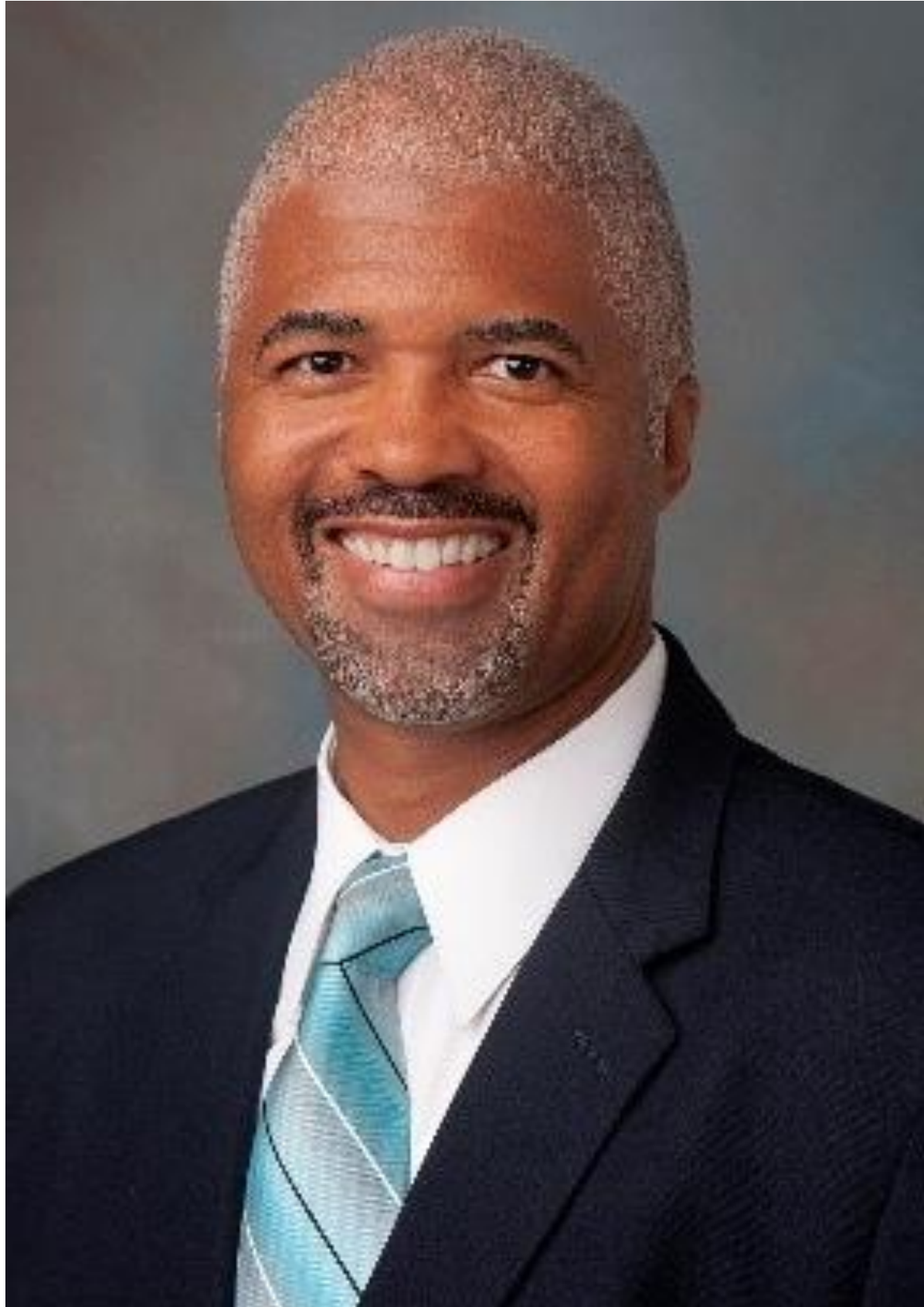


# Building Trust With Voters & The 2020 Political Mail Landscape

---



## **DONALD R. NICHOLS**

### *National Lead, Political & Mailing Services*

Donald Nichols is the National Lead for U.S. Postal Service Political and Mailing Services. Donald mobilizes a national team of specialists who consult and support political campaigns, campaign strategists and political alliance mailing partners. He manages USPS strategic sponsorships with political associations, including the development of leading edge thought leadership. He also coordinates marketing and sales efforts to support the use of all mailing products.





# MEET THE POLITICAL STRATEGY TEAM



**Donald Nichols**  
National Lead  
(Political/Mail)



**Tiffany Todd**  
Party Committees  
(Political/Mail)



**Brandon Oliver**  
**Western**  
Includes Alaska



**Brenda Manos**  
**Pacific**  
Includes Hawaii, American Samoa, Guam, and Northern Mariana Islands



**Daniel Doyle**  
Strategy Team Manager  
(Political/Mail)



**Cynthia Cordova**  
Political Research Specialist  
(Political/Mail)



**Vivian Ramsey**  
Team Lead Expert  
(Political/Mail)



**Nickie Bevington**  
Analyst/Special Projects  
(Political/Mail)



**Sylvia Allen-Hoover**  
**Great Lakes**



**Larissa Valdez**



**John Walsh**

**Northeast**  
Includes Puerto Rico and U.S. Virgin Islands



**Paul DeSignore**  
**Eastern**



**Cindy Mullenix**  
**Capital Metro**



**Jose Rodriguez**



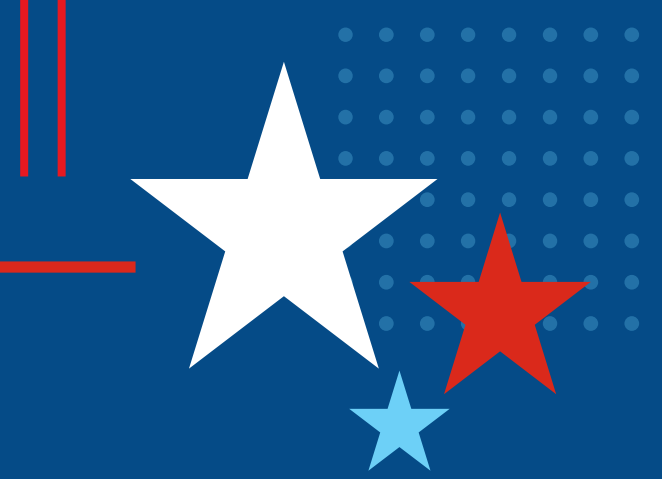
**Mark Stephens**

**Southern**



**Lawrence Horowitz**  
Public Policy and Voter Engagement Analyst (Intern)





---

1

Political  
Landscape

---

2

Previous Cycle Voter  
Insights

---

3

Current Cycle Voter  
Insights

---

4

Campaign Orchestration

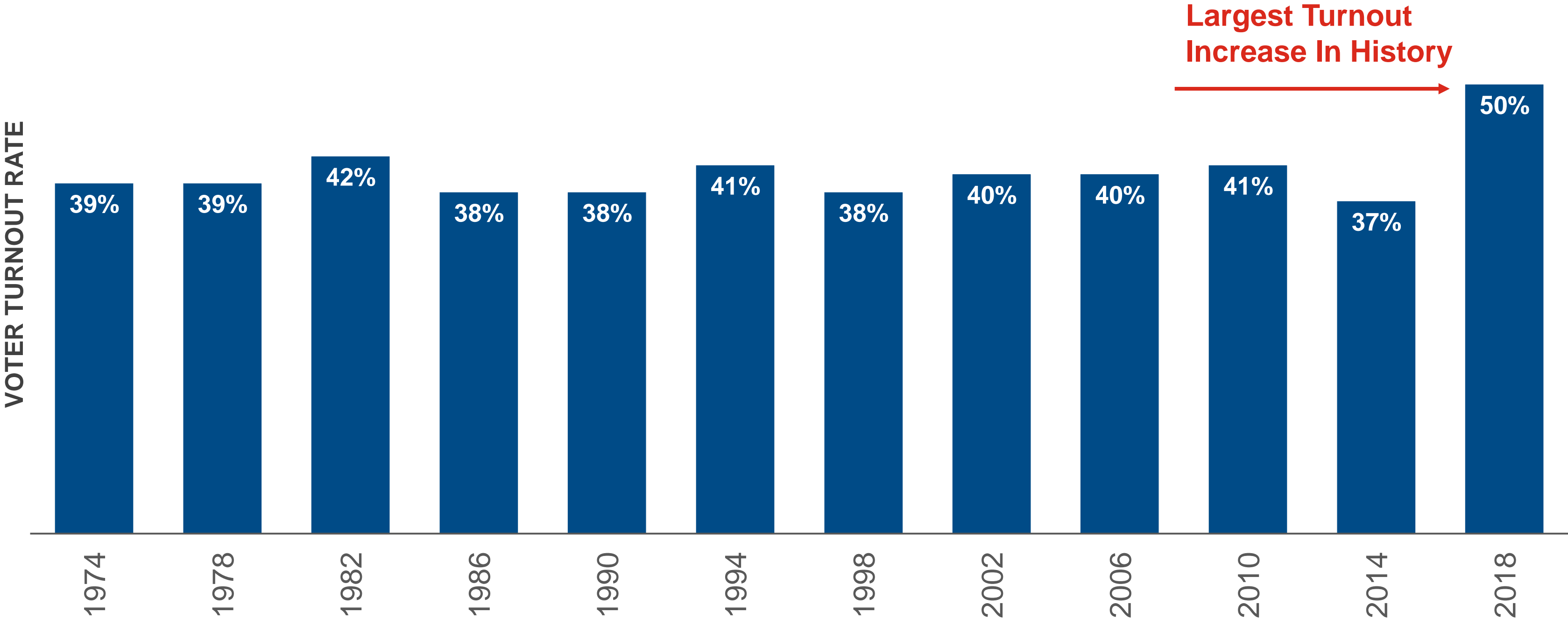




# THE LANDSCAPE



# MIDTERM ELECTION VOTER TURNOUT



# OVERALL VOTER TURNOUT

## Gender

Gender	2018	Percent Increase from 2014
Men	51.8	10.9+
Women	55	12+

## Broad Ethnic Groupings

Broad Ethnic Groupings	2018	Percent Increase from 2014
African American	51.4	10.8+
White	57.5	11.7+
Hispanic	40.4	13.4+
Asian	40.2	13.3+

## Age-Range Based on Birth Year

Age	2018	Percent Increase from 2014
18-29	35.6	15.7+
30-44	48.8	13.2+
45-64	59.5	9.9+
65+	66.1	6.7+



# OVERALL VOTER TURNOUT

## Education Level

Education Level	2018	Percent Increase from 2014
College Degree	65.7	12.5+
Advanced Degree	74.0	12+
No High School	27.2	5+
High School or GED	42.1	8.2+
Some College	65.7	12.5+

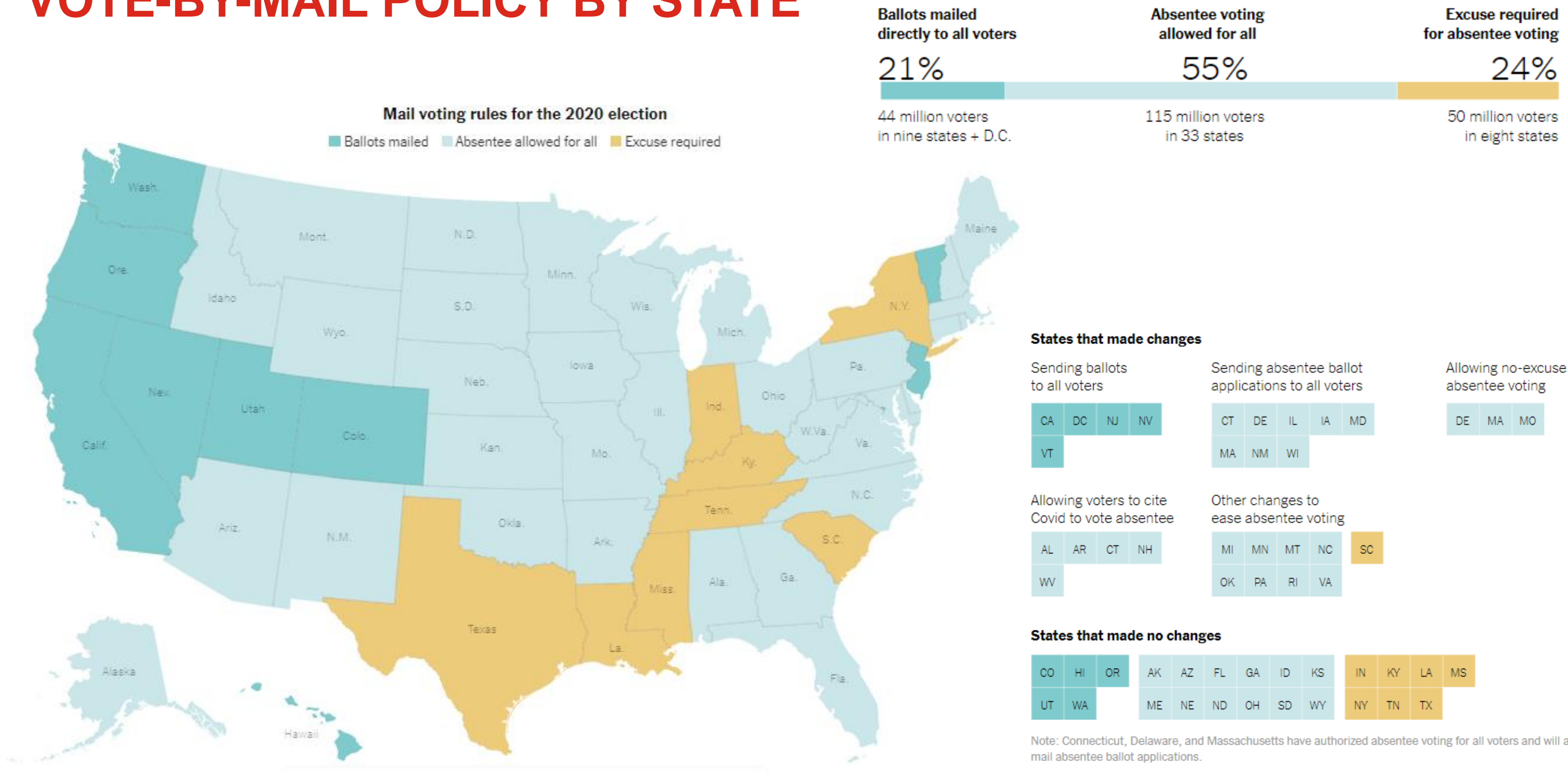
## Other

Other	2018	Percent Increase from 2014
Alternative Voting	39.8	8.7+
Metropolitan	53.7	12.2+
Non-Metropolitan	52.1	7.7+





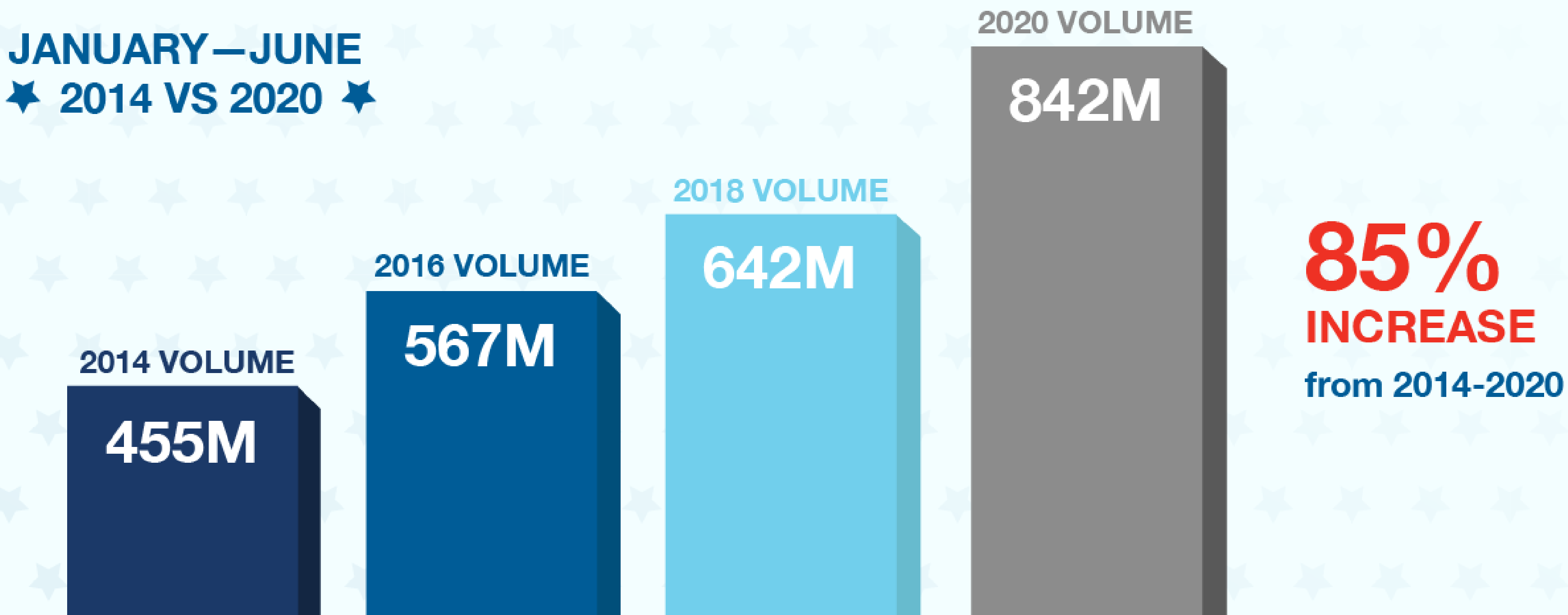
# VOTE-BY-MAIL POLICY BY STATE



# POLITICAL & ELECTION MAIL GROWTH

JANUARY—JUNE

★ 2014 VS 2020 ★








# VOTER INSIGHTS FROM PREVIOUS CYCLES





# THOUGHT LEADERSHIP





### THE MEDIA MIX

Integrating Mail to Influence Voters

A United States Postal Service® and American Association of Political Consultants (AAPC) study

## Drive Action to the Polls

\*\*\*

## How to Spark Voter Action

The best-practices guide



## Reaching Women Voters

### CONNECTING WITH WOMEN VOTERS THROUGH THE MAIL



Nearly three-quarters of women read their mail immediately upon seeing it, and women find mail to be a comfortable way to receive political information.

The majority of eligible voters are women, and this midterm election cycle has more women running for office than ever before. Reaching women voters is clearly important to any campaign.

To uncover the emerging trends among women voters for this midterm election cycle, in the days immediately following the Virginia gubernatorial election, on November 7-9, 2017, the American Association of Political Consultants (AAPC) and the United States Postal Service® joined forces and commissioned a survey of 900 Virginia voters, including 611 women voters.

Here are some quick facts from the survey about how women interact with political mail, including tips on the best ways to reach female voters.

#### WOMEN TRUST MAIL MORE THAN ONLINE AND TV ADS\*

The stats don't lie. Women—especially Millennial women voters—perceive mail differently than men. In fact, they generally trust mail over online and TV ads more than men do.

Voters Who Trust Political Mail from Campaigns More than Advertisements Seen Online or on Television



#### MAIL KEEPS WOMEN INFORMED\*

It's not just about trust—it's about staying informed.

63% of Women Say Political Mail Made them an Informed Voter



65% of Millennial Women Say Political Mail Made them an Informed Voter



## An Introduction to TAG 57

The Postal Service recommends the use of the red Tag 57, Political Campaign Mailing, to identify trays, sacks, and pallets that contain political campaign mail. Although use of the tag is optional, when used it provides greater visibility and makes your mail easily identifiable as it moves through processing and distribution operations.

### Types of Political Mail

- Any material mailed at First-Class Mail® or USPS Marketing Mail® prices for political campaign purposes by:
  - Printed political candidates
  - Political parties (federal, state, or local)
  - Political party National Committee or Congressional Campaign Committee)
- Any material mailed at First-Class Mail or USPS Marketing Mail prices by:
  - PACs
  - Super PACs
  - Any other organization engaging in issue advocacy or voter mobilization.

Mail is delivered within 2-5 days, consistent with our delivery standards. All items (commercial and nonprofit) are delivered within 3-10 days.

### Tag 57

Attach your local Business Mail Entry Unit.

Place each tag, to the strap or label holder of the corners of each pallet (under the shrinkwrap) for delivery to your postal facility.

Use Form 3600 (First Class Mail®) or 3602 (USPS Marketing Mail®) through Postal Wizard® software or by hand. Marked if your mail is Political Mail.

For more information, visit <https://tools.usps.com/political-mail.htm>

©2018 United States Postal Service. All Rights Reserved.



## The Credibility Factor

What one competitive race tells us about winning elections in 2018



A United States Postal Service and American Association of Political Consultants (AAPC) study

### Political Mail Notices

Political Mail Notices alert Post Office™ facilities and delivery units about a customer's concerns. Customers are highly encouraged to submit their information through two days in advance of the mail's arrival at a facility. A USPS® Political Mail Notice provides confirmation of the notice.

### Political Mail Inquiries

A Political Mail Inquiry notifies the appropriate Post Office facility or Business Mail Entry Unit, the receiving unit, and a Political Mail Strategist of issues related to a Political Mailing. Customers may use the Political Mail Inquiry webform to initiate an inquiry and report concerns such as delivery delays, damaged mail, misdelivered, or undelivered mail.

To ensure the best service, please complete Postal Statement Form 3600 or 3602 as applicable, fill the webform with as much detail as possible, and use the red "Tag 57" to identify your mail as Political Mail.

For additional information please visit [deliverthewin.com](https://deliverthewin.com) or write to: United States Postal Service • 475 L'Enfant Plaza, SW, RM 5516 • Washington, DC 20260

SKU: 20POLNOTICEFACTSH ©2018 United States Postal Service. All Rights Reserved.





# 2020 THOUGHT LEADERSHIP & VOTER INSIGHTS







# 2019 VOTER SURVEY

## BUILDING TRUST WITH VOTERS

In a Time of Heightened Skepticism, New Research Reveals Voters Still Trust Political Mail



A United States Postal Service® and American Association of Political Consultants (AAPC) study





# 2020 ELECTION GUIDE



# Connecting to Voters

How to Deliver a Personal Touch  
During Times of Uncertainty

An AAPC Guide to Winning in 2020—Joint Study Sponsored by the United States Postal Service



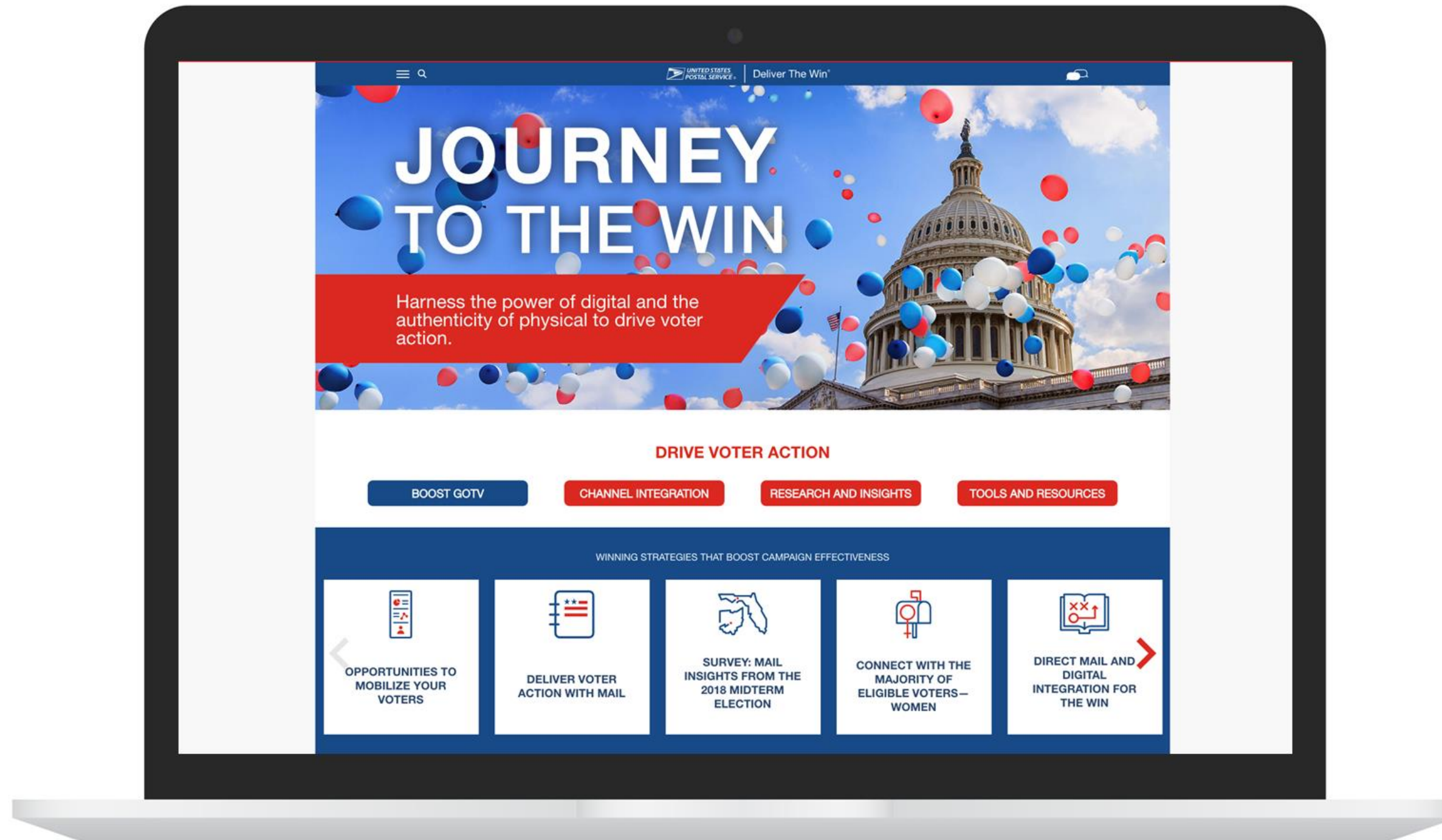


# YOUNGER VOTER SURVEY





# DELIVER THE WIN<sup>®</sup> WEBSITE



[deliverthewin.com](https://deliverthewin.com)





# DIRECT MAIL IS THE NEW WAY TO REACH NEW VOTERS

---



1

Navigating a new  
era in political  
campaigning

2

How demographics  
are shifting

3

What sets younger  
voters apart

4

Understanding young  
voters' relationship  
with politics

5

What this means  
for political  
campaigning

6

The direct mail  
opportunity



# CAMPAIGN ORCHESTRATION





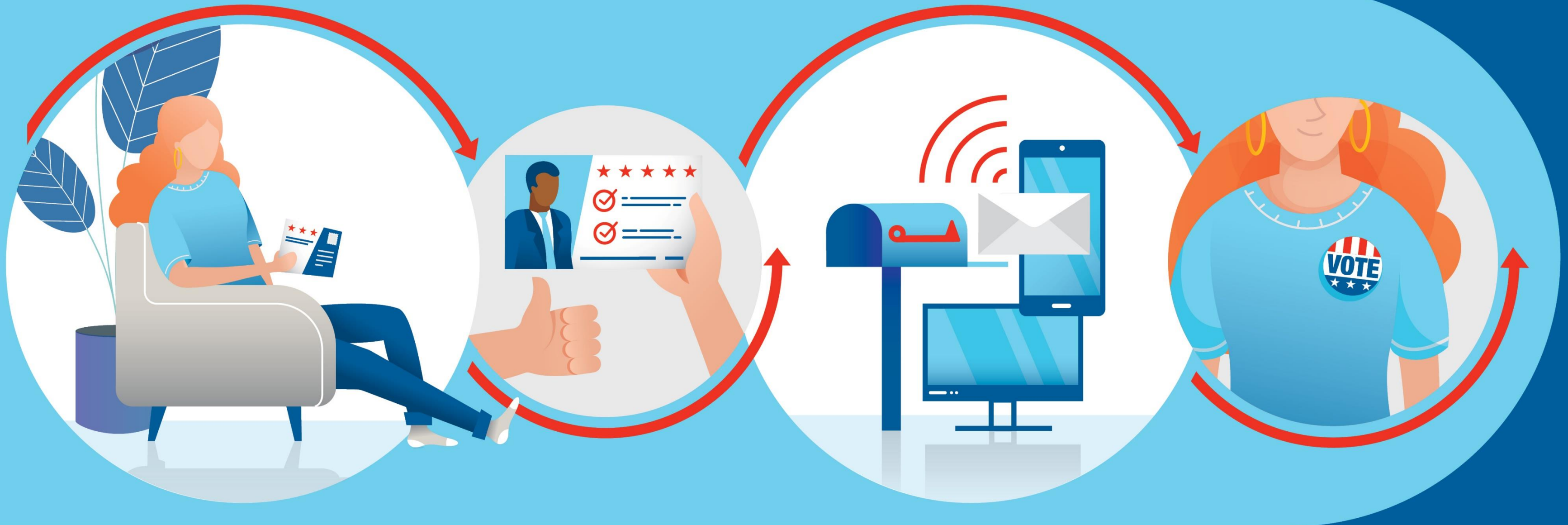
# Success in 2020

1

2

3

4



**Introduce the  
Candidate to  
the Voter at Home**

**Establish Trust  
with Voters  
Throughout  
the Campaign**

**Leverage the Media  
Mix to Inform &  
Influence Voter  
Decisions**

**Spark Voters  
to Cast Their  
Ballots**





# Introduce the Candidate to the Voter at Home



## AAPC Tips



### USE MAIL EARLY

Direct mail can grab a voter's attention and offer deep and memorable information, which makes it an effective way to introduce a candidate early in the campaign.



### BUILD A "NO-CONTACT" CAMPAIGN

Direct mail, television, radio, digital, and phone banking will replace campaign tactics that don't comply with public health or new social norms this campaign cycle.

### VOTERS AT HOME



## 2-in-3

Americans don't feel comfortable going to a polling place<sup>2</sup>

# 2

## Establish Trust with Voters Throughout the Campaign

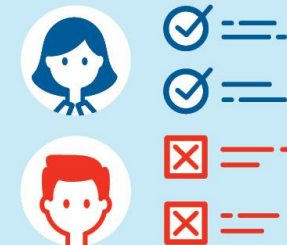


### AAPC Tips



#### DEVELOP VOTER TRUST WITH MAIL

Direct mail is one of the most trusted channels by voters. Mail enables campaigns to back up what they say by citing facts and being transparent with sources.



#### USE MAIL TO EFFECTIVELY CRITIQUE OPPONENTS

Direct mail is a highly effective way to illustrate the differences between candidates. It's highly targeted and powerfully visual, so you can offer a unique contrast between messages depending on the voter universe.



#### TARGET VOTERS WITH DIRECT MAIL

Voter targeting has really evolved, having become increasingly data and model driven, and direct mail can now be used with precisely tailored messaging to specific voter demographics.



# 3

## Leverage the Media Mix to Inform & Influence Voter Decisions



### AAPC Tips



#### VOTERS MAKE UP THEIR MINDS EARLY

Campaigns should consider reaching out to voters earlier because they are increasingly determining who to support months before Election Day. Direct mail can be effectively used to introduce a candidate or issue in a thoughtful, in-depth way.



#### TRACK YOUR MAIL PIECES IN REAL-TIME

The Postal Service's Informed Visibility® Service brings near real-time tracking data to deliveries of direct mail pieces.<sup>35</sup> Campaigns can use the service to execute phased communications — knowing that the mail piece has arrived enables you to then contact voters through other channels to reinforce the messaging.



#### DIGITALLY INTEGRATE YOUR MAIL PROGRAM

The Postal Service's Informed Delivery® Service is the email notification service that allows residents to digitally preview incoming direct mail and packages scheduled to arrive soon.<sup>36</sup> It offers campaigns the opportunity to engage voters through synchronized direct mail and digital marketing—voters can see the mail piece that has arrived at their house, and then click on the link to a campaign or donation web page.



# 4

# Spark Voters to Cast Their Ballots



## AAPC Tips



### START EARLY

If absentee ballots play an expanded role in the election, campaigns should start contacting voters in the months before the election to ensure they understand the options to cast their ballot. This may mean state and local campaigns should not wait for national campaigns to start educating voters on their voting options.



### GET THE DETAILS RIGHT

Explain the mechanics of absentee voting, such as how to return absentee ballot requests. It varies by state, but some campaigns plan to send supporters pre-paid envelopes for absentee ballot request forms and voter registration forms.



### START WRITING GOTV CONTENT NOW

Volunteers who are engaged months before an election may be looking for ways to contribute early. Utilize them now to prepare handwritten GOTV postcards that can be mailed in the final weeks before Election Day to voters who may need an extra push to get to the polls.



### USE SHARE MAIL® SERVICE

For voter registration and vote-by-mail, Share Mail® service is a customized direct mail product that works like a word-of-mouth marketing tactic. It enables campaigns to pre-pay for postage and then track usage—the invoice comes at the end of the month and the campaign only pays return postage for mail pieces that are sent.<sup>42</sup>



# RED TAGGING

## Benefits of Tag 57:

1

Clearly identifies trays, sacks, and pallets that contain political campaign mail.

2

Provides greater visibility to mailings as they move through processing and distribution operations.

3

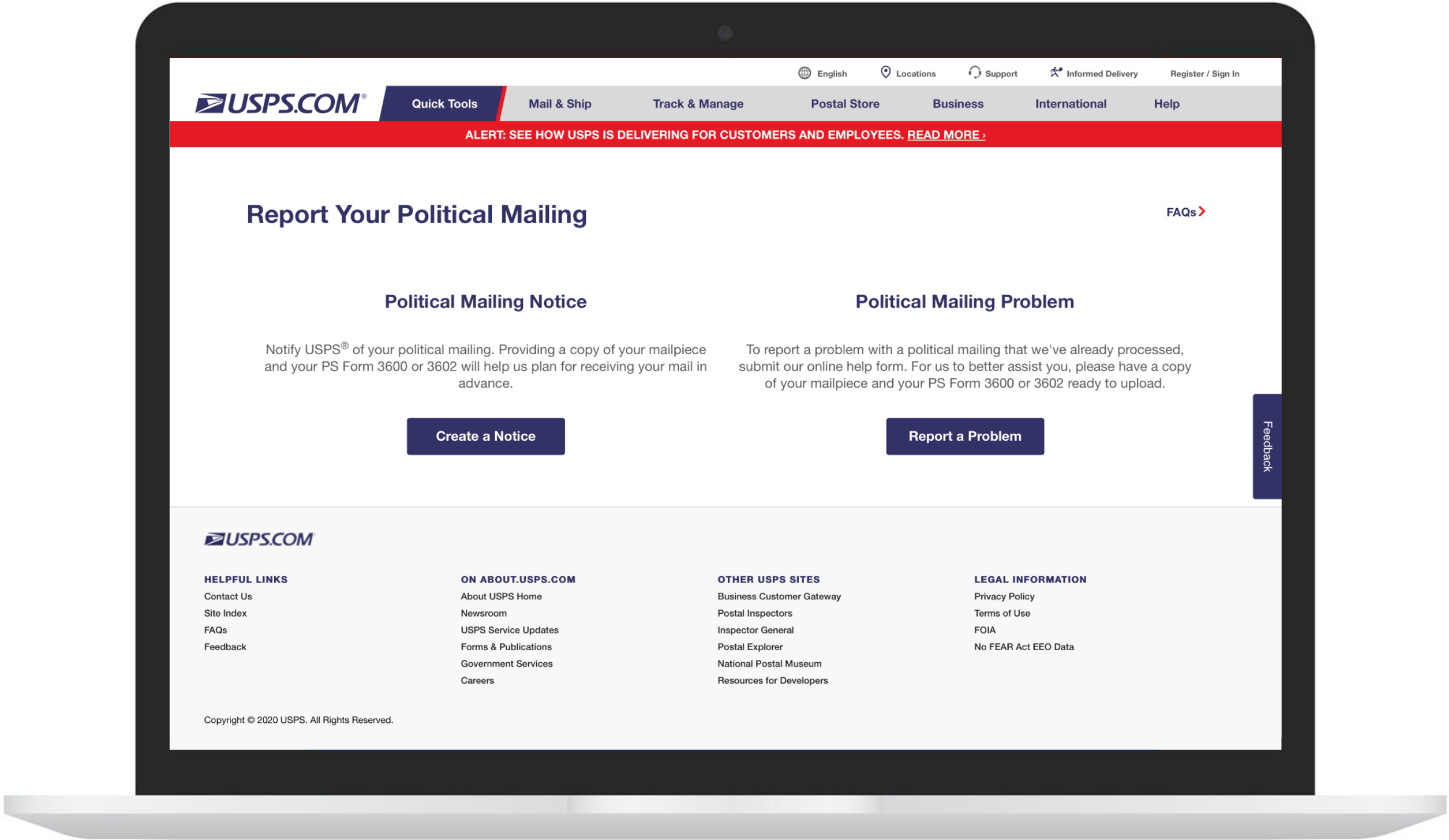
First-Class Mail® items are delivered within 2-5 days and USPS Marketing Mail® items are delivered within 3-10 days, consistent with our delivery standards.

4

Should a problem occur, there is a dedicated web form that directly alerts the appropriate postal officials.



# MAIL NOTICES AND INQUIRIES



<https://tools.usps.com/political-mail.htm>



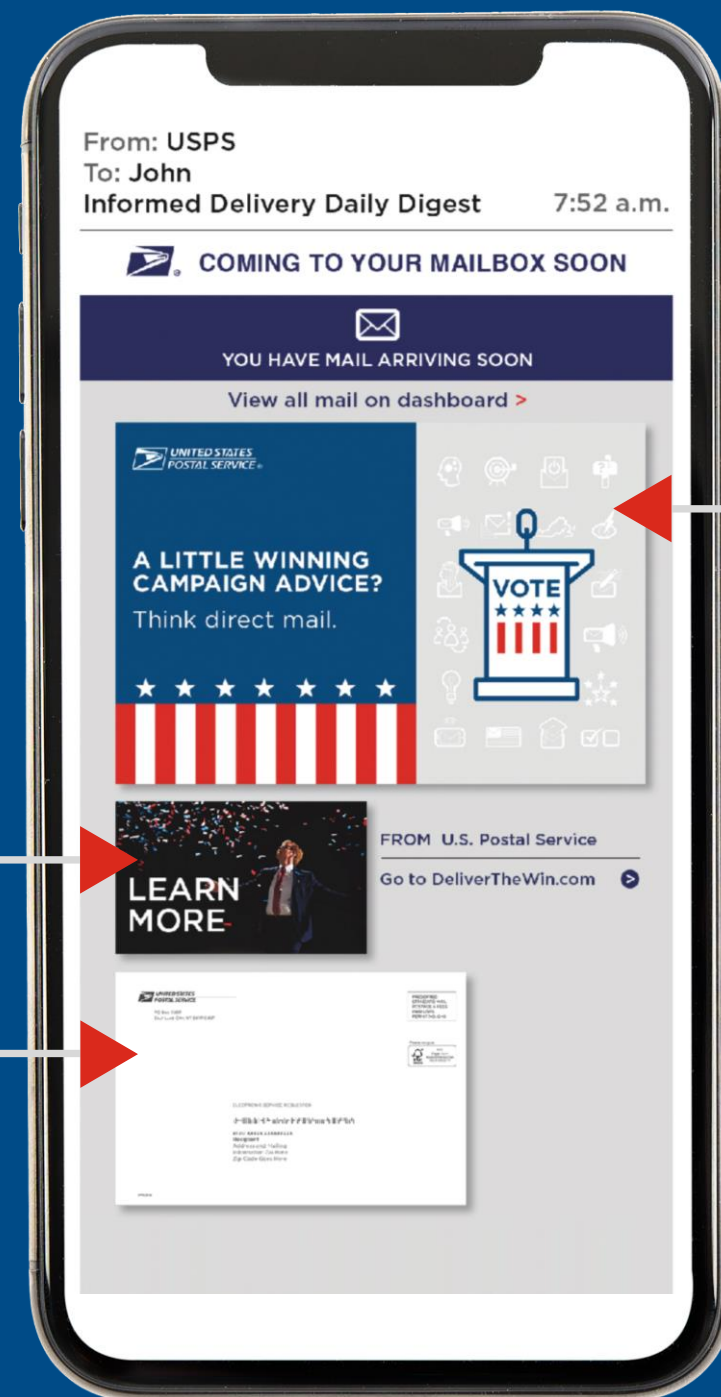


# INFORMED DELIVERY® SERVICE

Here's what an Informed Delivery® interactive campaign looks like to the recipient:

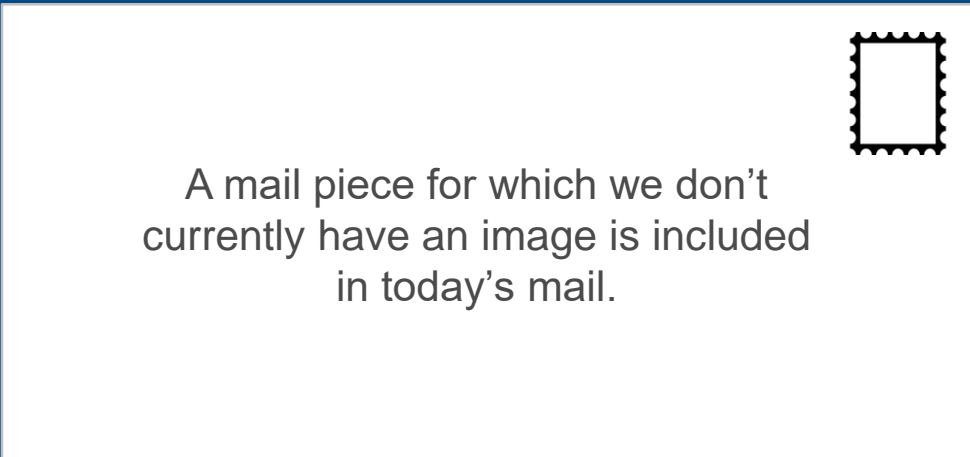
**SUPPLEMENTAL CONTENT:**  
Mailers can include color images and interactive content that accompany the scanned image of Representative Image.

**MAIL PIECE IMAGE:**  
Users receive emails with grayscale images of the exterior, address side of incoming letter-sized mail pieces.



**REPRESENTATIVE IMAGE:**  
Mailers can replace the grayscale image with a full-color Representative Image.

**FOR FLATS:**  
Without a Representative Image, a user will see this.



Note: Informed Delivery® Service users will see images of your mail pieces if they are scanned through USPS automated equipment, regardless of whether an interactive campaign is applied.



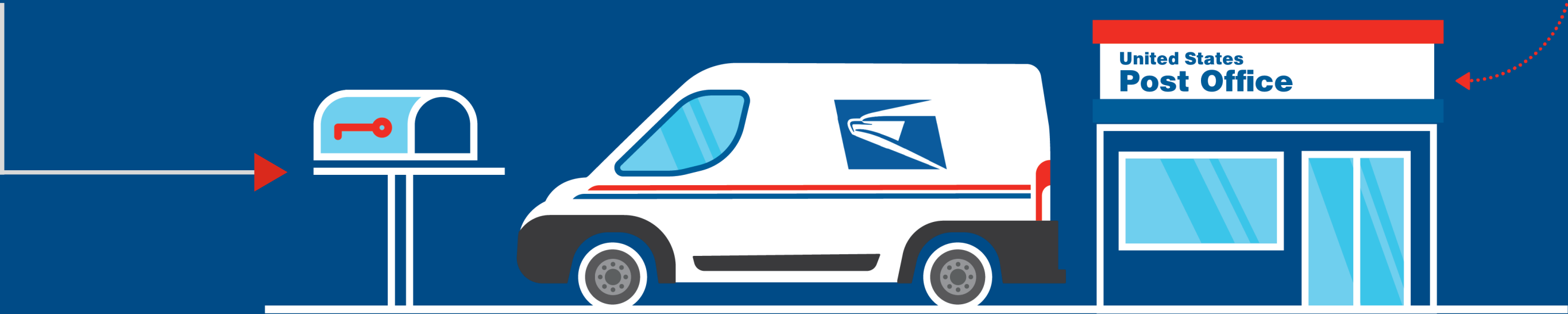
# INFORMED VISIBILITY® SERVICE

Here's how Informed Visibility® works:

Enables you to determine when your mailing has reached its destination and seamlessly coordinate your campaign efforts across all channels to reinforce your message.



Offers near-real-time delivery reporting data that can be customized to fit your specific needs using filters.



Provides end-to-end mail tracking information for letter and flat pieces, bundles, handling units, and containers.





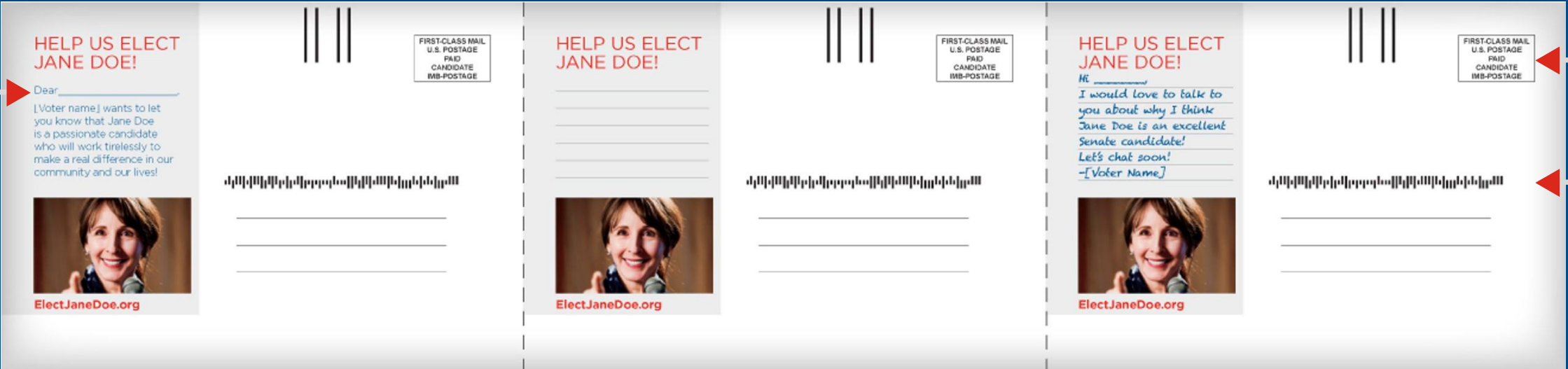
# SHARE MAIL® SERVICE

Constituents can message friends and family through pre-paid postcards with Share Mail®:

Provides a mechanism for campaigns and organizations to use mail to share information.



Supporters can send Share Mail® letters and postcards to other potential voters — without using a stamp.



Pre-printed message

Write your own message

Sample message

Utilizes Intelligent Mail® barcode (IMb)® technology to identify and count each mail piece as it moves through mail processing equipment.



# CONTACT ME



**Donald Nichols** – *National Lead,  
Political & Mailing Services*

Donald.R.Nichols@usps.gov

www.Linkedin.com/in/Donald-Nichols

@DonNicholsUSPS

## LINKS:

- <https://tools.usps.com/political-mail.htm>
- <https://informeddelivery.usps.com/box/pages/intro/start.action>
- <https://www.uspsdelivers.com/track-your-direct-mail-with-informed-visibility/>
- <https://faq.usps.com/s/article/USPS-Share-Mail-The-Basics>
- <https://www.deliverthewin.com/>

