



# Which Format Is Right for Your Campaign?

Political campaigns need to capture attention and motivate voters to act. One of the most important parts of any successful media strategy—at the local, state, and federal levels—is direct mail.

## How mail benefits your campaign >



### Memorable

62% of voters recalled receiving political mail at least weekly during the 2022 midterm election cycle.<sup>1</sup>



### Actionable

60% of voters follow the election more closely after reading direct mail.<sup>1</sup>



### Credible

63% of voters believe direct mail is one of the most credible forms of political advertising.<sup>1</sup>



★ Choosing the right direct mail plan can be confusing. Let's break it down. ★

## When to use targeted direct mail

Targeted direct mail's ability to precisely hone in on addresses by demographic makes it ideal for personalized messaging. Creating mailing lists for different voter segments will help you speak directly to their needs.



### For example:

If you're running for reelection and want to reach past supporters using a previous donor mailing list, targeted direct mail is the best choice.

## When to use Every Door Direct Mail® (EDDM®)

EDDM helps you reach every house along a carrier's route, without specific addresses. No matter your campaign objective, you can send geographically and demographically targeted mail to households without having to purchase or compile a mailing list.



### For example:

If a city hall wants to let constituents in local neighborhoods know how their tax dollars are being spent, geographical EDDM is the best choice.

## When to use Share Mail®

Share Mail is a valuable tool to increase awareness, share content, and influence voter perspectives. It provides prepaid postage for supporters to easily share campaign information with their networks, expanding your reach.



### For example:

To boost fundraising, your Share Mail could contain a donation slip and prepaid envelope for supporters to easily mail back contributions.

# Feature comparison chart

Select the best option for your campaign goals.



## Targeted direct mail

**Goal:** Target specific voters by using their names with personalized messages.

- Target voters using in-house or purchased mailing lists.
- Expanded options on size and quantities.
- Postage is based on size of the mail piece.
- Can customize the size of postcards, brochures, or letters based on need.
- Delivery speed varies based on class of mail used.

## EDDM®

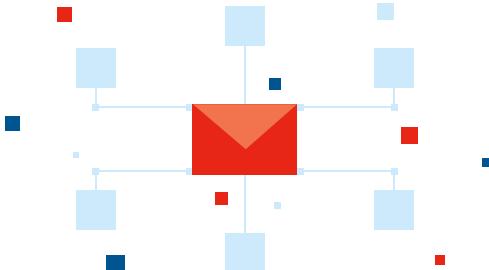
**Goal:** Expand voter reach and saturation based on geographic location.

- Target residences and businesses by neighborhoods/ mailing routes.
- Filter by local demographics such as age groups, etc.
- Mail piece has size requirements.<sup>1</sup>
- Send up to 5,000 mail pieces per day<sup>2</sup> per ZIP Code™.
- Costs less per piece than targeted direct mail.

## Share Mail®

**Goal:** Empower supporters to easily share campaign messaging with their network.

- Turns supporters into advocates by providing them with postage-paid letters or cards that can also include a QR Code® to drive to your website.
- Encourages peer-to-peer outreach and expands campaign message reach.
- Register by filling out the Share Mail form on the Business Customer Gateway (BCG).
- Meet requirements and have your design approved by the United States Postal Service prior to distribution. Mailer only pays for the pieces that are actually sent to others.<sup>3</sup>



## Whatever type of mail you choose, we can help make it easy

You don't have to go it alone. We can connect you with third-party direct mail professionals to help you design your mail piece, target the right audience, and even prepare and drop off your mailing. All you have to do is choose a budget, pick a design, and select your audience, and the experts will do the rest. It's that easy. Get started now at [usps.com/affiliates](http://usps.com/affiliates).



Learn more about how direct mail can help your campaign deliver the win at [deliverthewin.com](http://deliverthewin.com).

1. An EDDM mail piece must be flat, weigh no more than 3.3 oz, and meet at least one of the following size requirements: 1) have a length greater than 10.5", or 2) have a height greater than 6.125", or 3) have a thickness greater than 0.25".
2. Send minimum 200 and up to 5,000 mail pieces per day per ZIP Code.
3. For more information on Share Mail including FAQs and layout guidelines, visit [postalpro.usps.com/mailing/share-mail](http://postalpro.usps.com/mailing/share-mail).
4. "USPS Political Mail Post-Election Survey Analysis Report," a joint study by the United States Postal Service and American Association of Political Consultants (AAPC), January 13, 2023.