, 99



Trust

ABOUT THE SAMPLES

5.5" x 8.5" postcards

Build credibility through a trusted channel.

Many people get their political news from social media, where it can be difficult to tell whether stories are credible or not. In a noisy, highly competitive political advertising environment, mail stands out from the crowd.

In fact, USPS was ranked among the top 10 most trusted brands in the U.S. in 2024.¹

¹ "Most trusted brands in the United States in 2024," MarketingCharts, Statista, July 25, 2024.

HIGHLIGHT EXPERIENCE

Include years of service to show voters that your candidate is a qualified and established leader. If they have less experience, call out that they bring a fresh perspective.

WINN

123 Any Street
Any Town, USA 12345

Dear J. Doe,

I've accomplished more in my short amount of time in public service than any of my seasoned political opponents. When you cast your ballot, vote for Mark Winn—a respected community leader.



To learn more about my proposed reforms, visit winforamerica.com



20PRESKITRESPMWINN

BEST

FOR PRESIDENT

123 Any Street
Any Town, USA 12345

America deserves the Best

Experience matters! Susan Best has more years of political experience under her belt than all of the candidates running against her.

It's time to elect a qualified politician.
Vote Susan Best for president.



Read about...



PHM000



21 years
of public
service

WINN

**Mark Winn gets
real results**



Please Recycle

BE EXPRESSIVE

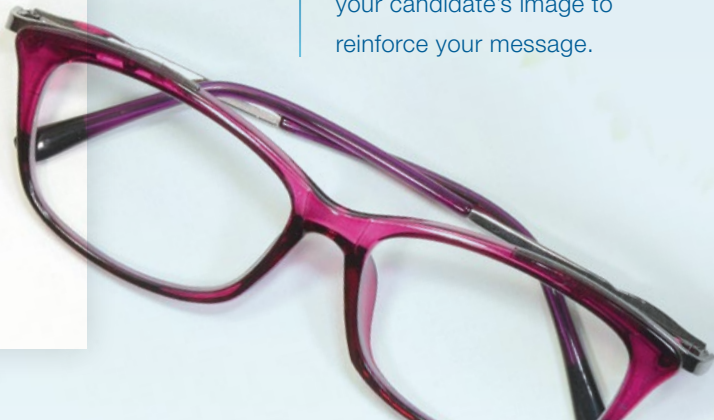
Align the emotion with
your candidate's image to
reinforce your message.

ELECTRONIC SERVICE REQUESTED



PHM000 A000 000000000

J. Doe
1234 Anywhere Lane
Lonetown, 99999



Financial support

ABOUT THE SAMPLE

#10 envelope
8.5" x 11" letter
#6 3/4 Business Reply Mail®
remittance envelope

Boost fundraising efforts with a heartfelt plea from your candidate.

As you well know, raising money to fuel your campaign can be critical to your success. Financial support from your constituents is not only an indicator of campaign strength, but it can also be a way to build credibility throughout the election cycle.

INCLUDE A BUSINESS REPLY CARD

Make donations easy with a remittance envelope to accept both check and credit card payments.



I'd like to pay by:

Check (enclose in envelope) Credit card (complete form below)

CARD NO. _____

EXP. _____ CW _____ ZIP CODE™ _____

SIGNATURE _____



USE CAMPAIGN LETTERHEAD

Send a personal appeal to encourage support and recruit an enthusiastic volunteer base.



Dear Friend,

As you know, I have been actively involved in public service for many years with a focus on creating real change. Now I am running for president, because I believe we can bring people together while building a safer and more prosperous country.

But I can't do it without you.

I am humbly inviting you to make a difference and get involved in my campaign. Please help me champion the causes that are important to you by making a contribution. Your generous donation will allow me to achieve our victory.

Enclosed with this letter is an envelope and a reply card that I hope you will use to make a donation and join me in this fight.

I'm counting on donors like you—now more than ever—to help me build a promising future for all Americans. With your support, we can achieve greatness. Are you with me?

Warm regards,

Susan Best



DONATE TODAY: bestforpresident.com

20PRESKITFUNDRLTR

INCLUDE YOUR CANDIDATE'S SIGNATURE

A signed letter can help you connect with prospective donors on a more personal level.

Advocacy

Turn campaign donors into advocates.

Make it easy for your constituents to boost awareness around your candidate's platform and donate to your campaign by including Share Mail® postcards with your mailings. This way, you control the messaging and call to action, while encouraging your campaign supporters to spread the word.

ABOUT THE SAMPLE

4.25" x 7" self-mailer with two perforated 4.25" x 6" Share Mail tear-off cards



GET PERSONAL

Include a handwritten note from your candidate, thanking supporters for their previous donation.



STAY TOP OF MIND

Remind your supporters of upcoming events like rallies so they can help spread the word.

WINN

123 Any Street
Any Town, USA 12345



EVENT REMINDER

Don't forget to livestream my next virtual campaign rally, where I'll be taking questions from voters online.

July 8 | 6 p.m.

winnforamerica.com/about

20PRESKITSHAREMAIL

THANK YOU

FOR YOUR SUPPORT

ELECTRONIC SERVICE RECORD



PHM000 A000 000000000
J. Doe
1234 Anywhere Lane
Lometown, 99999



USE SHARE MAIL

Include postage-paid USPS® Share Mail cards with your campaign mail to make it easy and free to send.

Learn more about Share Mail:
deliverthewin.com/usps-products-and-services/

WINN

123 Any Street
Any Town, USA 12345

I contributed to Mark Winn's campaign. Can you chip in to help support the movement?



*Where there's a will,
there's a way.*

DONATE

winnforamerica.com



SAMPLE MAIL PIECE



NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP CODE™ _____

WINN

123 Any Street
Any Town, USA 12345

I contributed to Mark Winn's campaign. Can you chip in to help support the movement?



*Where there's a will,
there's a way.*

DONATE

winnforamerica.com



NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP CODE™ _____



Want these samples?

**Have them delivered
right to your door.**

To keep on hand for reference, we can send you the hard-copy versions of these campaign mail samples at no charge.

**Visit deliverthewin.com to contact
a Campaign Mail Consultant and get
your samples.**



WINN
FOR AMERICA

6

Campaign Mailing Guide

How to create a successful mailing.

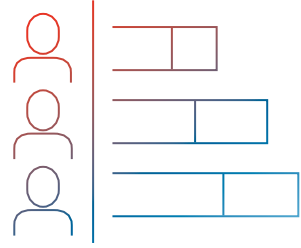
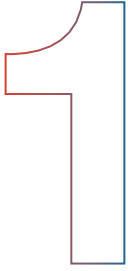
- 1 Understand your audience.**
- 2 Review your mailing list.**
- 3 Choose your format.**
- 4 Integrate a digital experience.**
- 5 Design to USPS® standards.**
- 6 Pay for and track your mailings.**
- 7 Monitor your campaign mail.**
- 8 Track and test your responses.**

**Campaign mail
can be a powerful
channel to
maximize your
voter outreach
efforts.**



**Use this reference guide to help you prepare
for and deliver an effective campaign.**





Understand your audience.



Put your data to work to uncover deeper insights about your voter base.

The more targeted you are, the more efficient your campaign will be, which may result in a greater return on investment (ROI).

Use online constituent relationship management data to:

- **Capture** how constituents navigate to your web page, and optimize your strategy based on those insights.
- **Analyze** digital behaviors to reengage voters and encourage sign-ups, votes, or donations.

For example, once a voter has provided their information, your campaign website can capture incomplete donation forms and trigger a follow-up direct mail piece to encourage them to revisit and give.

2



Review your mailing list.

Clean, accurate mailing lists are critical to getting your message out to voters at the right time and ultimately driving action to the polls.

To make sure you're reaching your target audience, it's important to:

- **Determine** the accuracy of your current address lists.
- **Measure** the effectiveness of your campaigns with data-informed lists.

View these solutions¹ to clean up your mailing lists:



Coding Accuracy Support System™ (CASS™)

postalpro.usps.com/certifications/cass



National Change of Address (NCOA)

postalpro.usps.com/mailing-and-shipping-services/ncoalink



USPS Address Element Correct (AEC)

pe.usps.com/businessmail101?ViewName=CheckTheAddresses

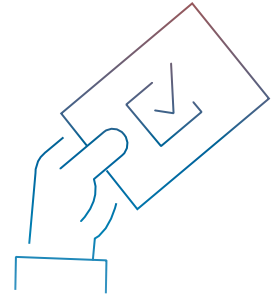


Ancillary Service Endorsements

pe.usps.com/text/qsg300/q507.htm

1. Offers may require additional fees or specific conditions for use, including product licensing costs, required software to operate certain tools, or compliance with platform-specific requirements. Please see product details for more information.

3



Choose your format.

Direct mail comes in a variety of shapes and sizes, each with its own advantages.

The size and shape of your campaign mailpiece can affect the cost of mailing it. Whatever the format, keep your mailpiece design simple so voters can visually scan it and understand the message. Space, dynamic visuals, and concise copy are key to getting attention.



Learn more about mail options:

[pe.usps.com/
businessmail101](https://pe.usps.com/businessmail101)

- **Postcards**

A simple option that makes a big impact.

- Cost-effective
- Easy tracking
- Versatile
- Time-saving

- **Self-mailer**

A simple sheet of paper folded and sealed, mailed without an envelope.

- Cost-effective
- Simple
- Space for your message
- Design flexibility

- **Letter**

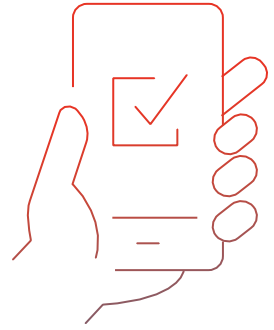
USPS uses the term “letter” for mailpieces of a certain size.

- Professional look/feel
- More real estate for your message
- A simple option that makes a big impact



NOTE

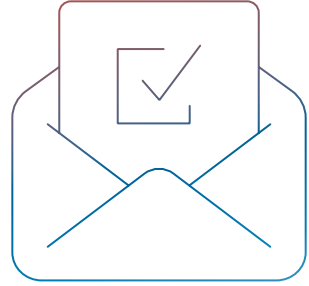
Flat-sized mailpieces are required for the Every Door Direct Mail® (EDDM®) service.



Integrate a digital experience.

**Integrating direct mail
with digital can reinforce
your message and
drive your constituents
to action.**

- **QR Codes**
transport the voter from your direct mail piece directly to your digital sites.
- **Informed Visibility**
provides you with valuable tracking data and insights about your campaign's mail, allowing for a coordinated omni-channel experience.
- **Retargeted direct mail**
allows you to reach constituents shortly after they've visited your website.
- **Informed Delivery**
allows voters to see what's arriving in their physical mailbox before it gets there. Registered users receive a daily email showing images of their incoming mail. The mailer can provide additional content through a clickable Ride-along image to further engage the voter by linking them to your website.



Design to USPS[®] standards.



It's important that you design your political mailing to meet postal standards. Properly designing a mailpiece can trim postage costs and speed up delivery.

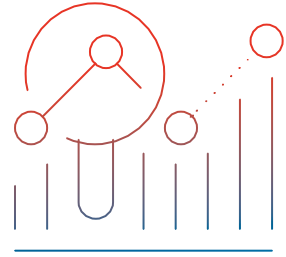
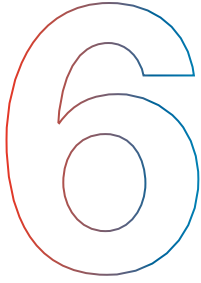
USPS has a dedicated team of knowledgeable Mail Design Analysts across the country who are ready to address your campaign needs.

The team is available to assist you with design, operations integration, processing, and more.

Contact a Mail Design Analyst for a free consultation—no matter where you are in the campaign process.



Contact a Mail
Design Analyst:
mda@usps.gov



Pay for and track your mailings.

USPS offers convenient ways to pay for postage.



Learn about permit imprint:

[faq.usps.com/s/article/](https://faq.usps.com/s/article/What-is-a-Permit-Imprint)

What-is-a-Permit-Imprint

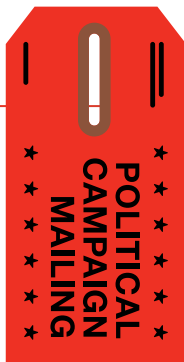
- **Precanceled stamps** are special stamps made for presorted First-Class Mail and Marketing Mail, and can be used when mailing low volumes.
- **Permit imprint** is a popular and convenient way to pay for high-volume mailings. Instead of using precanceled stamps or a postage meter, the Mail Service Provider (MSP) prints postage information in the upper-right corner of the mailpiece. Additional fees may apply.



Monitor your campaign mail.



Get greater visibility
as your campaign
mailings move through
USPS® processing and
distribution operations.



What is Tag 57?

Mail Alert Process

- **What it is:** A notification sent to the receiving Post Office™ locations and delivery units about your incoming mailings.
- To provide a political mailing notification about your upcoming mailing, go to: **tools.usps.com/political-mail-alert.htm**
- **Note:** You will need to send the notification at least 2 days before dropping off your mail campaign.

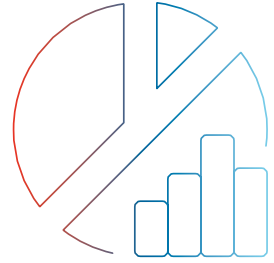
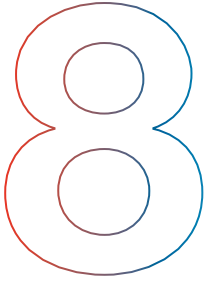
Mail Inquiry Process

- Report a problem with a political mailing that's already been processed by submitting an online form.



**[tools.usps.com/
political-mail-issue.htm](https://tools.usps.com/political-mail-issue.htm)**

Tag 57 is a red container tag designed to provide visibility into campaign mail while it's in the mailstream.



Track and test your responses.



Unleash key insights about voters and optimize your campaign for maximum impact.

- **Testing**
Conduct A/B testing before you deploy a large-scale mailing so you can tweak and optimize different campaign elements to get the best performance. For example, test two different headlines with your target audience to see which mailpiece yields a better response.
- **Tracking**
Informed Visibility provides end-to-end tracking of your mailing, providing insight into when your mail is delivered and enabling you to launch a follow-up call or digital campaign simultaneously. And by utilizing a QR Code®, personalized URL (PURL), or vanity URL on the mailpiece, you can track your recipients' responses.

Tag 57 benefits

- Your mailings will be more easily identifiable to postal employees.
- Accepted mailings will be distinguished from other mail in the business mail entry unit and allow for efficient processing.
- The tags will provide greater visibility into containers of campaign mail as they move through USPS processing and distribution.



Make it easier.

Use a Mail Service Provider (MSP).

MSPs can help you navigate complex requirements and get the most from your campaign mail efforts.

An MSP offers a variety of solutions to aid you in preparing, printing, and mailing your campaign mail.

There are many advantages to using an MSP to prepare your mailings. Here are some of the services they can provide:

- Supply and manage your address list.
- Print and presort your mailings.
- Enter your mailings with the greatest discounts available.
- Monitor mail-quality reports.

The list of USPS-certified MSPs is updated frequently.

To ensure that you have the most current list of certified MSPs, visit postalpro.usps.com/certifiedmsps.



**Not currently
working
with a USPS
Campaign Mail
Consultant?**

Visit deliverthewin.com
and provide your contact
information. A Campaign
Mail Consultant will reach
out to help you with all
your mailing needs.

©2025 United States Postal Service®. All Rights Reserved.
The Eagle Logo is among the many trademarks of the U.S. Postal Service®.

QR Code® may not be compatible with all phone models and operating systems.
QR Code® is a registered trademark of Denso Wave Incorporated.