

*Five tips when
taking advantage
of Direct Mail:*

1. Provide the **election date** so they know when to vote.
2. Clearly state the name of your **candidate** or **cause**.
3. Use **both languages** for bilingual targets.
4. Include a professional portrait for **visual recognition**.
5. **QR Codes**® can be scanned by smartphones, allowing recipients to view videos about your candidate or cause, make donations, and more.



VOTE NOV. 6TH

Voto 6 De Noviembre

José
MUESTRA
for
CITY COUNCIL
para Ayuntamiento



How to create effective political mail.

- Include three or four **key points** that: 1) summarize the candidate's platform, 2) state the party affiliation, and 3) highlight the office being sought. For causes or proposals, clearly define the intent and your position.
- Use bullets and white space to **make the copy easy to read**.
- **State the date** of the election on the front and back of your piece.
- **Feature a contact** telephone number as well as a URL or QR Code^{®*} that lets recipients obtain more information or make campaign donations.
- **Postcards are cost-effective** and make your message immediately visible.
- For local elections, consider Every Door Direct Mail[®] service, which lets you reach every address in a neighborhood for a low per-piece postage cost (visit usps.com/everydoordirectmail).
- For larger-scale elections, **use mailing lists** to target the voters most likely to support your candidate or cause.
- **Use red Tag 57** when submitting your mailing to the Postal Service.[™] This identifies it as political mail and gives it **added visibility**.



Scan this QR Code with your smartphone to view an article on political mail.

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Postage Tip: For the best prices, ensure your mailing meets the requirements for political mail. Learn more at usps.com

Addressing Tip: Use only first and last name. Middle names can seem impersonal. Also avoid “residence” (e.g., *The Smith Residence*) as it too can feel cold.

VOTE NOV. 6TH VOTO 6 DE NOVIEMBRE



Photo Tip: A photo of the candidate with his or her family adds a personal quality to the mailing.