

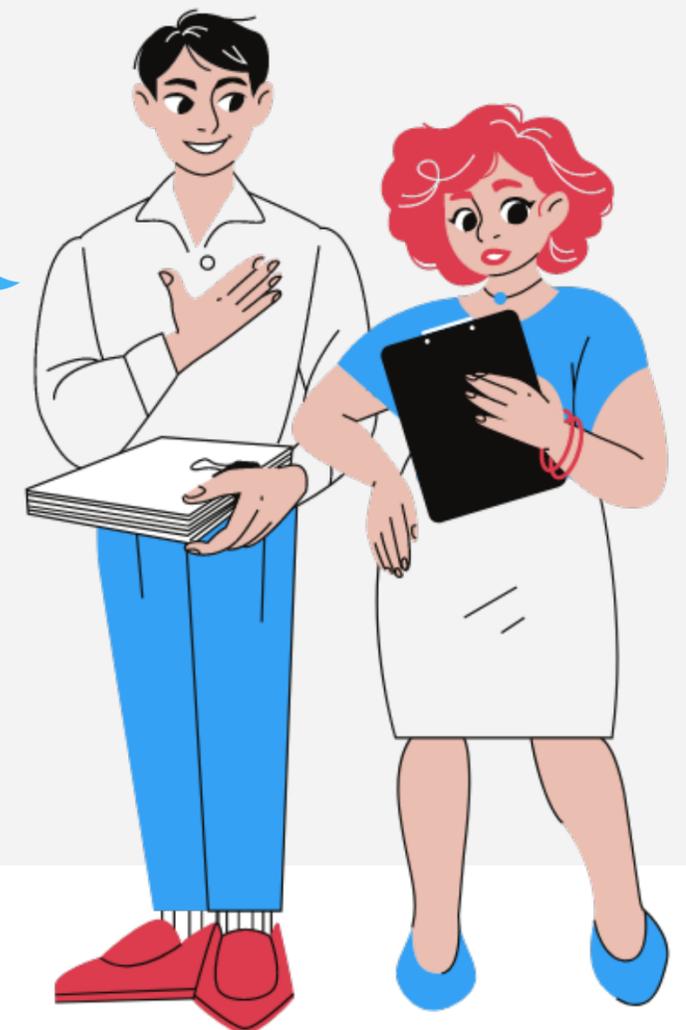
Hey, check this out!

Really great fundraising ideas

That I wasn't part of creating

Thursday, August 12 | 1 - 2 PM EDT

DMAW
Direct Marketing Association of Washington





Karin Kirchoff

President and Founder
K2D Strategies



Meg Ferguson

Business Development Director
Production Solutions



Joanne Wilson

Vice President of Advancement
The Humane Society of the U.S.



Steve Kehrli

Senior Vice President Development
PETA



Jade Nguyen Swanson

Vice President, Digital
The Lukens Company



Idea #1: Send a Card to a Caregiver

Children's Hospital of Los Angeles



[Send a message of gratitude to a caregiver at Children's Hospital Los Angeles](#) (no longer available on this page)



Send a Thank You Card to a Caregiver

Children's Hospital Los Angeles supporter,

I've always been in awe of the hard-working nurses, doctors and other care providers at Children's Hospital Los Angeles. I know what an incredible difference they make to the children and families who come to the hospital in moments of crisis.

After the past year of added hardship and stress from the COVID-19 pandemic, I want to make sure every one of them knows how intensely grateful our community is for the work they do.

Can you help? Join me in sending CHLA's compassionate caregivers a note of appreciation and they'll hand-deliver your message during National Nurses Week and National Hospital Week, two weeks in May when we celebrate the health care workers who save and change lives.

THANK A CAREGIVER

Send a Thank You Card by May 4 and we'll hand-deliver your message to a hard-working nurse, doctor or other caregiver at Children's Hospital Los Angeles!



Send a Card

I've been an avid Children's Hospital Los Angeles supporter for years. I've read story after story of patients whose lives have been changed by the care they received at the hospital. I've heard firsthand from parents what it means to come to a children's hospital seeking the treatments that offer hope for the future, and being met with kindness and compassion from caregivers at every turn.

That deserves praise even in the best of circumstances. Given the unprecedented challenges of the past year and what hospital staff have been through to keep kids, families and their communities safe, we should be shouting that praise from the mountaintops.

[Help give on the praise for these committed, compassionate individuals who give their best, every day, to sick and injured kids—thank a caregiver by May 4.](#)

I can't think of a better place than Children's Hospital Los Angeles for kids to receive world-class care no matter their diagnosis, where they're from or their family's financial status. And that's driven by the people who provide that care—the skilled nurses, compassionate doctors and empathetic staff who do whatever it takes for every patient they meet.

[Join me in honoring the wonderful caregivers at Children's Hospital Los Angeles with beautiful cards expressing gratitude for their compassion and hard work by sending your card today!](#)

Thank a Caregiver

Thank you for helping us do something special for the dedicated people who bring hope to kids and families every day of the year.

Sincerely,



Jamie Lee Curtis
Actor and Long-time Supporter
Children's Hospital Los Angeles

© 2021 Children's Hospital Los Angeles
Unsubscribe

1020 Sunset Blvd., #09, Los Angeles, CA 90027
800-417-4543 | foundation@chla.usc.edu



Send a card to a caregiver.

Our nurses, doctors and other caregivers make a life-changing difference for kids, their families and our larger community every day—and they're as committed as ever, even after more than 12 grueling months of pandemic response.

Send them a thank you note and card by May 14 to let them know their hard work and compassion is appreciated. Your card will be hand-delivered in honor of National Nurses Week and National Hospital Week—two weeks in May when we celebrate health care heroes.



Step 1: Choose your card!



Step 2: Add a note!

First Name:

Last Name:

Email:

Message:

Thank you for everything that you do for the kids and the families at Children's Hospital Los Angeles. Your commitment, compassion and hard work are greatly appreciated!

255 characters left.

Send a card

Uncheck this box if you don't want to receive periodic updates from Children's Hospital Los Angeles, including ways to help our patients. You can unsubscribe at any time.



Thank you for your note of support!

Make sure our incredible nurses, doctors and caregivers get plenty of uplifting wishes and gratitude: spread the word to your online community and ask them send a card today.



Want to do more for nurses, doctors, caregivers and the kids and families we serve? Make a gift today to help Children's Hospital Los Angeles provide more leading-edge care and research for kids. Your gift will help us continue offering specialized care tailored just for children, family-centered support programs for parents and siblings, and special touches like playrooms—so that when kids come to the hospital, they get the best treatment and still get to enjoy being kids.

I would like to make a tax-deductible gift of:

Specify a program for this gift to support (optional)

Billing Information

First Name: Last Name:

Street 1:

Street 2:

City: State/Province: ZIP/Postal Code:

Email Address:

Payment Information

Credit Card Number:

Expiration Date: CV Number: [What is this?](#)

Donate Now

Your contribution to Children's Hospital Los Angeles is tax-deductible to the fullest extent allowable under the law.



If you have a question about your donation please call 323-361-3850 or email us at donations@chla.usc.edu

Idea #2: QR What?!

See all colors and product details on p. 57
Spot clean. Imported.
Extra Large Print 510453-B47

PRICES SHOWN REFLECT TOTAL SAVINGS with code PAPER. See last page for details.

LHD101
21B4-FA REQUESTED IN-AUGUST 2-4
LANDSEND.COM · 1-800-800-5800 · IN STORE

MAKE IT YOUR OWN!

40% OFF YOUR ORDER
ENDS AUGUST 24, 2021
SEE LAST PAGE FOR DETAILS

BACKPACKS BY THE BEST FEAT

DOWNLOAD TO SAVE UP.

FILL UP. SAVE UP. SNACK UP.
Join the Fuel Rewards program and save on fuel, in the store, and with our premium products. Start saving today!

JOIN FOR FREE
Scan QR code or download the Fuel Rewards app

They are everywhere!

- QR = Quick Response
- Ease of use: cooperative tech!
- Special curated content
- Make that donation!
- Or... shop while you shop



Give the world a shot

Book on the Orbitz app and we'll help get a Covid vaccine to someone who needs it.

Text yourself a download link

Country code
USA +1

Phone number

Switch to the app



Scan the QR code

By providing your number, you agree to receive a one-time automated text message with a link to get the app. Standard text message rates may apply.

Support Little Saint Nick Today



\$0 so far

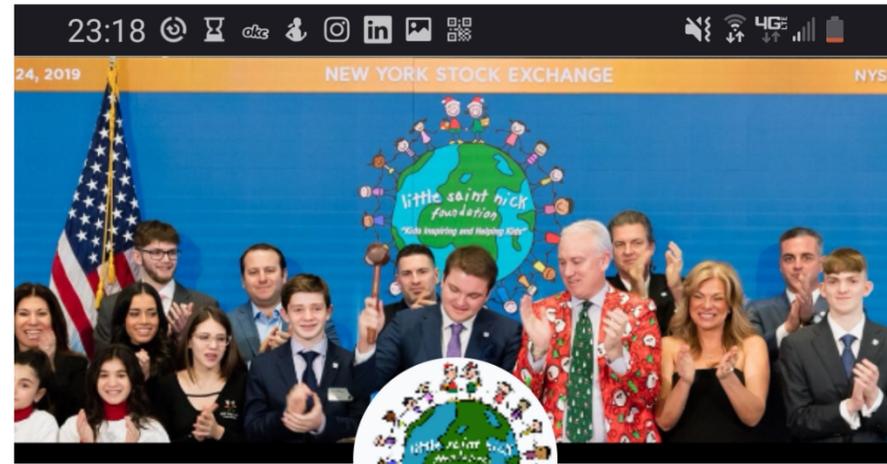
\$500 Goal

Non-profit organization that inspires kids to help kids in and out of hospitals

Use the QR code to visit the link to donate today!



donate.onboardapp.co/lsnqr/558bc248



LSN

Thank you so much for donating to Little Saint Nick ♥

Personal Details

 **First Name**

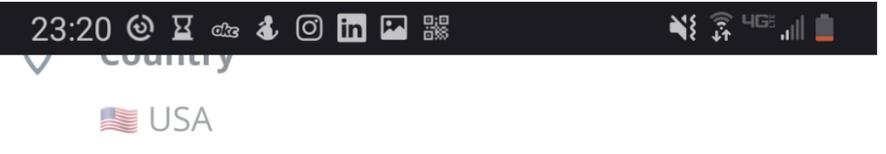
Enter First Name

 **Last Name**

Enter Last Name

 **Email**

Enter Email Address



Donation Details

 **Frequency**

One Time Donation

 **Amount**

Select one

Payment Details

Credit Card

 **Cardholder Name**

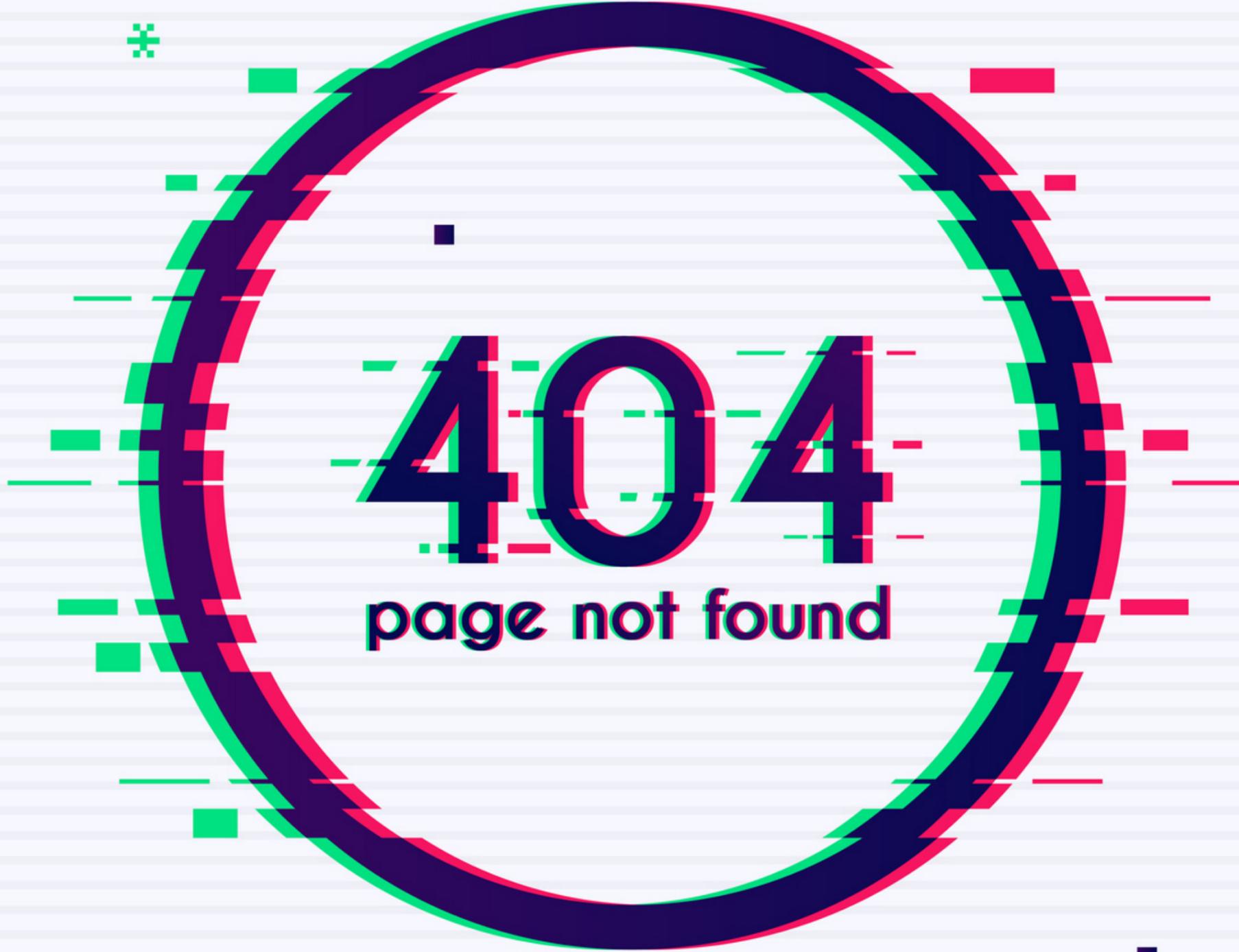
Enter Cardholder Name

 **Card Number**

Enter Card Number

Required

 **Expiry Date**



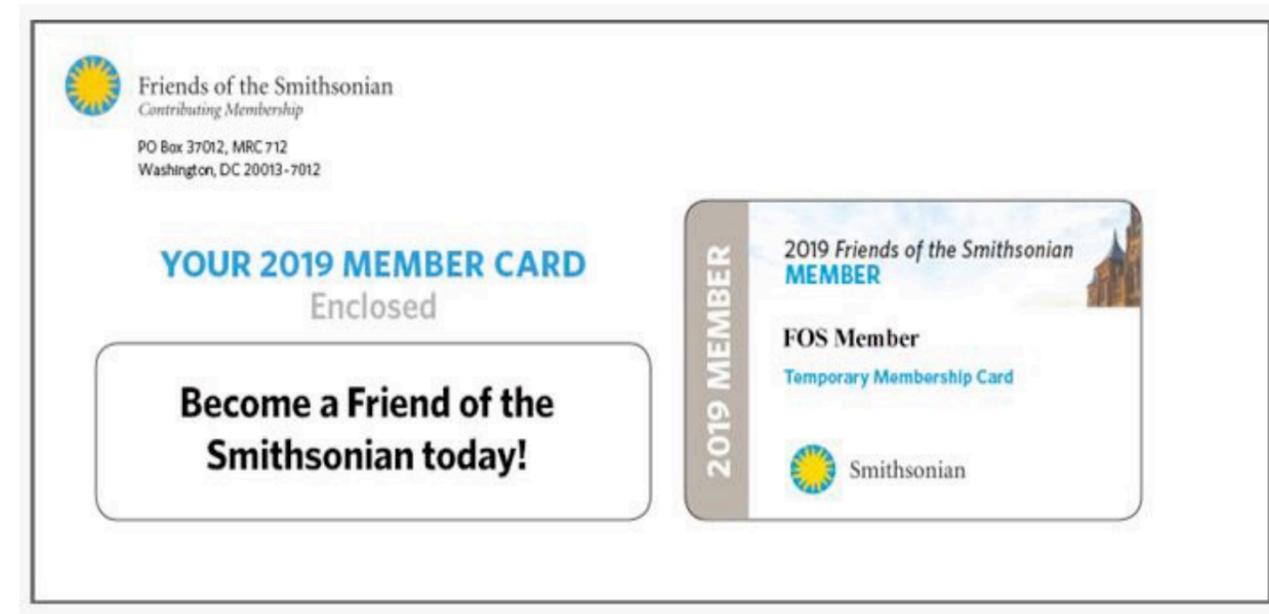
Idea #3: USPS Informed Delivery Campaign



USPS Informed Delivery Campaign

Acquisition Package

- 63% of the Informed Delivery emails were opened
- 57% of those that clicked through made a donation
- These donors had a higher average gift
- More income/exposure at little/no additional cost



USPS **Informed Delivery** Promotion

Details

Registration Period: July 15, 2021 – November 30, 2021

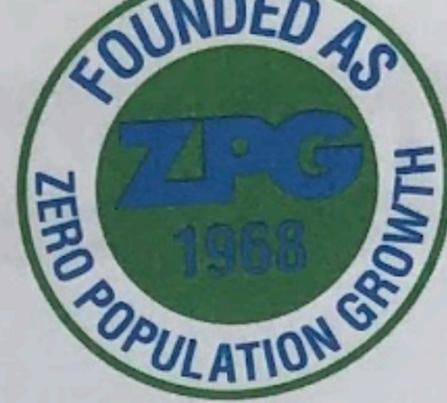
Promotion Period: September 1, 2021 – November 30, 2021

Incentive: An upfront 2% postage discount for mailings that incorporate Informed Delivery campaigns as a component of their mailings

Idea #4: Tabbed OE – From Flat to
Letter Postage Rate
(Population Connection)



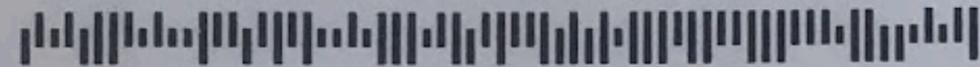
POPULATION
CONNECTION



← Tabs to hold
the 9 x 12
together

10793/013

Ms Karin Kirchoff
4075 Wilson Blvd Ste 800
Arlington, VA 22203-1798

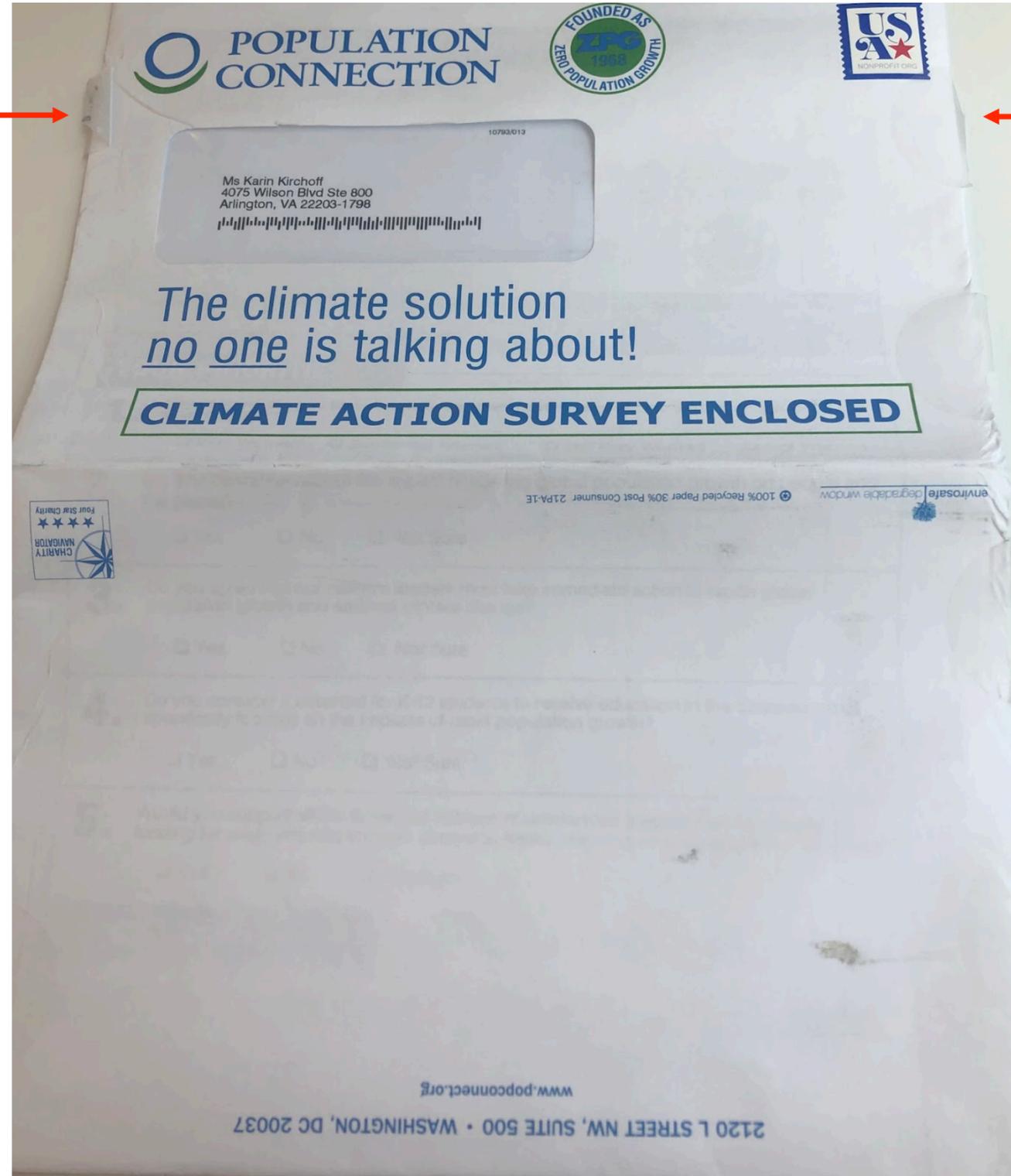


The climate solution
no one is talking about!

Tabs to hold
the 9 x 12
together →

CLIMATE ACTION SURVEY ENCLOSED

Tabs to hold
the 9 x 12
together



Tabs to hold
the 9 x 12
together

Envelope mails as a
6 x 9 but when the
tabs are unsealed, it
is a 9 x 12/larger
format envelope!

The thickness of the
'6x9' is intriguing
and it is a great way
around the postal
surcharge on flats.

Idea #5: Legacy Giving Campaign
Direct Mail, Online, Email
(American Civil Liberties Union)





March 31, 2020

[Redacted]

Dear [Redacted]

You count on the ACLU for its unyielding dedication to the principles of our democracy. You've been our dedicated partner in defending the rights of ALL people, even when it is not the popular thing to do.

From the first amendment to voting rights, from separation of church and state to the right to privacy ... the ACLU has been at the center of nearly every major civil liberties battle in the U.S. for the last 100 years.

You were previously sent complimentary planning information from the ACLU. I hope you found those resources helpful. I'm following up today to tell you about the ways you and your family can benefit, while ensuring that the ACLU leads the way for another 100 years.

Let me be clear why this is so important, no matter who is in the White House or state houses across the country, the protection of civil liberties requires eternal vigilance. We are experiencing the very real, and life-threatening consequences of the current abuses of power and disregard for the law.

For decades, sustaining this work has depended on the support of ACLU members in all 50 states and beyond. Donors like you tell us that supporting the ACLU is a deeply held conviction. It's about the kind of country they want to live in and the legacy they want to pass on to future generations.

Thousands of our supporters have reflected on what that commitment means to them ... and have chosen to leave a gift to the ACLU in their will or by designating the ACLU as a beneficiary of a retirement plan or other account.

National Office • 125 Broad Street, 18th floor • New York NY 10004 • aclu.org/legacy

National Office • 125 Broad Street, 18th floor • New York NY 10004 • aclu.org/legacy

National Office • 125 Broad Street, 18th floor • New York NY 10004 • aclu.org/legacy

National Office • 125 Broad Street, 18th floor • New York NY 10004 • aclu.org/legacy

B-3490

B-3490

CONFIDENTIAL REPLY FORM



FN4SMXX1809XX004
58619016

[Redacted]

[Redacted]

[Redacted], you can create a legacy of equality, fairness, and freedom by leaving a gift to the ACLU. And for a limited time, a gift in your will or trust will trigger an immediate cash donation to the ACLU Foundation—equal to up to 10% of your future gift's value thanks to a generous matching grant from The Crankstart Foundation.

Yes, please send me information about how I can take advantage of the ACLU Legacy Challenge.

For a limited time, if you notify us of a new gift you have left in your will or trust, or by beneficiary designation, The Crankstart Foundation will make an immediate cash donation of up to 10% of your future gift to the ACLU Foundation. Will you join the Legacy Challenge?

- I'm pleased to let you know that I have already left a gift to the ACLU. Please send me information on qualifying for the match.
- I intend to leave a gift to the ACLU in my will, trust, or by beneficiary designation and will act soon to ensure my gift qualifies for up to a 10% matching gift from The Crankstart Foundation.
- I would consider leaving a gift to the ACLU. Please send me information about joining the Legacy Challenge.
- I am not interested in leaving a gift to the ACLU.

Return your completed form to:

American Civil Liberties Union
PO Box 3010, Rogers, MN 55374-9985

Contact us with any questions by email at legacy@aclu.org.

Leaving a legacy for **FREEDOM** is surprisingly easy.

- You retain control of your assets during your lifetime. Your gift costs you nothing now.
- You can change your beneficiaries at any time.
- You can provide for loved ones and play a personal role in protecting the future of our individual rights and liberties.
- You can leave a gift in honor or memory of someone special.
- You choose the amount; there is no minimum contribution required.
- Your gift can remain anonymous, if you choose.
- And, if you take advantage of this Legacy Challenge, The Crankstart Foundation's matching gift will go to work in your name right away.



“The ACLU protects our rights across so many areas—free speech, privacy, LGBTQ, health care, reproductive rights, and more. We’re glad to be a part of the ACLU’s work on the front lines.”

—Wendy & Andrea

The ACLU is deeply grateful to Wendy and Andrea for their generous gift to the ACLU Foundation.

HOW DOES THE LEGACY CHALLENGE WORK?

1. Complete your gift plans for the ACLU in your will, or by filling out a beneficiary designation form.
2. Tell us about it by returning this form.
3. For gifts up to \$250,000, a matching cash donation equal to 10% of your future gift’s value will be made today in your name.
4. For gifts over \$250,000, the first \$250,000 of your future gift will be immediately matched at 10%. Any additional portion will be matched at 5%.

TO LEAVE A GIFT TO THE ACLU

Simply include the following information in your will or trust, or complete your beneficiary designation form with our legal name, **American Civil Liberties Union**, and Tax ID# **13-3871360**

“I give to the American Civil Liberties Union, Inc. a District of Columbia nonprofit corporation that is recognized as exempt from tax under Section 501(c)(4) of the Internal Revenue Code of 1986, as amended, with its principal offices at 125 Broad Street, New York, New York, _____ percent of my residuary estate (or the sum of \$_____) to be used for its general purposes.”

How the match works:

Your Future Gift	10% Cash Match <small>(amounts up to \$250,000)</small>	+	5% Cash Match <small>(amounts over \$250,000)</small>	=	Total Match
\$10,000	\$1,000				\$1,000
\$50,000	\$5,000				\$5,000
\$100,000	\$10,000				\$10,000
\$250,000	\$25,000				\$25,000
\$500,000	\$25,000		\$12,500		\$37,500
\$750,000	\$25,000		\$25,000		\$50,000

WE’RE HERE TO HELP

Just let us know what you need and we will contact you right away. Our staff can help you with the Legacy Challenge, estate planning information, and other giving options.

ACLU Gift Planning | Email: legacy@aclu.org | Website: aclu.org/legacy

Idea #6: “Mute This Campaign”
Email Option
(Best Friends Animal Society)

Double your impact —
all gifts matched for Giving Tuesday! Give now >



Dear Friend,

In a year like no other, your unwavering devotion means the world to the animals. Thank you for providing hope, love and lifesaving second chances to so many.

Even though 2020 has brought changes we could never have imagined, a silver lining has emerged: A major transformation in the way the country cares for homeless pets is taking hold. Together, we have embraced the opportunity, paving the way for both small improvements and huge adjustments within our shelters, neighborhoods and communities.

Indeed, throughout this entire year, our commitment to saving lives with you has never faltered. No matter what challenges arise, we remain wholly dedicated to our most beloved companions — adjusting our approach, but never our purpose. Just a few examples of how we have met the moment together, thanks to your generosity and compassion:

- Accelerated emergency foster programs, remote adoptions, pet food distribution, virtual vet care, and whole-family support to save lives and keep pets and people together
- Helped thousands of shelters and rescue groups with essential resources and customized solutions to meet community needs, even with social distancing in place
- Organized people around the country, helping them to join together, take action and become a beacon of hope for animals at risk and neighbors in need

Together, we are not only saving lives today, we are shaping the way animal welfare works to Save Them All.

Thank you so much for remembering homeless pets, even in this most difficult time. And please know how grateful we are for your kindness throughout the year.

A handwritten signature in cursive script that reads "Julie".

Julie Castle, CEO
Best Friends Animal Society

P.S. **Please make a gift to the animals today** and it will count toward Giving Tuesday, the global day of kindness and giving coming up on December 1. Every gift will be matched in full, up to \$500,000.

Not interested in this email? [Click here to mute this campaign.](#)



[DONATE >](#)



You are receiving this email because you signed up to receive Best Friends Animal Society emails.

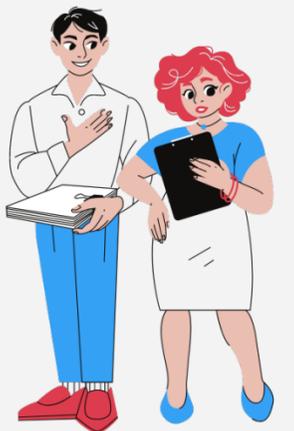
[Manage my preferences or unsubscribe](#) | [Privacy Policy](#) | [Contact Us](#)

©2021 Best Friends Animal Society. All Rights Reserved.
1001 Angel Canyon Rd, Kanab, UT 84701

P.S. **Please make a gift to the animals today** and it will count toward Giving Tuesday, the global day of kindness and giving coming up on December 1. Every gift will be matched in full, up to \$500,000.

Not interested in this email? [Click here to mute this campaign.](#)

Idea #7: Donation Processing Fails In F2F



Recapture your face-to-face fails

(do it right away!)



MILLIONS of conversations with prospects and donors each year!



After securing the gift, between 3% – 5% of donations fail—but we don't always know until after the donor has walked away



Use any quality assurance process to recapture.



Call them back
Send them a text
If that fails—develop an email series



90% of donors come back at that initial phone call!

- Most frequent problem is tech and signals!
- Donor data entry errors
- The longer you wait, the more likely they will not follow through on the donation

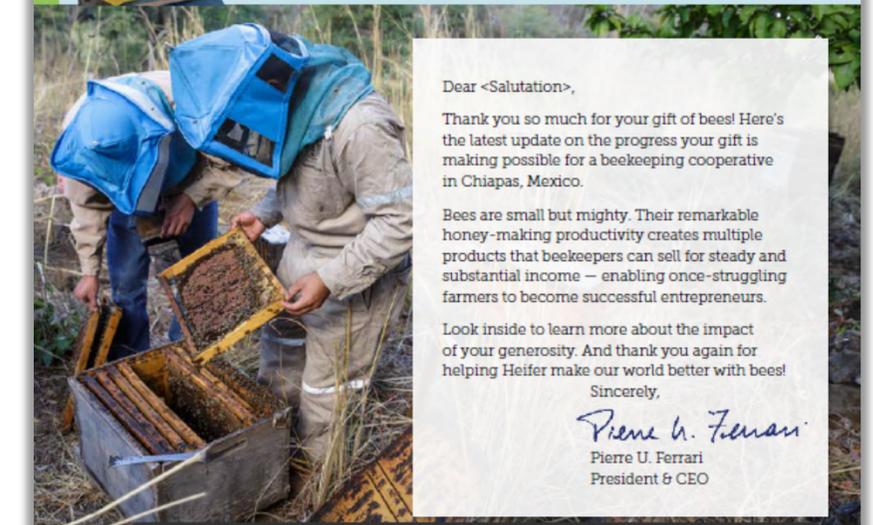
Idea #8: Hyper Personalization
(Heifer International and
American Cancer Society)



Chickens



Goats



Bees

Hyper-Personalization Helps Recognize New Donors

Digital postcards that are personalized to acknowledge what gift the donor gave in their original donation



Thank you for your recent gift to the Joe Lee Griffin Hope Lodge in Birmingham, AL. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.

THANK YOU FOR YOUR GIFT! Dear Customer: Thank you again for your generous donation to the American Cancer Society. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.

THANK YOU for your recent gift to Relay For Life to help fight cancer. Your knowledge & passion hope for the future. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.



THANK YOU for your recent gift to the American Cancer Society to help fight cancer. Your knowledge & passion hope for the future. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.

THANK YOU FOR YOUR GIFT! Dear Customer: Thank you again for your generous donation to the American Cancer Society. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.

THANK YOU for your recent gift to the American Cancer Society to help fight cancer. Your knowledge & passion hope for the future. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.



THANK YOU for your recent gift to the American Cancer Society to help fight cancer. Your knowledge & passion hope for the future. Includes recipient information, date, and a table with columns for 'YOUR RECEIPT' and 'GIFT AMOUNT'.

Digital Printing Offers Endless Possibilities

Acknowledgement Program

- 1 basic 8.5 x 14 form
- Everything is Variable
- Can all print in the same print run (as long as the rest of the package is the same)

Idea #9: The Return of “Stuff”
(The Sierra Club and
The Nature Conservancy)



Sierra Club
2101 Webster Street, Suite 1300
Oakland, CA 94612



NONPROFIT ORG.
U.S. POSTAGE
PAID
SIERRA CLUB

42566-01D/46/142708

FOR ADDRESSEE ONLY	DATE OF ISSUANCE
MEMBER BENEFITS STATEMENT ENCLOSED	06/03/21

Ms Karin Kirchoff
5800 9th Rd N
Arlington, VA 22205-1309



**PRIORITY
CONTENTS**



OUR FREE GIFT TO YOU INCLUDES:

Two Bookmarks, Notepad, Pocket Calendar, Wilderness and Remote
First Aid Checklist, and a Wilderness Essentials List

PLUS Valuable Resources: How to Protect the Environment, How to Protect
America's Wildlife and Wildlands, and Helpful Green Living Tips

The Nature Conservancy Calendar+

- Calendar mails in acquisition, lapsed recapture and appeals.
- Higher value donors get the additional mini calendar/planner
- Highest performing appeal for the year (nearly double that of the next closest appeal.)
- What make it unique and special is TNC's process.



Idea #10: Cancer Crypto Fund
(American Cancer Society)

What patients and caregivers need to know about [cancer, coronavirus, and COVID-19](#).



Cancer Helpline

[800.227.2345](tel:800.227.2345)

[Contact Us](#)

[Sign Up For Email](#)



[Español](#) | [More Languages](#)

[GIVE IN HONOR & MEMORIAL](#)

[DONATE](#)

[CANCER A-Z](#)

[STAY HEALTHY](#)

[TREATMENT & SUPPORT](#)

[NEWS](#)

[OUR RESEARCH](#)

[GET INVOLVED](#)

[OUR PARTNERS](#)

[ABOUT US](#)



[GET INVOLVED](#) > [DONATIONS](#) > [MORE WAYS TO GIVE](#) > [DONATE CRYPTOCURRENCY](#)

Support the Cancer Crypto Fund

Announcing the first-ever cancer fund exclusively funded by cryptocurrency donations to benefit the American Cancer Society.

Donate Crypto Now

American Cancer Society

1. PLEDGE 2. INFO 3. DONATE

Select Your Crypto

Bitcoin Ethereum

Other crypto options

Enter Donation Amount

0.25 BTC
~\$11,650.00 USD

CONTINUE

Powered By Giving Block

Accepted cryptocurrencies:

- Bitcoin (BTC)
- Ethereum (ETH)
- Amp (AMP)
- Balancer (BAL)
- Bancor Network Token (BNT)
- Basic Attention Token (BAT)
- Bitcoin Cash (BCH)
- ChainLink (LINK)
- Dai (DAI)
- Dogecoin (DOGE)
- The Graph (GRT)
- Gemini Dollar (GUSD)
- Litecoin (LTC)
- Polygon (MATIC)
- Storj (STORJ)
- Synthetix (SNX)

About the Fund

The Cancer Crypto fund is seeking to raise at least \$1,000,000 by early 2021 and will go directly to funding critical cancer research. COVID-19 reduced our ability to fund cancer research by 50% in 2020 – the lowest investment this century. The crypto community's contributions will help re-establish crucial research funding for new discoveries and better treatments to save the lives of family and friends.

Why Crypto and American Cancer Society?

American Cancer Society recognizes the emergence of cryptocurrency and knows the impact cancer has across this and many other communities. We invite you to support our vital research efforts and our broader mission to save lives, celebrate lives, and lead the fight for a world without cancer.

Naming Rights

The first crypto donor to donate \$250,000 or more will have the opportunity to name the fund, in their name or that of a loved one. Donations of \$10,000 or more will appear on the Cancer Crypto Fund wall of honor.

WALL OF HONOR

Thank you to our generous donors to the Cancer Crypto Fund who have given \$10,000 or more.

Christian Linge
on behalf of SafeBreast communities

Bonus Ideas:

Bronx Zoo – Valentine’s Day

Adding Texture to Envelopes

Tactile Paper Stocks

USPS Promotions Calendar

Animated Facebook Ad

Wikipedia – Monthly ask (pop-up)

Curated Content Webinar Series



Bronx Zoo Sponsored · 🌐

Name a Roach for your sweetheart this Valentine's Day because your love is eternal. Now with new gifts for 2020.

The Original Name a Roach

Shop Now

716

452 Comments 347 Shares

NAME A ROACH

Happy Valentine's Day!

In your honor,
Your Name

has named a roach
The Roach's Name

Your hissing cockroach lives in a hollowed out tree trunk inside the Madagascar exhibit at the Bronx Zoo.

A Madagascar hissing cockroach has been named in your honor because roaches are forever. Happy Valentine's Day

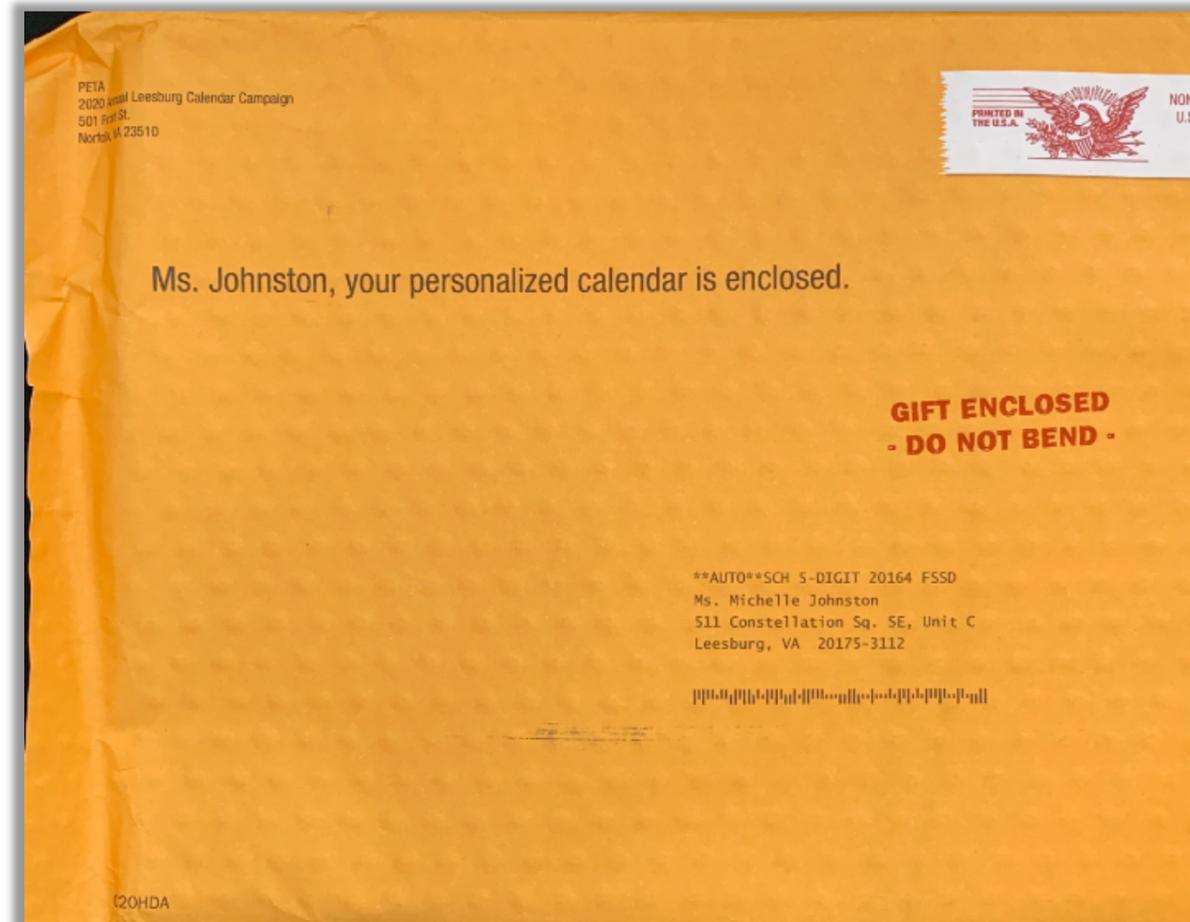
Here's to many more years of hissing together.

The donation made in your honor will help the Wildlife Conservation Society protect animals big and small.

Bronx Zoo



Adding Texture to Your Envelopes



Tactile Paper Stocks Within a Package

0038895

OPERATION WINTER RESCUE-EMERGENCY REPLY

To: Pamela J. Myers
President, NAHA

From: Michelle Johnston
511 Constellation Sq. SE Unit C
Leesburg, VA 20175-3112

F7017

YES, Pam, I am enclosing my EMERGENCY OPERATION WINTER RESCUE tax-deductible contribution of . . .

\$15 \$20 \$25 \$30 \$35
 \$50 \$100 \$_____ (other)

to support NAHA's programs, including OPERATION WINTER RESCUE to provide emergency stoves and fuel for families on the Sioux Reservations who otherwise might face freezing to death this Winter.

Method of payment:

Cash Check Money order
- OR -
Change my contribution to my credit card and send me a receipt.

Visa Mastercard American Express Discover

Card Number: _____ Name on Card: _____
Exp. Date: _____ Amt. Charged: _____
Signature: _____ E-mail Address (if any): _____

Please make our check payable to NAHA and mail in the enclosed postage-paid reply envelope. Thank you!

SICANGU
SUN-TIMES

*What a tragedy!
Please help us make
sure no one freezes to
death this Winter!*

**Sioux Grandmother Forced to Choose
Between Heat or Lights Freezes to Death**

Rosebud, SD

I want to talk about what I believe to be the wrongful death of my aunt, Sarah Swift Hawk. She froze to death in a HUD house. Sarah worried about her grandchildren and went to her daughter, Norma Poorman's house. Norma [could not afford both] lights [and] propane. She chose lights. Even if she chose propane, the furnace would not work

without electricity, so they chose lights figuring they would use their wood stove to keep warm. Because of the minus 16 degrees that Sunday morning, and no heat-Sarah froze to death . . .

There is something terribly wrong for a human being, a mother and grandmother to die like this.

-Rosalie Whirlwind Soldier

USPS Tactile, Sensory and Interactive Mailpiece Engagement Promotion Details

Registration Period: December 15, 2020 – July 31, 2021

Promotion Period: February 1, 2020 – July 31, 2020

Incentive: An upfront 2% postage discount on mailpieces that incorporate a multi-sensory experience through special visual effects, sound, scent, texture/tactile treatments, taste and interactive elements such as pop-ups, infinite folds and other dimensional treatments.

2022 USPS Promotions

Informed Delivery Promotion – In 2022 the Promotion will offer double the discount (up to 4% off postage) and the promotion will run an additional two months;

Registration Period: June 15, 2022 – December 31, 2022 *Registration started July 15th in 2021

Promotion Period: August 1, 2022 – December 31, 2022 *The Promo is running from Sep 1 - Nov 30 this year

Mobile Shopping Promotion – The promo will again offer up to a 2% discount but they are shortening the time period for this promotion next year;

Registration Period: July 15, 2022 – December 31, 2022 *Registration started June 15th in 2021

Promotion Period: September 1, 2022 – December 31, 2022 *The promo started Aug 1st in 2021 and will run through Dec 31st

Earned Value Reply Mail Promotion – There will be no changes next year. All Participants: \$0.02 credit for each BRM and CRM and/or Share Mail piece counted

Registration Period: February 15, 2022 – March 31, 2022

Promotion Period: April 1, 2022 – June 30, 2022

Credit Redemption Period: July 1, 2022 – December 31, 2022

Credit Expiration: December 31, 2022

Tactile Sensory & Interactive Mailpiece Engagement Promotion – In 2022 the Promotion will offer double the discount (up to 4% off postage) with no changes to the promo period;

Registration Period: December 15, 2021 – July 31, 2022

Promotion Period: February 1, 2022 – July 31, 2022

Emerging and Advanced Technology Promotion – In 2022 the Promotion will offer two tiers of discounts at 2% and 3% (its currently 2% on every sub category) with no changes to the promo period;

2% Eligible Techniques:

- Enhanced Augmented Reality (AR)
- Basic Integration with Voice Assistant

3% Eligible Techniques:

- Video in Print
- NFC
- Virtual Reality(VR)/Mixed Reality (MR)
- Advanced Integration with Voice Assistant

Registration Period: January 15, 2022 – August 31, 2022

Promotion Period: March 1, 2022 – August 31, 2022

Personalized Color Transpromo Promotion – In 2022 the Promotion discount will be increased to up to 3% off postage (its currently 2%) with no changes to the promo period;

Registration Period: May 15, 2022 – December 31, 2022

Promotion Period: July 1, 2022 – December 31, 2022



John Fetterman

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Intersectional Justice

May 27, 2021

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Community-centered Lawyering

June 24, 2021

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Environmental Justice

July 29, 2021, 11 a.m. - 12 p.m. PT /

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