

Guide to bulk mailers for Neighborhood Councils

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Direct mail marketing is a powerful outreach tool, as it can potentially reach every address within your Neighborhood Council’s boundaries.

Every Door Direct Mail (EDDM) is the **US Postal Service (USPS)** bulk mail program for direct mail marketing.

While using EDDM to cover your entire NC territory can be quite costly, you can use it fairly affordably to custom target specific audiences or areas within your Neighborhood Councils boundaries.

This means you can use mailers to reach audiences that may have limited internet access, or who are in multi-unit buildings that can’t be reached with door knocking or flyers. You can also make mailers to reach stakeholders who speak another language.

HOW TO DESIGN YOUR MAILER

If you want to design your own mailer, there are **bulk mailer templates in four languages** like the one shown above in your NC’s **Canva** account which are already sized and laid out per USPS requirements, and which already have NC election outreach content on them. All you need to do is add your logo, and they are ready to print and send.

Here’s the table of contents for NC Canva templates in English, Spanish, Korean, and Traditional Chinese: <http://tiny.cc/CanvaTableOfContents>.

You will need your NC’s Canva login to view these templates, which you can get from your NEA.

Use these templates as-is, or use them as a guide for creating your own artwork. Please be aware that there are strict guidelines on the size, paper, and postage markings placement for USPS bulk mail. [Read specifications for EDDM design, size, and printing requirements here.](#)

HOW MUCH DOES IT COST?

USPS has an [interactive online EDDM tool](#) that will help you calculate the estimated cost of mailing a piece to different postal carrier routes within your neighborhood, using the Every Door Direct Mail program.

Mailers can be expensive, but sharing the costs with other NCs in your area for a mailer that promotes your elections or an event you are all sponsoring can be a way to make your investment go further.

MAILING HOUSES: PRINT, ADDRESS + SEND BULK MAIL FOR A SINGLE PRICE

You can also get promotional mail done for you by a **mailing house** - a one-stop shop that can print, address, and mail your pieces for you. Many mailing houses offer design services as well.

To get the most accurate quote, include a map of your Neighborhood Council, when obtaining a quote from a mailing house. If you are not sending a mailer to every address within your boundaries, and want to target specific areas, make sure to describe or highlight those areas on your map, when asking for your quote.

The mailing house will figure out what USPS mail carrier routes best match the areas you want to send mail to.

Want to DIY? Check out our [guide to using ZIMAS to find addresses for bulk mailers](#)