

Election Mail Checklist

The following suggested checklist will help ensure a successful mailing:

	Call your Postal Service Election Mail Coordinator
	Discuss the specific purpose for the mailing (e.g., information, ballots, and voter registration)
	Discuss when you intend to present the mail to the Postal Service
	Discuss your delivery date requirements
	Determine if the mailing must go as First-Class Mail – USPS recommends the use of First-Class Mail postage on all outbound absentee or vote by mail ballots
	Determine where and when the mailpieces must be presented to the Postal Service to meet your desired delivery dates
	Determine the size of the mailings
	Determine the best method of receiving return mail (e.g., P.O. box or Caller Service)
	Determine the best time to pick up the mail each day
	Determine the latest time when an election official can pick up returns
	Determine the final date for receiving return mail
	Determine the necessary postal equipment and supplies needed
	Determine payment method
	Determine what forms are needed for mailing and for postage payment
	Determine if the mailing must meet address or Move Update requirements
	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)

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

	Prepare your address list
	Decide who should receive the mailpieces
	Compile your address list
	Ensure proper address list hygiene
	Validate physical address accuracy
	Validate that you meet the Move Update standard, if applicable

	File required forms for postage discounts and other mailing services (if needed)
	PS Form 3615, <i>Mailing Permit Application and Customer Profile</i> (for Permit Imprint and Business Reply Mail permits)
	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 1093, <i>Application for Post Office Box Service</i>
	PS Form 1093-C, <i>How to Apply for Post Office Caller Service</i>
	PS Form 6805, <i>Qualified Business Reply Mail (QBRM) Application</i>

	Mailpiece Design – Work with a Mailpiece Design Analyst to ensure mailpiece compliance
	<p>Mailpiece Design Analysts (MDA) are trained to:</p> <ul style="list-style-type: none"> • Provide pre-mailing pieces design consultation • Provide technical assistance to printers, graphic designers, and envelope manufacturers • Offer guidance regarding automation rate qualification • Review mailpieces for adherence to USPS standards • Test paper and mail samples for thickness, color, flexibility, and barcode tolerances • Analyze readability of actual mailpieces • Provide assistance with mailpiece design evaluations of Political Mail and Official Election Mail • Verify ZIP+4 & Barcode • Logo placement • Endorsements • Size, shape, weight

	<ul style="list-style-type: none"> • Barcode clearances • Review samples before printing <p>Before artwork is sent to printer:</p> <ul style="list-style-type: none"> ➤ Finalize design with MDA <ul style="list-style-type: none"> Official Election Mail Logo Barcode FIM Return address Legend if needed ➤ Submit pre-production proof
	Postal Service Recommendations
	<ul style="list-style-type: none"> ▪ Voter communication is an essential component of preventing late ballots <ul style="list-style-type: none"> — Election Officials should consider including a voter notification in the ballot material packet to ensure the timely delivery of ballots — Return by mail date guidance based on state/local laws ▪ Use letter-size reply envelopes ▪ Board of Elections should use First-Class Mail postage on all outbound absentee or vote by mail ballots ▪ Design reply envelopes to contain: <ul style="list-style-type: none"> ▪ Use the Official Election Mail Logo on all Official Election Mail ▪ Use IMb Tracing® a service which provides near real-time tracking information for your automation-compatible letters and flats ▪ Use Tag 191 on all Domestic and International Ballot mailings
	Consider appropriate colors, weight limitations, proper wording, placement of postal markings, etc.
	Obtain an evaluation of the final mailpiece design before printing

	Prepare and present the mailing
	Print mailing in time for preparation and delivery to Post Office
	Affix Tag 191 for Domestic and International Ballots
	Obtain postal supplies and equipment (e.g., carts, trays, stickers, rubber bands, tags)
	Prepare mailing for delivery to Post Office
	Obtain and complete postage statements to be presented with mailing: <ul style="list-style-type: none"> ▪ If using Bulk First-Class Mail, you will need to use one or more forms in the 3600 series

	▪ If using Standard Mail, you will need to use one or more forms in the 3602 series
	Present mailing, postage statement, and check (payment) for postage account, if needed

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