Mailing to Win
ELECTION 2014

How *important is mail* to your campaign?
How can you use mail to *your best advantage*?

The 2014 election is shaping up to be the most challenging yet for political campaigns across the country. The battles are heated. The marketing spend is high. And the media chatter is loud and constant. How can you communicate to voters about your candidate or proposal over all the noise? The answer: mail.

In 2012, 2.8 *billion* political mailpieces were sent*– at an average of less than **19 cents per piece in postage.** In 2014, political mail will play just as BIG a role. Why? Because it brings advantages that few other marketing channels can match:

- Mail is *BEST* **at targeting** specific voters and **telling a deeper story.**
- Nearly **ALL** mailpieces are at least **viewed.**
- **Mailpieces** can be **saved** for future reference, taken to the polls, and **shared** with like-minded voters.

VOTERS READ MAIL:

- **78% of recipients** read or scan their mail daily.†
- **40% of 18- to 34-year-olds** said they read mail immediately and find it useful.†

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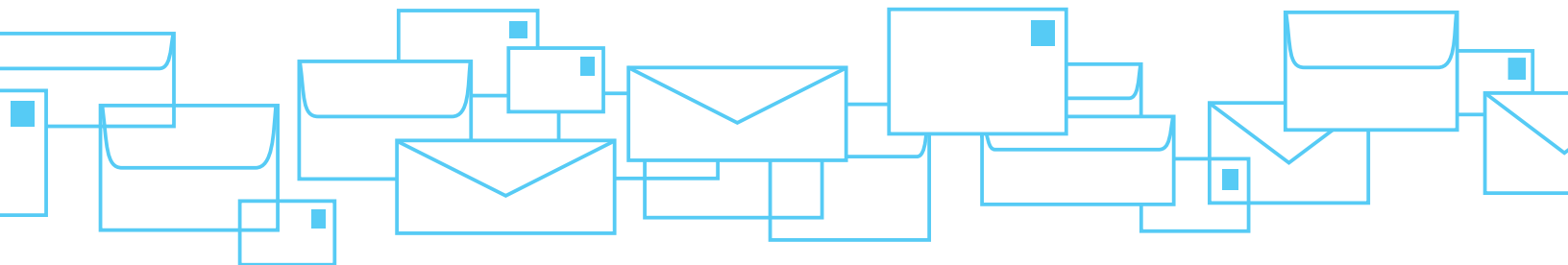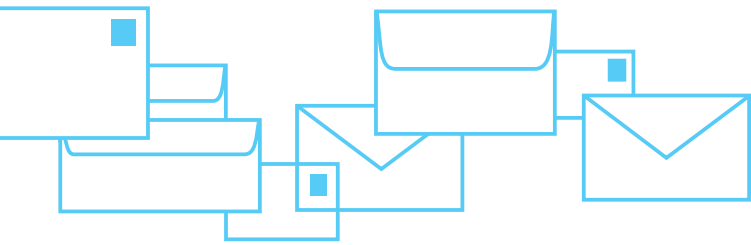
> 66 *Every Door Direct Mail gave the opportunity to compete on both a cost and communication basis – we knew that it was the answer.* 99

– Richard Thomas
Political Consultant
Rich Capital, LLC

CASE STUDY: Richard Thomas for City Council

THE GOAL: To win the 2010 city council election.

THE STRATEGY: Send mailings through Every Door Direct Mail®
to saturate the key voting districts with his message.

THE RESULTS:

- Richard Thomas won the city council election in his city by the
largest margin ever, with **72% of the popular vote.**

- **He won 79% of the election districts** that were targeted with
Every Door Direct Mail.

- He dominated the mailbox and spent **only $2.40 per voter,**
compared to as much as **$90 per voter** by his opponent.

THE TAKE-AWAY:

The results of this election speak to the tremendous potential
of Direct Mail and the impact it can have on a political campaign,
especially when it is used in conjunction with services like
Every Door Direct Mail that can help you cost-effectively find
the voters that matter most.

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DIRECT MAIL WORKS HARDER 4 YOU

Reach out to the right person, at the right time, with the right message.

No other media channel is as flexible, targetable, and customizable as mail:

- **Hit home with 100% of your electorate** – USPS® delivers to virtually every address in the U.S.

- **Customize your message to appeal to specific voter groups and swing voters** – Emphasize the points that are most relevant to each voter and most likely to increase support for your candidate or cause.

Mail helps you micro-target specific audiences.

Micro-targeting is the ability to target a group of voters by two or more variables. For example, you could target working women with children, rather than stay-at-home moms, based on your position on child-care tax credits.

Women voters:
- Make up more than half of the U.S. electorate.*
- Traditionally lead voter turnout.

Hispanic voters:
- **Turnout** steadily increased in 2004, 2008 and 2012.**
- 11 million Latinos voted in 2012[†]

Young voters:
- 81% registered to vote and 75% of registered voters voted in the 2012 election.[††]
- **44 million eligible voters** in 2014.[††]

continued

* U.S. Census Bureau, 2010.
[†] Inside the 2012 Latino Electorate, Pew Hispanic Center.
** Pew Hispanic Center.
[††] Rock the Vote.

DIRECT MAIL WORKS HARDER 4 YOU

" *A successful campaign is like a successful business – it has to understand its market and allocate its resources effectively to capture the majority share of market.* "

– Michael Lieberman
Giving You the Edge –
The Science of Winning Elections

A political campaign is like a business in that it is striving to win over as much of its voter "market" as it can with limited resources. Direct Mail offers six key factors to help you. Mail is:

1 Targeted. Target voters by variables such as household income, gender, and geographic location. And focus your media dollars on the people most likely to be influenced by your message.

2 Measurable. Track responses to fund-raising solicitations and surveys, and learn what works and what doesn't. Then apply that knowledge to future mailings to continuously improve your response rate.

3 Tangible. People can hold mail, spend time with it, and save it. Many people refer to mailings while they fill out their absentee ballots.

4 Powerful. Create powerful mailpieces with personalized messaging and graphics. Or include an interactive device such as a QR Code,® SnapTag,™ or PURL to drive voters to your website.

5 Flexible. Unlimited formats are available to meet any budget, deadline, or objective.

6 Cost-effective. Mail concentrates on a specific target, and the format can be as inexpensive as a postcard.

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mail clicks with voters

When Direct Mail and technology work together, they both work harder to connect you to voters.

Americans love their high-tech devices and don't go anywhere without them. Mail is a great way to tap into this digitally savvy voter segment.

PURLs make it personalized.

- **A URL that is personalized for each user of a website** – For example, vote4me.com/joesmith drives "Joe Smith" to his own personalized web page.

- **PURLs work for voters with or without smartphones** – Connect with the 54% of Americans who don't own smartphones.

- **Use PURLs to track and gather data** – Prepopulate an online form with the voter's name and address, and provide a free gift, such as a bumper sticker or a coffee mug, to encourage them to provide data.

A QR Code® turns interest into action.

- A 2-dimensional barcode that can be scanned with a smartphone.

- Provides quick access to websites and online media (e.g., a candidate video).

- Much less expensive than broadcast media.

- 27% of American adults used their cell phones to learn about or participate in the 2012 election.*

SnapTags™ let you get creative with barcodes.

- SnapTags function much like QR Codes but can be custom-designed.

- They can feature a logo or an image.

site.com/yourname

PURLs drive people to a website that has been prepopulated with their personal information to make it friendlier and easier for them to provide more information.

When people scan this code with their smartphones, you can quickly direct them to a website or online media, such as a candidate video.

SnapTag *People scan a SnapTag just like a QR Code; however, it can be designed to feature a logo or brand image of your company.*

mail clicks with voters

Emerging technologies can help you create more dynamic and effective Direct Mail.

Augmented Reality turns information into a virtual experience.

- Lets a consumer interact with information in the surrounding real world.

- For example, your mailpiece can be held up to the recipient's webcam to reveal your vision of the future on the screen.

- Extends the use and impact of your mailpiece.

mailPOW™ turns a mailer into a soundbite.

- mailPOW produces Direct Mail with a voice chip.

- Communicate your message in your candidate's own voice – or create an emotionally stirring message (e.g., a child's voice for a school millage).

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MAIL POWER IS ★ ★ YOUR POWER

Direct Mail fills gaps left by other media.

- **52% of Americans own DVRs and use them to skip commercials***– TV advertising has been weakened by the use of DVRs and fast-forwarding. And cable service has made it harder to target a significant mass of voters.

- **TV media becomes more expensive and harder to obtain closer to Election Day** – There's always room in the mailbox for your campaign message.

- **35.8% of Americans no longer own landlines**† – Caller ID, voice mail, and fewer landlines have all impacted the cost and results of telemarketing.

- **Often e-mails don't reach the inbox or get opened** – What spam filters don't keep out of the inbox, people often delete without ever seeing the message inside.

- **Less than 1% of fans of the 200 biggest brands on Facebook® are actually engaged****– Social media only works if your voters are truly engaged.

- **Newspaper subscriptions continue to decline** – It's more difficult to reach households via print advertising. Mail continues to reach every home six days a week – getting your message right into the hands of voters.

NEWS

Many business have discovered the positive impact Direct Mail can have on an integrated marketing campaign. By using Direct Mail to complement your other media efforts, you create a cumulative effect that makes them all work harder.

MAIL POWER IS YOUR POWER

7 rules of successful Direct Mail.

1 **Let your visuals do most of the talking** – The visual element engages people and gets their attention.

2 **Create a "scannable" mailpiece** – Voters should be able to visually scan the mailpiece and understand the message. Use plenty of white space, visuals, and bulleted copy.

3 **Keep it simple** – Two or three major points are more likely to be remembered than a half-dozen.

4 **Make sure the layout flows** – People generally look at a page from left to right, top to bottom. Your layout should follow the same flow.

5 **Ensure it is relevant** – When the message is relevant, it's automatically engaging. Craft the message so it addresses the specific concerns of the target.

6 **Add footnotes for credibility** – Quotes or statistics add power to a political mailpiece. Be sure to include footnotes to give these statements credibility.

7 **Time the mailing for the best response** – Time mailings to coincide with a candidate's speaking engagement, a TV campaign, or right before the election for greatest success.

UNITED STATES POSTAL SERVICE ®

GET IN THE RACE!

Let the Postal Service™ help stretch your campaign dollars to Election Day.

With Every Door Direct Mail® you can reach every home, every address, every time.

- **You pick the neighborhoods; we deliver your mailing to every home** – With Every Door Direct Mail, you can be sure you'll reach the voters who support you or your cause.

- **Canvass neighborhoods with your message** – It's like going door-to-door via the Post Office.™

- **No need for names or addresses** – Save on printing costs.

- **Low per-piece postage cost** – A cost-effective way to send Standard Mail® flats so you'll have plenty of space to tell your story.

- **Ideal for local elections and candidates** – You can easily target voters in your area.

Learn more at usps.com/everydoordirectmail

First-Class Mail® is perfect for:

- Personalized letters or fund-raising invitations.

- Giving your communications a special or personal touch.

- **Getting more with 2nd Ounce Free:** When you pay for one ounce, you get the second ounce free on automated or presort First-Class Mail, allowing you to add more content or messages. Learn more at **usps.com/2nd-ounce-free**
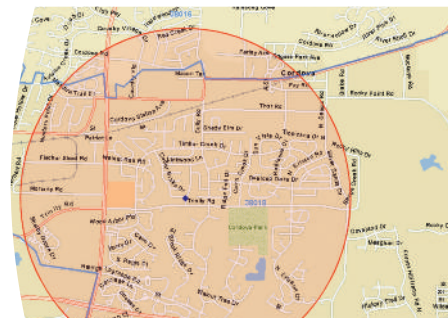
GET IN THE RACE!

Postcards are a smart, effective format.

- Postcards are the simplest, most cost-effective format.
- They come in various sizes to break through the clutter.
- Your message is not hidden inside an envelope.
- Perfect for building awareness and name recognition.
- A quick way to remind voters about Election Day.

CASE STUDY: ROCK THE VOTE*

The Goal: Increase voter registration and Election Day turnout among young people.

The Strategy: Send Direct Mail to young voters to urge them to sign up for text messages to remind them about registration deadlines and Election Day voting.

THE RESULTS:

- **200,000** Direct Mail responders opted in for text message reminders.
- **300,000+** text message reminders were sent.
- **8% mail+text** return rate vs. **2% text-only** return rate and **4% mail-only** return rate.
- **12% mail+text+e-mail** return rate.
- **4% point lift** in Election Day turnout.

The take-away: Direct Mail made a significant difference in the success of this integrated political campaign targeting young people.

Put mail on your campaign trail.

To learn more about how mail can help you win on Election Day, contact your U.S. Postal Service® Associate or ElectionMailProgramManager@usps.gov

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