

# Every Door Direct Mail

Focal Point Communications

Joe Shooner

joeshooner@growpro.com

**Overview:** Every Door Direct Mail (EDDM) is a new mailing option offered by the USPS. Businesses can mail to entire carrier routes in their area without having to buy a mailing list, and for a low postage rate of \$0.16/piece. In return for these price concessions, the USPS requires your mailing piece to meet certain criteria, and you need to do a little bit of leg-work in order to get the mailing into the mail stream.

**Applications:** EDDM can easily be utilized by almost any local business. In the lawn/landscape industry there are multiple ways EDDM can be used for new lead generation:

- 1) In place of traditional targeted direct mail programs
- 2) “Pardon Our Dust” mailings on routes where D/B projects are happening
- 3) Up-sell/additional service mailings to specific neighborhoods
- 4) Neighborhood saturation for areas you’re already working
- 5) Neighborhood saturation for new areas you want to target
- 6) Others?

**Pros:**

- 1) Easy geographic targeting
- 2) Extremely cost effective
- 3) High level of control over delivery times

**Cons:**

- 1) Only targeted by geography (no demographics)
- 2) No addresses for follow up, etc.
- 3) You are obliged to mail the entire carrier route, sometimes your good routes include undesirable addresses
- 4) Requires you to physically drop off the materials at the local post office(s) – and everyone LOVES waiting in line at the post office, right?

## EDDM Simplified Process:

I've seen the materials that the USPS provides about EDDM, and I've found them to be somewhat unclear. I put together this quick process document to show you the steps, which are actually pretty simple.

### Step 1: Decide who you're mailing to, and get a count.

The EDDM site allows you to input a specific address and then see all the carrier routes in the immediate vicinity by mousing over them. You select the carrier routes you want to mail by clicking on them. In this example, I picked the neighborhoods around a country club in my area, and it totaled 2,758 homes.

8300 FOUR BRIDGES DR, MIDDLETOWN, OH, ...

Select deliveries

Mailing Options

<input type="checkbox"/>	ROUTE	RES	BUS	ALL	COST
<input checked="" type="checkbox"/>	45040-C011	430	3	433	\$62.79
<input checked="" type="checkbox"/>	45040-C014	638	1	639	\$92.66
<input type="checkbox"/>	45040-R002	563	1	564	\$81.78
<input checked="" type="checkbox"/>	45040-R017	569	1	570	\$82.65
<input checked="" type="checkbox"/>	45044-R011	583	2	585	\$84.83
<input checked="" type="checkbox"/>	45044-R012	511	20	531	\$77.00
<input type="checkbox"/>	45069-R029	607	100	707	\$102.52

Deliveries selected: 2758  
Approximate cost: \$399.91

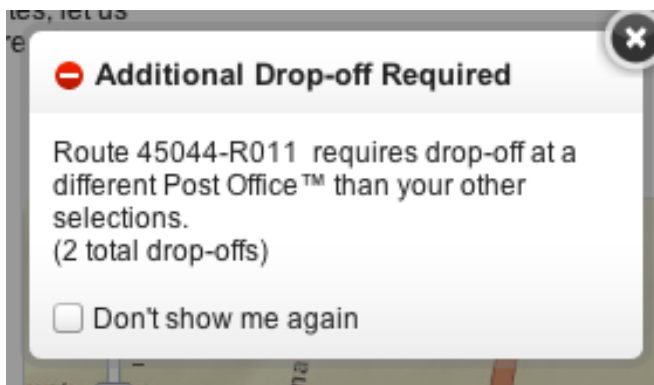
Continue

Select expected drop off date

Confirmation

Map showing the area around Four Bridges Country Club, including Green Crest Golf Course, Cincinnati Children's Liberty, Wetherington Golf & Country Club, Voa Park, and Heritage Club.

**Please Note:** In this example, the area is actually served by two different post offices, which means I'd have to go to two separate facilities to drop off the mailing pieces. The website warns you of this with a message like this one:



## **Step 2: Design and print your materials.**

The USPS has specific requirements your mailing piece must meet in order to qualify for EDDM. Your mailing piece must be what the USPS refers to as a “flat”. A flat must be:

- 1) Rectangular
- 2) More than:
  - a. 10.5” in length OR
  - b. 6.125” in height OR
  - c. more than .25” thick
- 3) But NOT MORE THAN:
  - a. 15” in length OR
  - b. 12” in height OR
  - c. .75” thick.

**Clear as mud, right?** Honestly, these requirements allow for some unusual and interesting formats, such as:

- 1) 6.5” x 9”
- 2) 6.5” x 12”
- 3) 4.5” x 12”
- 4) 8.5” x 11”
- 5) 9” x 12”

OK, those are probably more interesting to people like me who deal with printing a lot – but picture an unfolded 9” x 12” piece in a stack of mail – that’s bound to get some attention.

**Please note:** the USPS also has specific requirements about how the mailing side of the piece is set up. Unlike a traditional direct mailing, you don’t actually need to put individual addresses on the piece. Instead, the USPS requires you to put a generic address on the mailing side, as well as a generic postal indicia. It is also important to position the address panel correctly on the piece. It is a good idea to make sure your piece is certain to qualify for EDDM before printing.

### **Step 3: Print out your paperwork and prep the materials.**

Once you have your mailing materials printed and ready to go, you essentially circle back around to step #1 by logging in to the EDDM website and selecting the areas you want to mail. Follow the steps online, and once you've selected the carrier routes you will have the option to print;

- 1) USPS Form#3587 – this is a summary of the mailing you are going to drop off at a given post office (example attached).
- 2) Facing slips – you will have a facing slip for each carrier route you will be mailing. You will need to fill out certain simple bits of information and provide a facing slip for each carrier route when you drop the materials off at the post office. **Please note:** you are required to bundle the materials in either 50's or 100's, and then note the number of pieces/bundle and total number of bundles on the facing slips. (Examples of facing slips attached)


### **Step 4: Drop them off at the USPS.**

Now comes the fun part: waiting in line at the post office. The logic behind this entire program is that if you, as a business who wants to mail, is willing to package and deliver materials directly to the post office that is delivering them, then the USPS is willing to cut a big break on postage and address requirements. Practically speaking, this means you or a representative from your company needs to physically go to each post office in order to drop off the materials and pay for the postage. (**Update:** the USPS now allows you to pay EDDM postage online, which should simplify the process).

When you drop the materials off at the local post office, they are 90% if the way to the homes you are targeting, so it is safe to assume that they will get delivered within a day or two of dropping them off.

United States Postal Service  
**Every Door Direct Mail Retail™**

Post Office: Note Mail Arrival Date & Time  
 (Do Not Round Stamp)

Mailer	Business Name and Address and Email Address, If Any FOCAL POINT 61 CIRCLE FREEWAY DR CINCINNATI, OH 45246-1201	Telephone	Name and Address of Mailing Agent (If other than permit holder)	Telephone	Name and Address of Individual or Organization for Which Mailing is Prepared (If other than permit holder)
	Customer Registration I.D. (CRID) 3147905		Customer Registration I.D. (CRID)		Customer Registration I.D. (CRID)
Mailing	Post Office of Mailing MASON	Processing Category <input checked="" type="checkbox"/> EDDM Flats	Mailer's Expected Mailing Date 10/29/2012	Total # of Bundles	Total # of Pieces per Bundle
	Type of Postage <input type="checkbox"/> Metered <input type="checkbox"/> Retail Indicia	Delivery Type Business & Residential	Weight of a Single Piece ____ . ____ ounces Max Weight 3.3 ounces	Every Door Direct Mail Barcode  1100000000000314790500000001019730164205	
	Entry	Price Category	Price	No. of Pieces	Total Postage
	DDU	Saturation	0.145	1642	\$238.09
Status UNPAID					

Certification	<p>The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.</p> <p style="text-align: right;"><i>Privacy Notice: For information regarding our Privacy policy visit <a href="http://www.usps.com">www.usps.com</a></i></p>		
	Signature of Mailer or Agent	Printed Name of Mailer or Agent Signing Form	Telephone

Acceptance USPS Use Only	Postmaster: Report Total Postage in AIC 207		Total Postage	Acceptance USPS Use Only
	Weight of a Single Piece ____ . ____ ounces	Total Number of Pieces	Round Date (Required) Payment Date	
	USPS Acceptance Employee Signature			
	USPS Acceptance Employee Printed Name			
Verification USPS Use Only	Number of Bundles	Any postage figures adjusted from mailer's entries? If yes, reason: <input type="checkbox"/> Yes <input type="checkbox"/> No		Verification USPS Use Only
	I CERTIFY that this mailing has been inspected for each item below if required: (1) eligibility for postage prices claimed; (2) proper preparation (and presort where required); (3) proper completion of postage statement; (4) payment of annual fee.	Round Date (Required) Verification Date		
		Date Mailed Notified	Contact	
		By (Initials)	Time AM PM	
	USPS Verification Employee Signature	Print USPS Verification Employee Printed Name		

**EVERY DOOR DIRECT MAIL RETAIL™**

[illegible]

5-Digit ZIP Code (Required):  45040	Route Number (Required):  C011	Delivery Type:  Business &  Residential
Date:	Total # of Mailpieces per Bundle:	Total # of Bundles*:    _____ of _____

[illegible]

Saturation Mail Description	Mailer Information
	Company Name: FOCAL POINT
	Post Office of Mailing: MASON

*\* Mailers must prepare bundles to comply with standards*

5-Digit ZIP Code (Required):  45040	Route Number (Required):  C014	Delivery Type:  Business &  Residential
Date:	Total # of Mailpieces per Bundle:	Total # of Bundles*:  _____ of _____

[illegible]

Saturation Mail Description	Mailer Information
	Company Name: FOCAL POINT
	Post Office of Mailing: MASON

*\* Mailers must prepare bundles to comply with standards*



5-Digit ZIP Code (Required):  45040	Route Number (Required):  R017	Delivery Type:  Business &  Residential
Date:	Total # of Mailpieces per Bundle:	Total # of Bundles*:  _____ of _____

[illegible]

Saturation Mail Description	Mailer Information
	Company Name: FOCAL POINT
	Post Office of Mailing: MASON

*\* Mailers must prepare bundles to comply with standards*