

ENGAGING BLACK VOTERS Through Direct Mail



Personalized, targeted outreach by demographic has become increasingly important to break through the clutter of the crowded landscape of political campaigns. In the past few decades, the number of eligible Black voters has grown steadily, with many often displaying high rates of civic participation and a preference for traditional communication channels, making tailored messaging strategies, such as direct mail, paramount.

Campaigns can craft direct mail pieces that resonate with the values and concerns of Black voters, emphasizing issues that matter most to them. Personalization, visual appeal and clarity are key, as this demographic appreciates straightforward messaging with information about the candidate's stance on policies and issues relevant to their community. By recognizing the unique characteristics of Black voters and employing targeted direct mail strategies, campaigns can foster meaningful engagement and potentially sway this influential voter bloc.



64%

of Surveyed Black Voters
Check Their Mailbox At
Least 4 Days a Week.

Deliver Personally Relevant Content That Will Drive Strategic Engagement



72%

of Surveyed Black Voters
Read the Mail Piece
Upon Seeing It

70%

of Surveyed Black Voters
Follow News About That
Race More Closely

68%

of Surveyed Black Voters
Search Online to Learn
More About That Race

Tailor Direct Mail to Include Information on the Issues Black Voters Care About



79%

Stance on
Local Issues



79%

Stance on
Domestic Issues



80%

Stance on
Global Issues



73%

The Candidate's
Biography



74%

When and
Where to Vote



67%

Campaign Events
in My Community

61%

of Surveyed Black Voters Believe
Direct Mail is **Educational and
Informative When Communicating
Political Information.**

Surveyed voters selected types of campaign information they want to receive through direct mail pieces

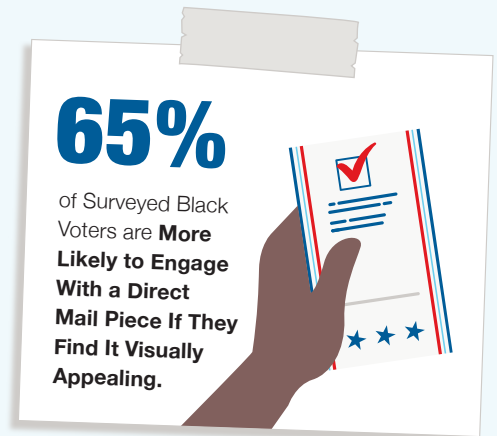
Increase Voter Engagement with Visually Appealing Direct Mail Pieces

★ Surveyed Black Voters ☆ All Surveyed Voters

Likely to **Remember** Based on Visual Appeal

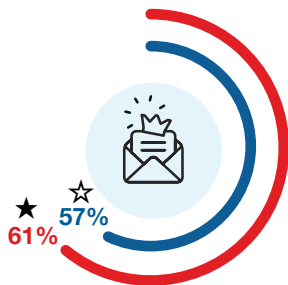


Likely to **Share** Based on Visual Appeal

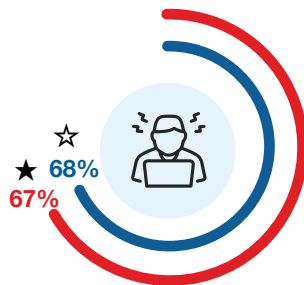


Leverage Direct Mail to Break Through the Clutter

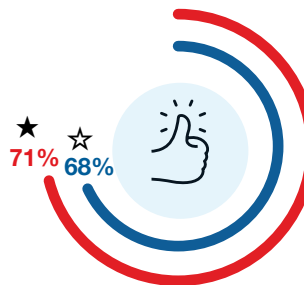
★ Surveyed Black Voters ☆ All Surveyed Voters



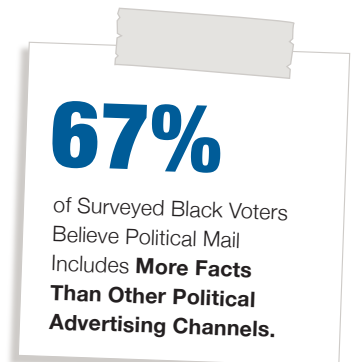
Feel That Direct Mail Was **Harder to Ignore** Than Online and Television Ads



Feel **Less Overwhelmed** by Direct Mail Than Other Political Advertising Channels



Agree That Direct Mail **Reinforces Information They Saw** On Other Political Advertising Channels



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References:

All 2023 election data sourced from consultant interviews and post-election surveys conducted on behalf of the Postal Service™ by Summit Research and KRC Research from September 2023 through January 2024. The research includes 11 in-depth interviews with campaign consultants, an online post-election survey of 171 campaign consultants, and an online post-election survey of 2,529 voters from Kentucky, Louisiana, Mississippi, Houston, TX, Columbus, OH, and Philadelphia, PA. In the online post-election survey, a total of 773 Black voters were surveyed.

