



## Direct Marketing Solutions - Election Mail Checklist

The following suggested checklist will help ensure a successful mailing:

	<b>Decide the most appropriate class of mail to use</b>
	Consider the specific purpose for the mailing (e.g., information, ballots, and voter registration)
	Determine the size of the mailing
	Determine if the mailing needs to be delivered within a certain window of time
	Determine if the mailing should or must go as First-Class Mail
	Determine if the mailing needs to have an ancillary service endorsement (e.g., Return Service Requested)
	Determine if the mailing needs any Extra Services (e.g., Certified Mail, Registered Mail)

	<b>Determine if the mailing needs to include a reply piece</b>
	Decide if you plan to use Business Reply Mail or Courtesy Reply Mail
	Decide if it is cost effective to use QBRM

	<b>Prepare your address list</b>
	Decide who should receive the mailpieces
	Compile your address list or DMS can supply the mailing list

	<b>Call Direct Marketing Solutions</b>
	Discuss your delivery date requirements
	Determine the best method of receiving return mail (e.g., P.O. box or Caller Service)

	<b>File required forms for postage discounts and other mailing services (if needed)</b>
	PS Form 3624, <i>Application to Mail at Nonprofit Standard Mail Prices</i>
	PS Form 3623, <i>Request for Confirmation of Authorization (or Pending Application) to Mail at Nonprofit Standard Mail Prices</i>
	PS Form 6805, <i>Qualified Business Reply Mail (QBRM) Application</i>

	<b>Work with a Direct Marketing Solutions Analyst to ensure mailpiece quality</b>
	Obtain an evaluation of the final mailpiece design from DMS before printing

	<b>Prepare and present the mailing</b>
	Print mailing in time for preparation and delivery to Post Office

**Note:** The following are trademarks of the United States Postal Service: ACS™, AEC II®, Business Reply Mail®, CASS™, Certified Mail®, Courtesy Reply Mail™, DMM®, DPV®, Express Mail®, First-Class Mail®, NCOALINK®, Official Election Mail®, Post Office™, Postal Explorer®, Postal Service™, Standard Mail®, USPS®, usps.com®, ZIP+4®.