

Mailing 101- Mailing Best Practices

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CRPCC Board of Directors



About the Presenter

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Employed by MVP Health Care®: 2015-Present.

Member of CRPCC since 2005.

31 years of mailroom operations and printing experience.

Mail Piece Design Professional certification 2010.



About Us

MVP® Health Care is a nationally-recognized, regional not-for-profit health plan committed to having a positive impact on health and wellness of everyone we serve.

MVP has approx. 1,400 employees with 6 offices (5 in New York State & 1 in Vermont).

About Us Continued...

We care for more than 700,000 members across New York and Vermont, creating healthier communities and continuing our 30-year legacy of quality and integrity.



Overview

- U.S. Postal Service as your **primary carrier** and utilizing their tracking services.
- Addressing your mail piece properly.
- Getting your mail in shape/best practices.
- Other USPS services.
- Saving you and your organization time and \$\$\$\$.

Using USPS as your primary carrier

Why should you use the U.S. Postal Service for ALL of your mailing and shipping needs?

- The U.S. Postal Service operates the largest civilian vehicle fleet in the world.
 - The Postal Service delivers more items in one day than FedEx does in a year!
 - The Postal Service delivers more items in one week than UPS does in a year!
- In the past, shipping and mailing, were often handled and shipped by different carriers. Today, many businesses have combined these services, to capitalize on the strengths of the U.S. Postal Service. With their innovative packaging, volume discounts, and suite of online services, The U.S. Postal Service should be your shipper of choice.
- Tracking has become an essential element in USPS shipping since visibility is key to customer satisfaction. Tracking for Priority and Retail Ground (formerly Parcel Post) is now free for all transactions, including retail.

Getting on Track with USPS

Recommendations

- For items that should be tracked, but do not guarantee next day delivery, Priority Mail Flat rate with Signature Confirmation or tracking, is a great alternative to UPS and FedEx. Priority Mail Flat rate letter pricing begins at \$6.65, is typically delivered overnight locally, and within 48 hours across most of the country! For example:

-Priority Mail letter pricing begins at \$6.65 (Retail)

-USPS signature confirmation: \$2.90

Total: \$9.55

Or

-USPS tracking: Free

Total: \$6.65

-UPS 2nd day rates begin at \$16.50

-Fed Ex. 2nd day rates begin at \$15.75

To track your letter: www.usps.com



Getting on Track with USPS

- In many cases, Priority Mail, is an unbeatable value!

With the U.S. Postal Service:

- No fuel or residential surcharges.
- No Saturday pickup or delivery surcharges.

With UPS and Fed Ex:

- Additional surcharges for fuel, residential delivery and Saturday pickup/delivery.

U.S. Postal Service packaging is provided free of charge. Also unique **Flat Rate** packaging guarantees the same low price! For price information and tracking a letter/package, just visit www.usps.com.



Getting on Track with USPS

- If your shipment must arrive tomorrow, An Express Mail flat rate envelope, offers all of the same “perks” as Priority Mail with guaranteed next-day delivery by noon or 3 PM.

-USPS Express mail envelope \$23.75 (commercial pricing-\$21.18).



-Saturday Pickup and Delivery= Free

-Commercial and Residential Delivery= Free

-UPS Next day air envelope: Rates begin at \$21.00.

-UPS Next day air saver envelope (3 PM): Rates begin at \$20.05.

-Saturday Pickup= \$15

-Saturday Delivery= \$15

-Residential Delivery surcharge= \$2.75

-Commercial Delivery surcharge= \$2

Address for Success

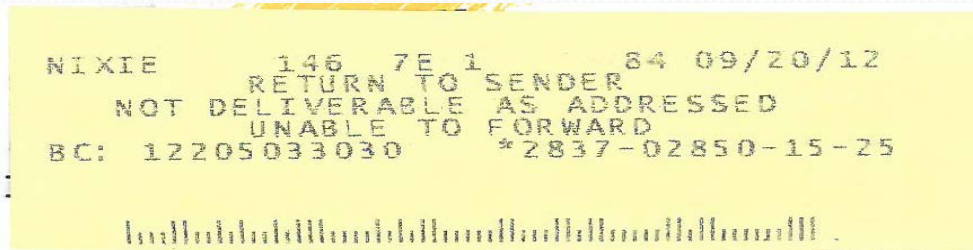
Overview

- Almost one of every four pieces of mail has some type of problem with the address.
- Over 40 million individuals and businesses move each year.
- Without routine maintenance, address databases deteriorate, at rate of over 2% per month - that's a 25% error rate in just one year!
- The true cost of returned mail goes well beyond the wasted print and mail cost of the initial mailer. Most importantly time and customer dissatisfaction are just a few of the side effects.

Address for Success

Recommendations

What is a NIXIE?



A NIXIE is a mailing piece that is misaddressed or illegibly addressed and therefore undeliverable. NIXIE mail is also called "undeliverable-as-addressed mail" or UAA.

NIXIE mailing pieces (First Class) are returned to the sender by the U.S. Postal Service.

Standard mail with no endorsement is destroyed. The USPS estimates that 35% of all standard mail is recycled annually due to inaccurate or outdated addressing.

Use either Ancillary Service endorsements on your mail piece or automated Address Change Service - ACS - to assure return of NIXIE mail.

Address for Success

- If your inbound mail often includes pieces with yellow “Return to Sender” (aka NIXIE) stickers on them, consider one or more of the following:
 - Always validate address accuracy at the *original point of data entry*. If you do not have software to accomplish this, you can use the USPS website, for free lookups.
 - Take steps to ensure every address in your database(s) is “real”.
 - Make sure you use U.S. Postal Service-approved software that employs *Delivery Point Validation*. This software can actually verify if a specific address exists or not.
 - This technology is a requirement if you intend to obtain the maximum postal discounts available for any type of large mailing.

Address for Success

At a minimum, print a “ancillary service endorsement” on your mail piece. This ensures that the Post Office sends you a notification of the recipient’s new address and instructs them to either forward or return your undeliverable-as-addressed mail piece(s). These endorsements must be placed on mail pieces in accordance with Postal regulations. A few “ancillary service endorsements” are:

Examples below are for First Class Mail and Standard Mail:

- **Address Service Requested-** Mail piece forwarded; notice of new address provided, address correction fee charged (58 cents).
- **Return Service Requested-** No forwarding, only return. New address notification provided. Mail piece is returned with either new address or reason for non-delivery attached. No charge!
- **Change Service Requested-** No forwarding or return. New address notification provided via separate notice. Manual Notice .58. Electronic Notice .12. Mail piece disposed of by USPS.
- **For additional information-** http://pe.usps.com/text/dmm300/507.htm#xd_507_1_5_11

Address for Success

- Intelligent Mail Small Business Tool (IMSB)- The Intelligent Mail® for Small Business (IM®sb) is a FREE online tool which will allow mailings to qualify for automation and Full-Service discount. Several of the features include:



- Generating IMB's for envelopes, letter size paper or pre-defined labels.
 - Supports address lists up to 5000 addresses.
 - Supports basic and full service options (First Class & Standard).
 - Address matching service validation.
 - Sends your job to the Postal Wizard for automatic postal statement form population.
- With IM®sb, address lists can be processed through the Postal Service's Address Management System (AMS), to validate the accuracy of the addresses and reformat them into a USPS recommended format.

Address for Success

- In order to take advantage of this service, you must be registered, on the Business Customer Gateway on the USPS website. For additional information, visit www.usps.com, then click on Business Customer Gateway, in the lower right hand corner.



- Don't delay updating your database(s) when you receive address corrections from your customers or the U.S. Postal Service. Diligence will save you time and money!!



Getting your mail in shape!

Overview

- In 2007 the USPS instituted shape-based pricing. The previous method of using the weight of a mail piece to determine its postage cost has fallen by the wayside.
- Due to shape and thickness variations, letters, flats and parcels are now priced differently because they are all handled and processed differently.
- The last thing that you or your business needs is a mail piece returning to you postage due, or not enough postage on the mail piece (insufficient funds).

Getting your mail in shape!

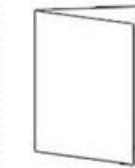
Recommendations

- If a First Class letter exceeds 6.125" x 11.5" $\frac{1}{4}$ " in thickness or 3.5oz. In weight, it must be mailed, at the large envelope rate.
- 10 sheets of 8 $\frac{1}{2}$ x 11 paper can be folded and placed into a 6 x 9 envelope for .91 instead of placing flat, the same number of sheets, into a 10 x 13 envelope, costing \$1.40!

Getting your mail in shape!

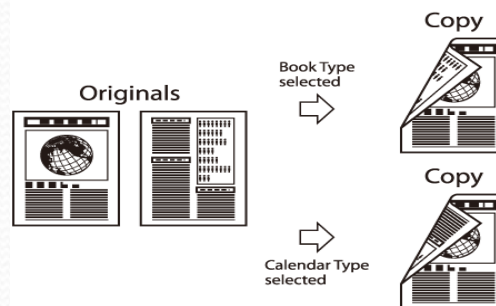
- Design or redesign your mail pieces so they qualify as: Postcards instead of letters, letters instead of flats and flats instead of parcels!

- When possible, fold your 8 1/2 " x 11" documents, in half!



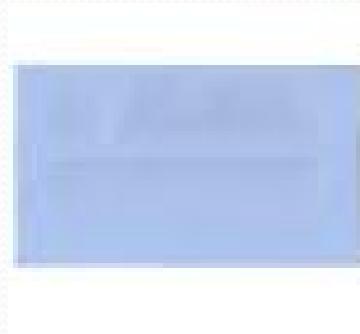
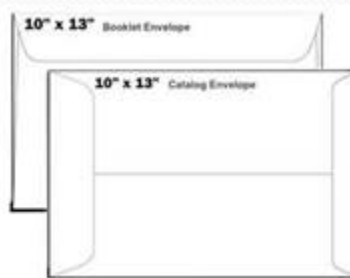
- When copying, double side your documents, if possible.

1 to 2-Sided Copying



Getting your mail in shape/best practices

- Switch from a 10" x 13" flat envelope to either a 6 x 9 or a #10 envelope.



- Using flats instead of a box. 12" x 15" x 3/4" thick envelopes with a weight less than 13 oz. can be sent at the flat envelope postage rate.



Getting your mail in shape/best practices

- Placing as much information as possible on a postcard (.34) instead of a single page letter (.49)!
- Simply tracking mail piece quantity and total postage spent by either an individual or department can have an immediate impact.
- Combining mail from different departments (I.e.: Human Resources, Marketing, Administration, etc.).
- Contact your local postal equipment company to perhaps purchase a postal meter and software to automate manual tasks and streamline your current postal operation.

Getting your mail in shape/best practices

My previous employer® 1st Class mail

2011- # of 1st Class Mail pieces- 63,800

Total Postage- \$43,139.99

2012- # of 1st Class Mail pieces- 85,226

Total Postage- \$ 43,761.66

+21,426

+\$621.67 or **0.03!**

Why such a small increase in postage.....

My previous employer's monthly publication

2011- # of Mail pieces- 336,000 Total Postage- \$108,312.50

2012- # of Mail pieces- 336,000 Total Postage- \$75,600

Total Savings- **\$32,712.50** Why???

They switched from a Pre-Sort First Class Permit to a Periodicals Permit!!!

Other USPS services

Summary

The U.S. Postal Service also offers a new service to save you time and money!

- Priority Mail Regional Rate Boxes- Are a low-cost shipping alternative for commercial and online customers currently using either Priority Mail or Merchandise Return Service. Regional Rate Boxes are best utilized for small, dense packages being shipped short distances, that need to arrive in 2-3 days. A few of the features include:
 - ❖ Free Package Pickup.
 - ❖ Includes Delivery Confirmation when you ship online.
 - ❖ Saturday and residential delivery at no extra cost.
 - ❖ The only 2-3 day service that delivers to mailboxes, mail slots, and PO Boxes.
 - ❖ Zone pricing keeps costs low.



Other USPS services

- Priority Mail Regional Rate Boxes***- Like flat rate, but zone based, also FREE.
- Priority Mail Regional Rate Boxes- Rates begin at \$6.52:
 - A up to 15 lbs. Rates starting at \$6.52
 - B up to 20 lbs. Rates starting at \$7.17



**Regional Rate boxes can only be ordered thru the USPS website. Prices shown are with online postage. If paid at Retail, additional \$2.25 for zones 1-4 and \$1.00 for zones 5-9 is charged.

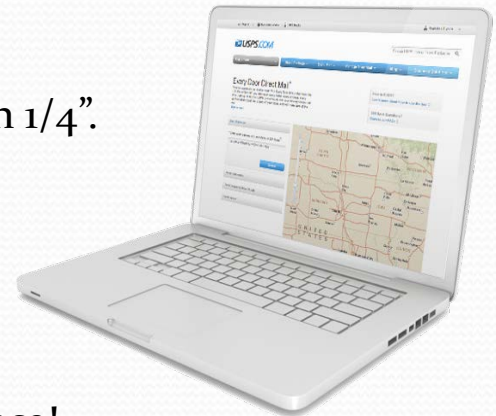
Please plan ahead when you order supplies. It usually takes 2 -3 weeks to receive packaging.

Delivery within 2 days in most cases. For additional information visit www.usps.com.

Other USPS services

Summary

- Every Door Direct Mail-Retail (EDDM)
 - Mail up to 5,000 pieces per mailer, per ZIP code, per day!!
 - Standard Mail flat pieces (same content on each mail piece).
 - Minimum is either 6 1/8" x 6 1/8" or 10 1/2 x 3 1/2 or thicker than 1/4".
 - Maximum is 12" x 15" x 3/4".
 - Mail piece maximum weight, 3.3 oz.
 - No mailing list needed!
 - No postage permit needed!
 - Postage rate of 17.7 cents, saving approx. 31 cents per mail piece!
 - You do not even need to know names or street addresses!
 - Target the neighborhood you select and your mail pieces are delivered to every active address in your target area.



Other USPS services

Once again, In order to take advantage of this service, you must be registered on the Business Customer Gateway on the USPS website. For additional information visit www.usps.com, then click on Business Customer Gateway, in the lower right hand corner.



For additional information, please visit, www.usps.com/everydoordirectmail.

Other USPS services

- Presort First Class Mail-
 - A minimum of 500 mail pieces within the same processing category.
 - 150 going to the same 5-digit zip code.
 - 1 ounce, barcoded letter, can now be mailed for .373, thus saving .11 per mail piece!
- Standard Mail (Bulk Mail)-
 - A minimum of 200 pieces.
 - 1 ounce, barcoded letter , can now be mailed for as little as 25.1 cents, thus saving .24 cents per mail piece!
- Retail Ground- This economical ground service is perfect when your delivery isn't urgent, or if your package is oversized. 2-8 day delivery window & pricing begins from \$6.65 at your local Post Office.



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