

# official election mail program: Vote-by-Mail

before they go to the ballot box, they'll go to the mailbox.

The U.S. Postal Service® recognizes the important role mail plays in the election process. That's why we're committed to providing you with the training and tools necessary to implement successful and cost-effective mail strategies for any official state or local election. The following overview highlights the many benefits of our Vote-by-Mail program. Get more details at [usps.com/electionmail](https://usps.com/electionmail)

## Mail: A Smart Choice for Your Election.

Cities, counties, and states across the country have discovered the distinct advantages mail brings to their elections. These include:

- Privacy and security.
- A variety of formats to communicate with voters.
- Easy and cost-effective solutions for returning ballots to help increase response.
- Technology to update and correct voter registration list addresses prior to an election.
- Return services at no additional charge with First-Class Mail®.

## Simplify Your Election Process.

Vote-by-Mail is a cost-effective solution that's easy to implement. The program helps ensure an effective, smooth-running election by:

- Increasing participation among voters.
- Giving voters a longer opportunity to study the initiatives, the candidates, and the ballot.
- Providing an automatic paper trail.
- Eliminating confusion about where to vote.

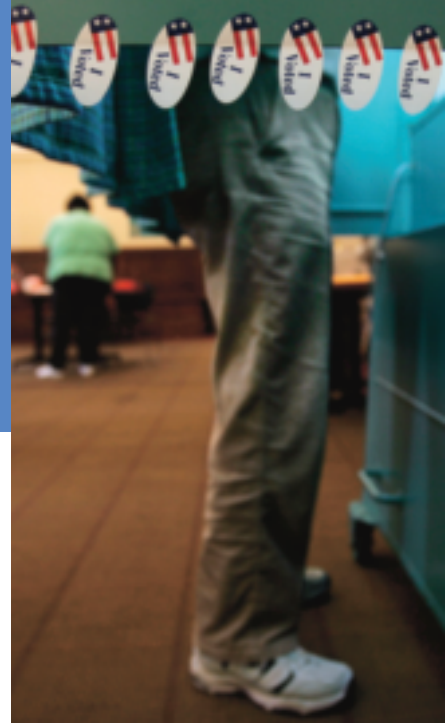
## Track the Vote.

With Confirm® service, you can track incoming and outgoing mail as it travels through the Postal Service™ system. This powerful tool helps you manage an election.

**For added security and peace of mind, Official Election Mail is protected by the U.S. Postal Inspection Service™, the oldest federal law enforcement agency in the nation.**

## Americans Trust the U.S. Postal Service.

When you add Vote-by-Mail to your elections, you're working with an organization that Americans know and trust. Indeed, for the past three years, the U.S. Postal Service has been voted the "Most Trusted" government agency, according to the "Privacy Trust Study of the United States Government" conducted by the Ponemon Institute.\*



"The answer to the nation's voting anxiety is not a national standard that imposes new rules on an outdated system of polling places. The answer is a low-tech, low-cost, reliable, and convenient system that makes it easier to vote and easier to count votes. The answer is Vote-by-Mail."

— Bill Bradbury,  
Secretary of State, Oregon

more details and mailing resources are available at [usps.com/electionmail](https://usps.com/electionmail)

\*Based on "The 2007 Most Trusted Companies for Privacy" study by the Ponemon Institute.  
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# official election mail program: an overview for election officials

## use mail to increase voter turnout.

The U.S. Postal Service® makes it easy to add the benefits of mail to your next election. We provide training, tools, and resources to help you and your staff get started. We'll even help you plan your program, improve the quality and accuracy of your address file, and design smart, cost-effective mailpieces. The information below introduces you to the services and assistance we provide.

### Training

The U.S. Postal Service has developed a step-by-step training program for election officials called "Election Mail: Tips, Tools, and Tactics for Successful Mailing." In each session, Postal representatives and Election Mail specialists will provide tools and resources to help you customize a mail plan based on your local needs. To register for training, e-mail us at [election-mail-manager@usps.gov](mailto:election-mail-manager@usps.gov).

### Planning

Planning your mailing in advance will help ensure that it goes out in a timely, efficient manner, which is vital during an election period. Our team of Election Mail specialists can help you:

- Determine the appropriate class of mail based upon the specific purpose of the mailing (e.g., information, ballots, voter registration).
- Choose the best payment options.
- Identify any extra services that may be needed.
- Coordinate mailings to armed forces personnel and overseas voters.

### Addressing

Address quality is critical to the timely and efficient delivery of your mail. Your address lists should be up-to-date, accurate, and complete. To assist you with this, the U.S. Postal Service offers several products and services, including software to help you improve the accuracy of your mailings.

### Designing

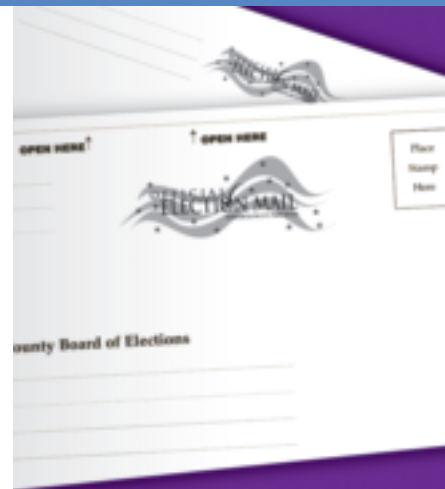
Mailpiece design can greatly improve your mail service and reduce postage costs. We have local mailpiece design analysts listed on our website who will help ensure quality and show you how to choose a layout according to dimension guidelines.

### Official Election Mail Logo

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



more details and mailing resources are available at [usps.com/electionmail](http://usps.com/electionmail)



For information on preparing and sending mail, visit our Election Officials' Mailing Resources site at [usps.com/electionmail](http://usps.com/electionmail). You'll also find resources to help you plan, address, and design Official Election Mail.