BCC SOFTWARE
A BLUECREST COMPANY

Tips and Technologies for Effective Election Mail

March 6th 2024

INTRODUCTIONS

YOUR BCC SOFTWARE
WEBINAR TEAM

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CATHEDRAL CORPORATION

Creating opportunity from technological innovation has always been an important part of Cathedral Corporation's strategy. Cathedral began working with the U.S. Postal Service in the 1920s supplying mailed offering envelopes to its church customers. Throughout its history, the company has grown and evolved to meet the changing needs of community and member-based organizations with a collection of services including but not limited to the following:

Essentials® | Data | Mail | Print | Digital | Fulfillment

BCC SOFTWARE SOLUTIONS

Mail Preparation

BCC Mail Manager Suite

Post Presort (Mail.dat tools)

PostalWeb

YourScore

Mail Tracking

Track N Trace® Measure mailing effectiveness and coordinate your marketing efforts

Advanced Workflow Management

BCC Ignite

DMS Services

NCOA^{Link}, DSF ^{2} / Walk Sequencing, Suppression, Rooftop Geocoding and many more

ELECTION VERSUS POLITICAL MAIL

Election Mail

- Election Mail is any item mailed to or from authorized election officials that enables citizens to participate in the voting process
  - Includes balloting materials, voter registration cards, absentee applications, and polling place notifications.

Political Mail

- Political Mail includes *Political Campaign Mail* and *Political Message Mail*.
  - *Political Campaign Mail* is any material mailed for political campaign purposes by a registered political candidate, a campaign committee (federal, state, or local), or a committee of a political party to promote political candidates, referendums, or political campaigns.
  - *Political Message Mail* is any material mailed by a political action committee (PAC), super-PAC, or other organization engaging in issue advocacy or voter mobilization.

A QUICK POLL (1)

We will quickly tabulate your answers.

And share the poll results.

1

THE PRINT & MAIL PROCESS FOR ELECTION MAIL

Relia-Vote™ Ballot Manager Software

Ballot Preparation

PDFs of all ballot styles for voting districts are uploaded to Relia-Vote Software

Voter Registration List for ballot production is uploaded to Relia-Vote Software

Perform address quality and IMb assignment

Produce ballot printstream

Ballot Assembly and Mailing

PDF of ballots printed

Ballots inserted using MRDF

USPS Outbound Sorting

Batch is mailed

Ballot Delivery

USPS Tracking Data Generated

Ballots mail delivered by USPS

Return ballots mailed

Reporting

Report on ballot mailing

Report on ballot delivery

Report on ballot delivery exceptions

Report on return ballot mailing

QUESTIONS ON THE PROCESS

- What are some challenges if any to address quality and move update?
- What are some of the types of equipment used?
- What is the skill level needed to operate the equipment?
- What are the security measures needed?

A QUICK POLL (2)

We will quickly tabulate your answers.

And share the poll results.

2

POLITICAL MAIL STIDS ARE CRITICAL

Political Mail (Effective July, 9, 2023)

Class of Mail	Address Correction Option		Basic or Nonautomation without IV-MTR*	Basic or Nonautomation with IV-MTR*	Full-Service without IV-MTR*	Full Service with IV-MTR*
First-Class Mail®	No Address Corrections		751	727	761	747
	Manual Address Corrections **		752	756		
	OneCode ACS®	Address Service Requested Opt 1	753	757		
		Address Service Requested Opt 2	754	758		
		Change Service Requested Opt 1 ♻	755	759		
	Full-Service ACS™	Address Service Requested Opt 1			763	767
		Address Service Requested Opt 2			764	768
		Change Service Requested Opt 1 ♻			765	769
		Return Service Requested Opt 2			762	766
USPS Marketing Mail®	No Address Corrections		771	728	773	748
	Manual Address Corrections **		772	776		
	OneCode ACS®	Address Service Requested Opt 1** $				
		Address Service Requested Opt 2** $				
		Change Service Requested Opt 1** ♻	775	770		
	Full-Service ACS™	Address Service Requested Opt 1** $				
		Address Service Requested Opt 2** $				
		Change Service Requested Opt 1** ♻			774	781
		Return Service Requested Opt 2** $				
	Traditional ACS™	Change Service Requested Opt 1** ♻	785	786		

♻ ACS Green & Secure Option. Additional First-Class Mail Green & Secure STIDs are available when you sign up for Secure Destruction.
$ Return postage/fee will be charged for undeliverable mail that is returned to sender.
- Informed Visibility® Mail Tracking & Reporting
- ** Requires the printed text ancillary service endorsement. The option selected must not be printed with the endorsement.

BALLOT MAIL STIDS ARE CRITICAL

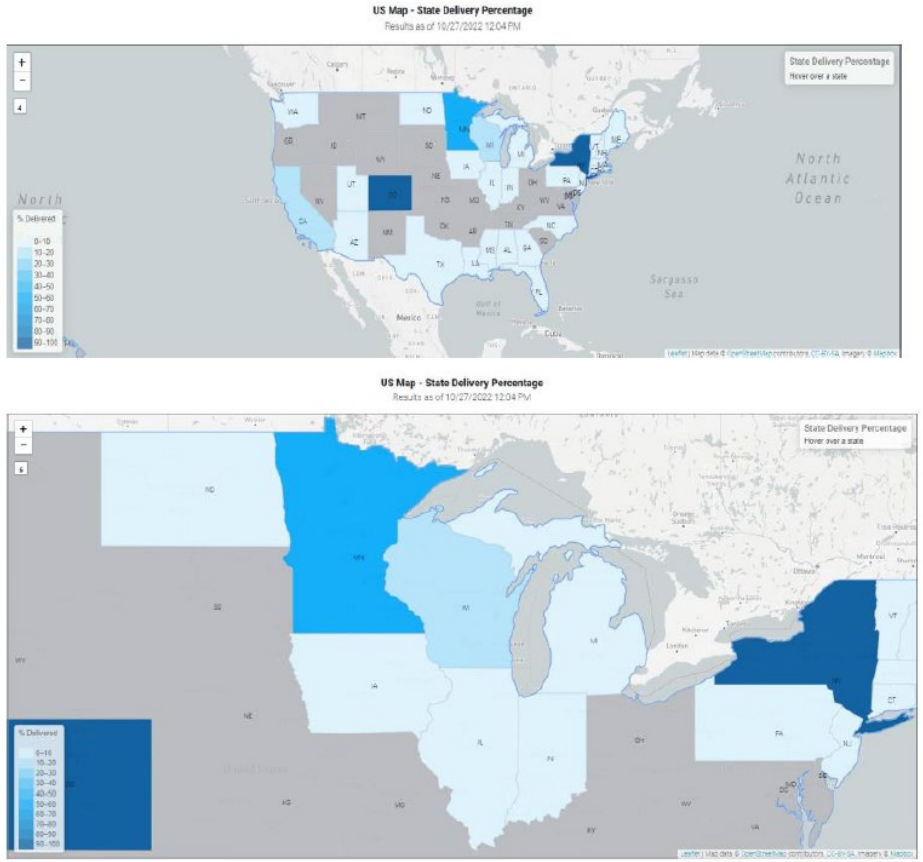
Ballot Mail (Effective July 9, 2023)

Class of Mail	Address Correction Option		Basic or Nonautomation with IV-MTR*	Full-Service with IV-MTR*
First-Class Mail®	No Address Corrections – No Printed Endorsement		715	720
	Manual Address Corrections **		716	
	OneCode ACS®	Address Service Requested Opt 1	717	
		Address Service Requested Opt 2	718	
		Change Service Requested Opt 1 ♻	719	
		Return Service Requested Opt 2	713	
	Full-Service ACS	Address Service Requested Opt 1		722
		Address Service Requested Opt 2		723
		Change Service Requested Opt 1 ♻		724
		Return Service Requested Opt 2		725
USPS Marketing Mail®	No Address Corrections – No Printed Endorsement		735	741
	Manual Address Corrections **		736	
	OneCode ACS	Address Service Requested Opt 1** $	737	
		Address Service Requested Opt 2** $	738	
		Change Service Requested Opt 1** ♻	739	
		Return Service Requested Opt 2** $	714	
	Full-Service ACS	Address Service Requested Opt 1** $		743
		Address Service Requested Opt 2** $		744
		Change Service Requested Opt 1** ♻		745
		Return Service Requested Opt 2** $		746
	Traditional ACS	Change Service Requested Opt 1** ♻	740	
		Return Service Requested Opt 2** $	726	
Ballot Returns	**Return Ballot - First-Class Mail Reply**		777	
	Return Ballot - Business Reply Mail		778	
	Return Ballot - Permit Reply Mail		779	
	Return Ballot - UOCAVA		780	

♻ ACS Green & Secure Option. Additional First-Class Mail Green & Secure STIDs are available when you sign up for Secure Destruction.
$ Return postage/fee will be charged for undeliverable mail that is returned to sender.
- Informed Visibility® Mail Tracking & Reporting
- ** Requires the printed text ancillary service endorsement. The option selected must not be printed with the endorsement.

MAIL BALLOT TRACKING IS ESSENTIAL

- Voters need to know their ballot is secure with no tampering
- Election officials see their ballots are being processed and mailed on time
- Tracking of IMb critical: one placed on the outgoing ballot packet; another on the ballot return envelope
- Operational monitoring: identify problem spots before they become big problems for improved uptime



QUESTIONS ABOUT MAILING TRACKING AND STIDS

- What have been some of the enhancements to IMb in the past two years?
- Is it feasible to have an IMb printed on 100% of election mail or will small counties mailing by hand hinder this from happening?
- How do you assist jurisdictions with tracking election mail?

  For example, do you offer a tracking system with web interface to allow the jurisdiction to track, using data, any voter ID through production, the mail and to the voter?

A QUICK POLL (3)

We will quickly tabulate your answers.

And share the poll results.

3

TIMING IS EVERYTHING – KNOW YOUR DATES!

- Poorly designed mailpieces can cause delays
  - Use the Official Election Mail logo for easy identification
  - Use proper tray and container tags
- Reference the interactive USPS service map
  - https://postalpro.usps.com/ppro-tools/service-standards-ma

OFFICIAL ELECTION MAIL
Authorized by the U.S. Postal Service ®

Service:

- ○ Originating
- ◉ Destinating
- ○ Destination Entry

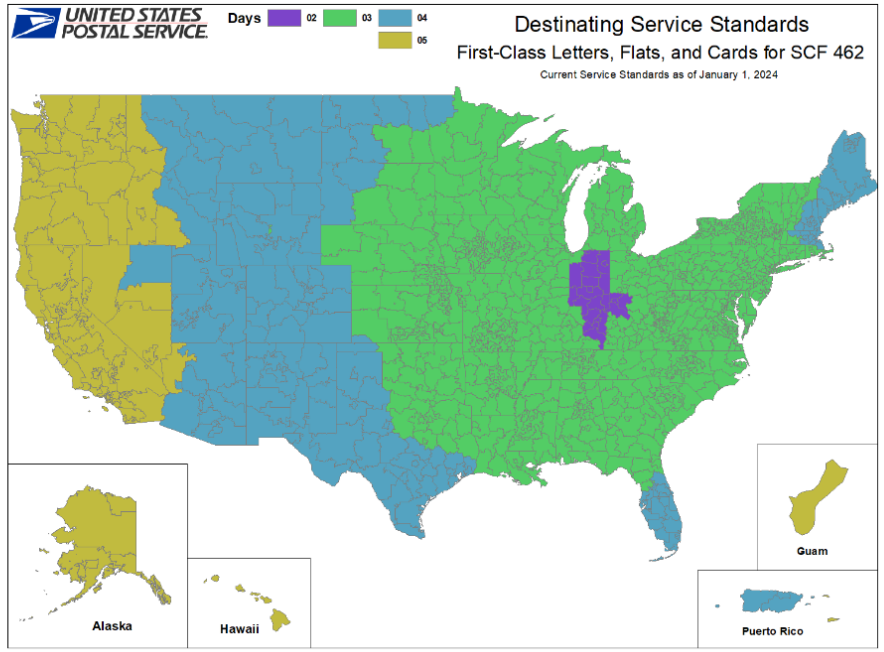
Mail Class:

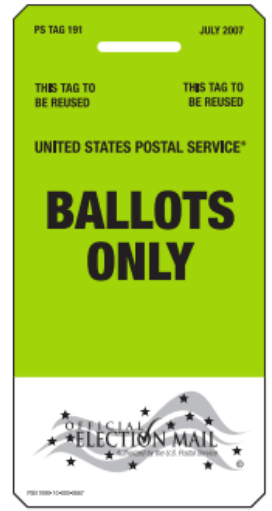
- ◉ First-Class Letters & Flats
- ○ Marketing Mail
- ○ Package Services
- ○ Parcel Select and Parcel Select Lightweight
- ○ Periodicals
- ○ USPS Ground Advantage - below one pound
- ○ USPS Ground Advantage - between one and 70 pounds

ZIP and City Name:

462 INDIANAPOLIS IN

☐ List cities in alphabetical order





QUESTIONS ABOUT DEADLINES AND PRODUCTION

- Deadlines and turnaround times drive any production business. How do these work with Election Mail since the process and steps can vary depending on legal dates and clean data files?
- Do you have difficulties with state voter registration and ballot deadlines that don't consider your turnaround time? Do you find it harder dealing with county election boards on this issue vs state boards or is there no difference (possibly talk about turnover with election officials)?
- How is the industry preparing for the 2024 election? What were some lessons learned from past elections?
- What opportunities do you see ahead for MSPs with Election Mail?

FINAL COMMENTS AND RESOURCES

- USPS website on Election Mail
  - https://about.usps.com/what/government-services/election-mail/
- Deliver the Win – Your source for all things campaign mail
  - https://www.deliverthewin.com/
- Relia-Vote by BlueCrest
  - Secure end-to-end vote-by-mail solution
  - https://www.bluecrestinc.com/solutions/mail-ballots/
- Publication 631 – Official Election Mail Graphic Guidelines and Logos
  - https://about.usps.com/publications/pub631.pdf
- BCC Election Mail resources page
  - https://bccsoftware.com/2024-election-mailing/

AVAILABLE FREE RESOURCES TO ALL REGISTRANTS

Session Slides

Guide to Effective Election Mail eBook

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BCC SOFTWARE USER CONFERENCE

InfoXchange

Keynote Speaker Announcement

Thomas G. Day

Vice Chairman

Postal Regulatory Commission

Questions & Answers

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Thank you

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