

## Every Door Direct Mail<sup>®</sup> (EDDM<sup>®</sup>) Service

### Every doorstep is a potential vote

Your message is important. You want to share it with as many voters as possible, especially those who are more likely to resonate with it. The Every Door Direct Mail service is designed to help you deliver to entire ZIP Code<sup>™</sup> areas while still targeting specific audiences for both high volume and accuracy—all without a mailing list.<sup>1</sup> It's like door-to-door canvassing, but USPS does it for you.

### Put your message into voters' hands

Political mail remains a trustworthy channel for voters.<sup>2</sup> When you deliver your campaign with EDDM, you can connect more authentically with voters through a trusted, reliable channel that can inform and motivate voters. Direct mail has the unique ability to cut through the noise of digital campaigns with a physical interaction, and, as **80% of surveyed respondents** reported, mail recipients are more likely to keep it around longer, creating opportunity for multiple impressions.<sup>3</sup> **More than half of surveyed consultants** say a top advantage of direct mail is its ability to reach voters.<sup>4</sup>

#### What are the benefits of EDDM?

- 
**NO POSTAGE PERMIT REQUIRED**  
 Save on the annual cost of a postage permit.<sup>5</sup>
- 
**NO MAILING LIST NEEDED**  
 Grow your voter base to reach new and existing voters without having to purchase or compile a mailing list.
- 
**HIGH VOLUME WITH PRECISE TARGETING**  
 By filtering selected postal routes by households according to age, income, and other U.S. Census data, you could connect with more constituents on issues that are statistically more likely to matter to them.<sup>6</sup>
- 
**ROOM FOR IMAGINATION**  
 Choose from a range of EDDM Retail flats with plenty of room for your engaging designs and messaging.<sup>7</sup>

#### How to use EDDM?

To send more than **5,000 mailpieces** per day, per ZIP Code area,  
 → Visit the Business Customer Gateway. Bulk mailings like these can be dropped off or shipped to large USPS mail processing centers (BMEUs).<sup>1</sup>

To send **200–5,000 mailpieces** per day, per ZIP Code area,  
 → Follow these four simple steps:

- 1 STEP 1: PLAN**  
 Select your desired postal route(s), filter target audiences by U.S. Census demographics, and schedule when you want voters to receive your mail.
- 2 STEP 2: CREATE**  
 Design your own mailpieces within a flexible range of EDDM-compliant size specifications,<sup>7</sup> or create them with the help of a printer or mail service provider.<sup>8</sup>
- 3 STEP 3: PAY**  
 Pay low per-piece postage online through your USPS.com account or in person at any Post Office<sup>™</sup> location with USPS Marketing Mail<sup>®</sup> Flats.
- 4 STEP 4: SEND**  
 Drop or ship your mailings to any Post Office<sup>™</sup> location.

### Ready to reach more voters?

#### If this is your first time using EDDM service

Connect with a USPS Campaign Mail Expert at [deliverthewin.com/contact](https://deliverthewin.com/contact).

#### If you've used EDDM service before

- For 5,000 or more mailpieces per ZIP Code area, per day, sign in to the Business Customer Gateway to create and submit bulk campaigns at [gateway.usps.com](https://gateway.usps.com).
- For 200–5,000 mailpieces per ZIP Code area, per day, sign in to your USPS.com<sup>®</sup> account and use the EDDM Tool to search neighborhoods and filter by demographics.

#### If you work with a Mail Service Provider

Your mail vendor can help you craft an EDDM mailpiece, design mailers to requirements, handle processing fees, and arrange delivery.<sup>8</sup>

To learn more before you get started, visit [deliverthewin.com/EDDM](https://deliverthewin.com/EDDM).

1. EDDM Retail service has a 5,000-piece daily limit per ZIP Code<sup>™</sup> area. With EDDM Business Mail Entry Unit (BMEU), you can send more than 5,000 pieces per day per ZIP Code<sup>™</sup> area.

2. "USPS Political Mail Post-Election Voter Survey Findings," KRC Research conducted by USPS, December 2024.

3. Results of a 2024 four-month field study. Jonathan Zhang, Ph.D., "The Tactile Advantage: How Direct Mail Is Outpacing Digital in Enhancing Consumer Experiences and Advertising Performance," unpublished white paper, 2025. Independent research made possible by USPS.

4. "USPS Political Mail Post-Election Consultant Research Findings," KRC Research conducted by USPS, February 2025.

5. Available at retail locations only; not available at a business mail entry unit (BMEU).

6. Data, including age range and average household income and size, is based on a prior report of the U.S. Census Bureau.

7. For general minimum and maximum dimensions, please refer to <https://pe.usps.com/text/dmm300/101.htm#ep100268>.

8. Affiliate providers may add charges not associated with USPS services. For a list of Mailing and Printing vendors, visit [usps.com/business/vendors](https://usps.com/business/vendors).