

# USPS STATUS

WHAT IS  
FACT

AND

WHAT IS  
FICTION

WEDNESDAY, AUGUST 26

**DMAW**

Direct Marketing Association of Washington

## Upcoming DMAW *Live* Webinars

**The Web as a Living Laboratory – What We’ve Learned from 2,200 Digital Fundraising Experiments  
(Part 2 in our digital series) Wed., Sept. 9 | 1:15PM – 2:15 PM (EDT)**

**It’s a Great, Great Sustainers World**

**Wed., Sept. 16 | 8:30 AM – 9:30AM, 1:30PM – 2:30PM & 4:15PM – 5:15PM (EDT)**

**Advanced Topics – 2 Days!**

**Wed., Sept. 23 | 3:30PM – 4:55PM (EDT) &**

**Thurs., Sept. 24 8:30 AM – 9:45AM, 1:30PM – 2:45PM & 4:15PM – 5:30PM (EDT)**

**Proactive & Reactive – How to be ready to respond right away**

**(Part 3 in our digital series) Wed., Sept. 30 | 1:15PM – 2:15PM (EDT)**

**Creative Strategy & Implementation**

**Wed., Oct. 7 | 1:15PM – 2:45 PM (EDT)**

**QUESTIONS ABOUT  
PROGRAMS? MEMBERSHIP?  
MARKETING OPPORTUNITIES?  
EMAIL: [DONNA@DMAW.ORG](mailto:DONNA@DMAW.ORG)**

# Questions?

**On the righthand side of your screen you should have a box for questions.**

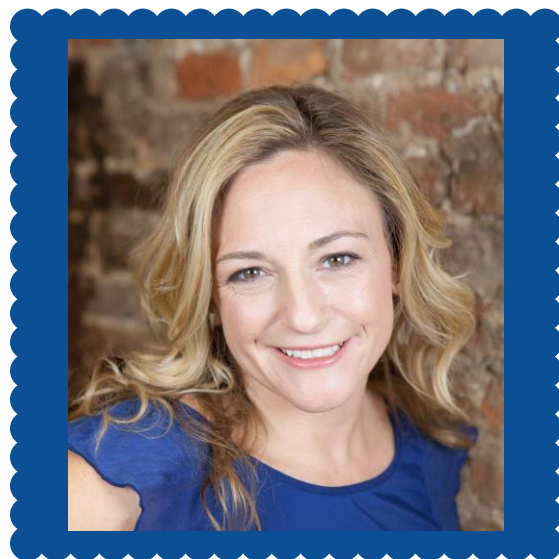
***Q&A will be taken at the end of the session.***

**The session is being recorded. You will be sent a brief survey - complete the survey to receive a link to the recording & powerpoint.**

# THANK YOU TO OUR USPS WEBINAR PARTNERS!

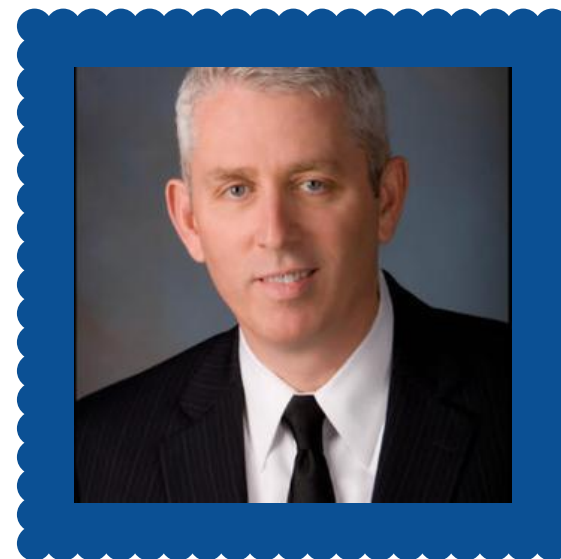


# PANELISTS



CAROLYN ANGELINI

DIRECTOR OF RESOURCE  
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VICE PRESIDENT  
LAUTMAN MASKA NEILL &  
COMPANY  
*Moderator*

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## SnailWorks Visibility + Tracking Observations

We track 5,000,000 – 20,000,000 pieces per day – letters and flats, all classes, nationwide

We track individual mailings – not meta-data

- Different classes have very different rules and characteristics
- Mail date is a fluid concept

We measure general Postal health by:

- Customer inquiry
- Key repetitive jobs



## What We Are Seeing

### First-Class Mail - Letters

- Slowed by .5 – 1.0 days
- All mail being delivered – just a bit slower than expected

### USPS Marketing Mail – Regular and Nonprofit - Letters

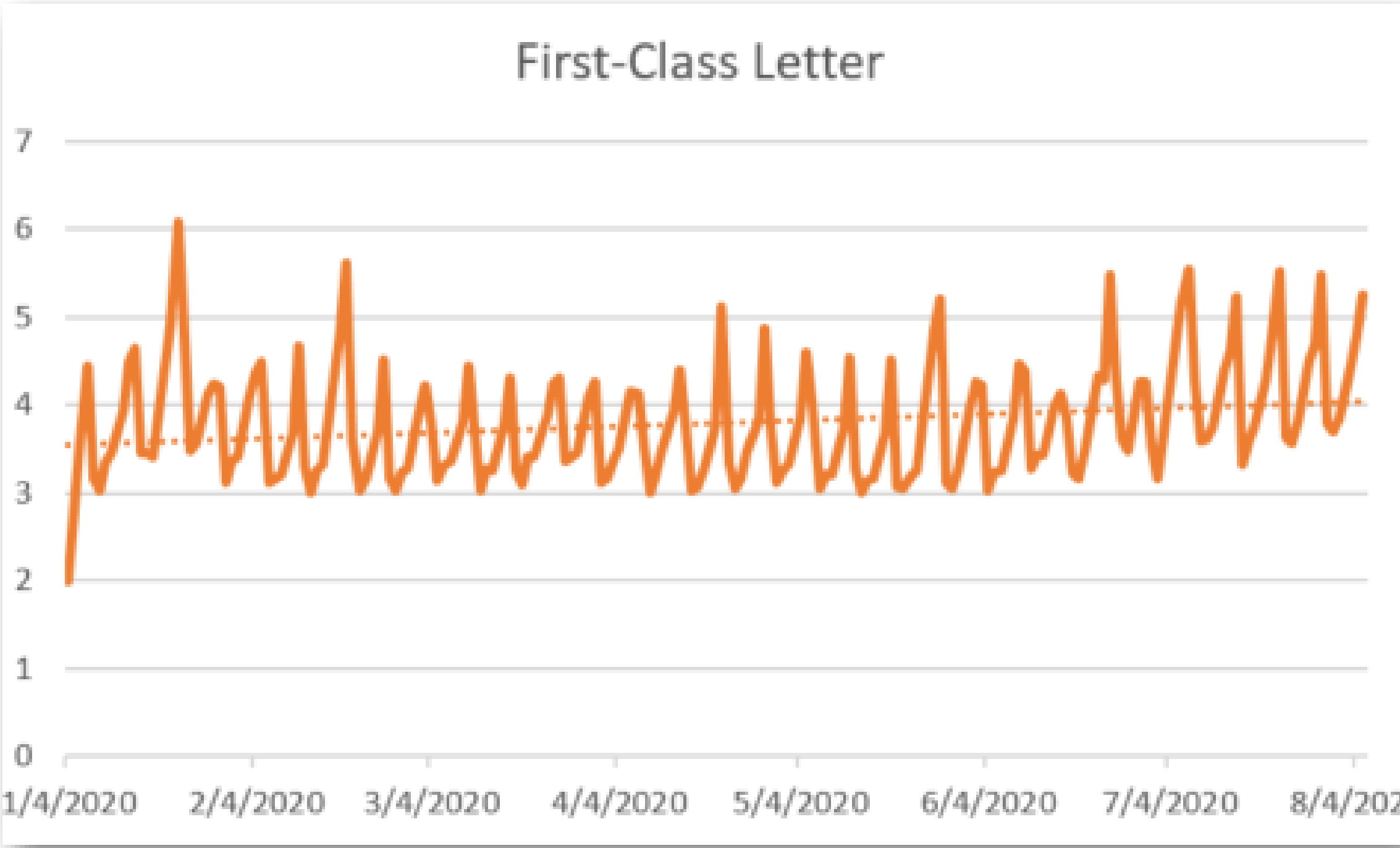
- When inducted at SCF level – service a bit better than pre-pandemic
- Transportation and logistics issues between facilities creating unpredictable delivery for origin-entered mail

### Flat Mail

- Suffering from transportation and absenteeism, delivery has been slow through the pandemic

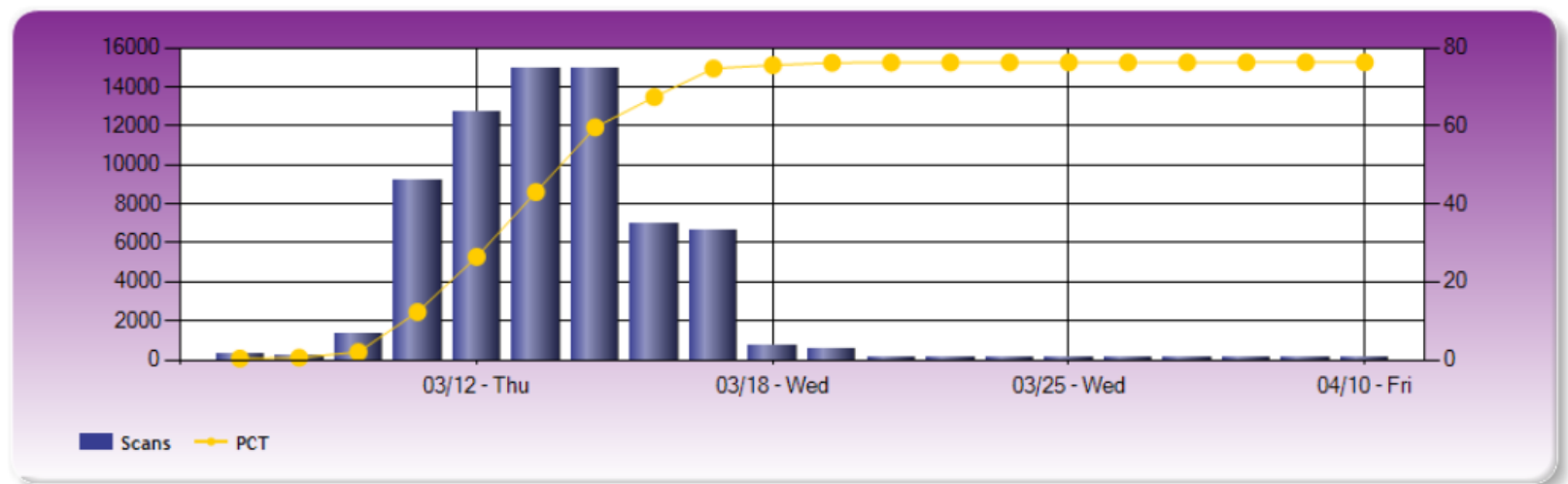
# First-Class Letters

## Trending from 3.6 days to 4.0 days



# Marketing Mail Drop Shipped

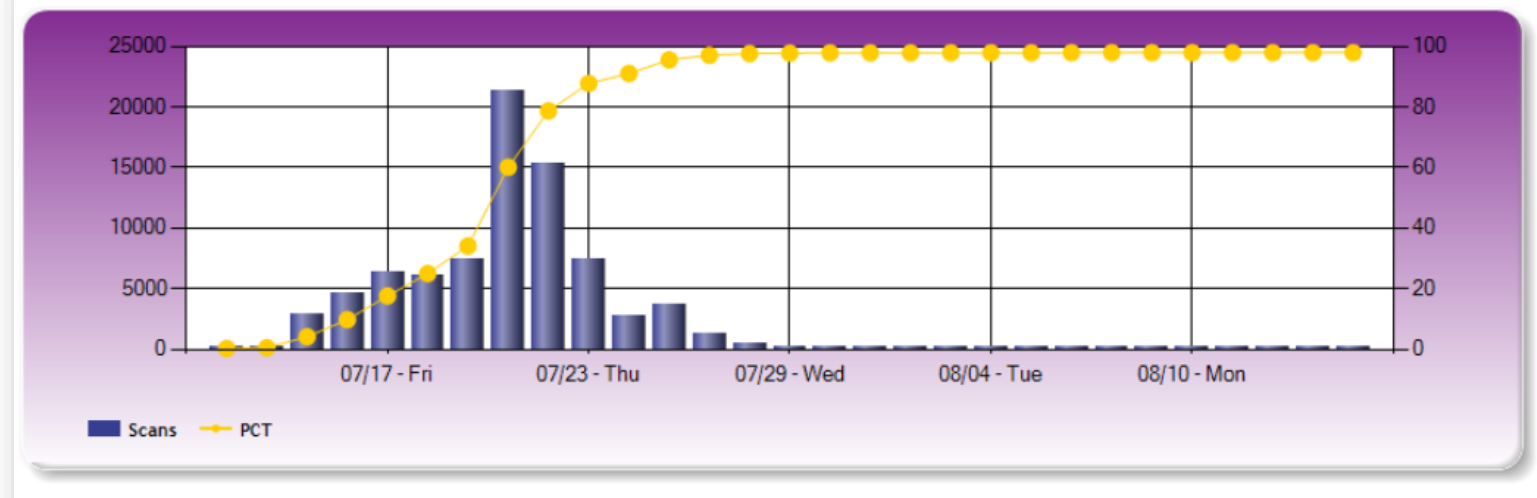
Scanned Mailpiece Counts by Delivery Date



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/03/07 - Sat	315	315	0.35	2
2020/03/09 - Mon	191	506	0.56	4
2020/03/10 - Tue	1,312	1,818	2.02	5
2020/03/11 - Wed	9,222	11,040	12.28	6
2020/03/12 - Thu	12,727	23,767	26.43	7
2020/03/13 - Fri	14,956	38,723	43.06	8
2020/03/14 - Sat	14,917	53,640	59.64	9
2020/03/16 - Mon	6,997	60,637	67.42	11
2020/03/17 - Tue	6,597	67,234	74.76	12
2020/03/18 - Wed	740	67,974	75.58	13
2020/03/19 - Thu	552	68,526	76.19	14

Mailed March 5 – Average Elapsed Days: 8.47

Scanned Mailpiece Counts by Delivery Date



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/07/13 - Mon	203	203	0.25	2
2020/07/14 - Tue	227	430	0.52	3
2020/07/15 - Wed	2,935	3,365	4.11	4
2020/07/16 - Thu	4,652	8,017	9.78	5
2020/07/17 - Fri	6,412	14,429	17.60	6
2020/07/18 - Sat	6,056	20,485	24.99	7
2020/07/20 - Mon	7,449	27,934	34.08	9
2020/07/21 - Tue	21,341	49,275	60.11	10
2020/07/22 - Wed	15,271	64,546	78.74	11
2020/07/23 - Thu	7,399	71,945	87.77	12
2020/07/24 - Fri	2,686	74,631	91.05	13
2020/07/25 - Sat	3,705	78,336	95.57	14
2020/07/27 - Mon	1,270	79,606	97.11	16

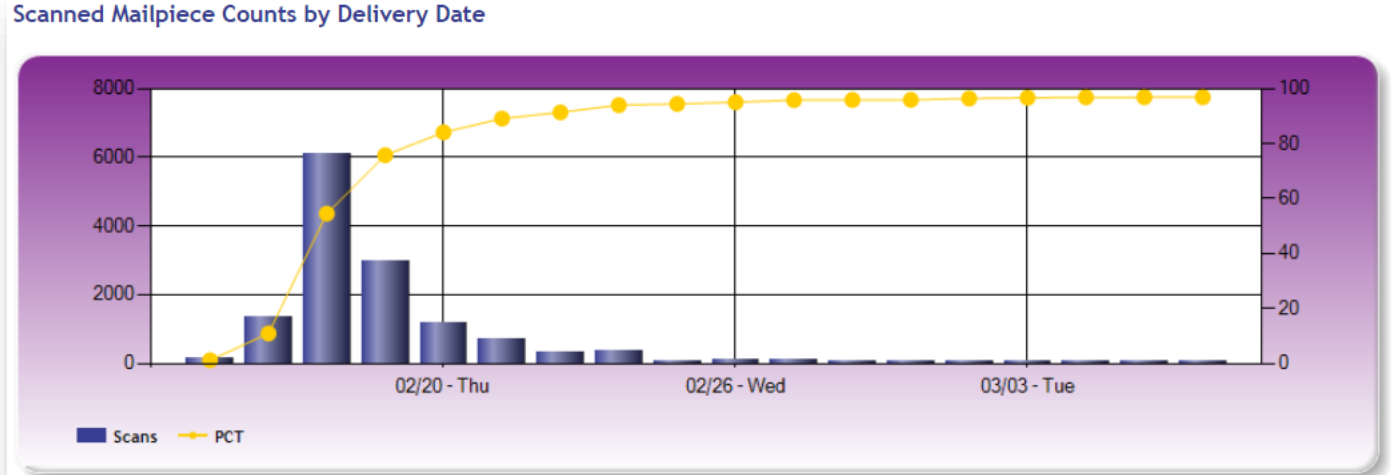
Mailed July 11 – Avg Elapsed Days: 9.64

# Marketing Mail Drop Shipped

Other Drop Dates/Average Elapsed Days: (Same Mailing)

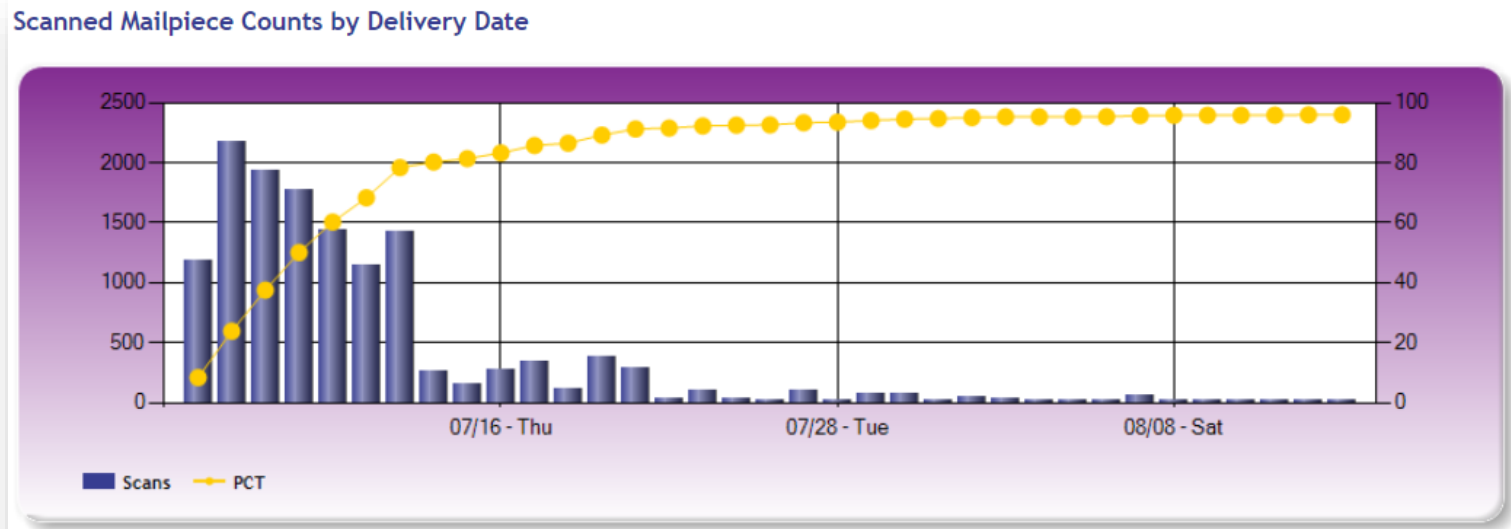
February 6, 2020.....	10.03 Days
October 31, 2019.....	9.77 Days
March 7, 2019.....	12.81 Days
November 10, 2018.....	11.77 Days

# Marketing Mail Locally Entered



Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/02/14 - Fri	161	161	1.15	3
2020/02/15 - Sat	1,368	1,529	10.92	4
2020/02/18 - Tue	6,100	7,629	54.50	7
2020/02/19 - Wed	2,980	10,609	75.78	8
2020/02/20 - Thu	1,167	11,776	84.12	9
2020/02/21 - Fri	700	12,476	89.12	10
2020/02/22 - Sat	314	12,790	91.36	11
2020/02/24 - Mon	372	13,162	94.02	13
2020/02/25 - Tue	59	13,221	94.44	14
2020/02/26 - Wed	90	13,311	95.09	15
2020/02/27 - Thu	104	13,415	95.83	16
2020/02/28 - Fri	11	13,426	95.91	17
2020/02/29 - Sat	2	13,428	95.92	18
2020/03/02 - Mon	68	13,496	96.41	20

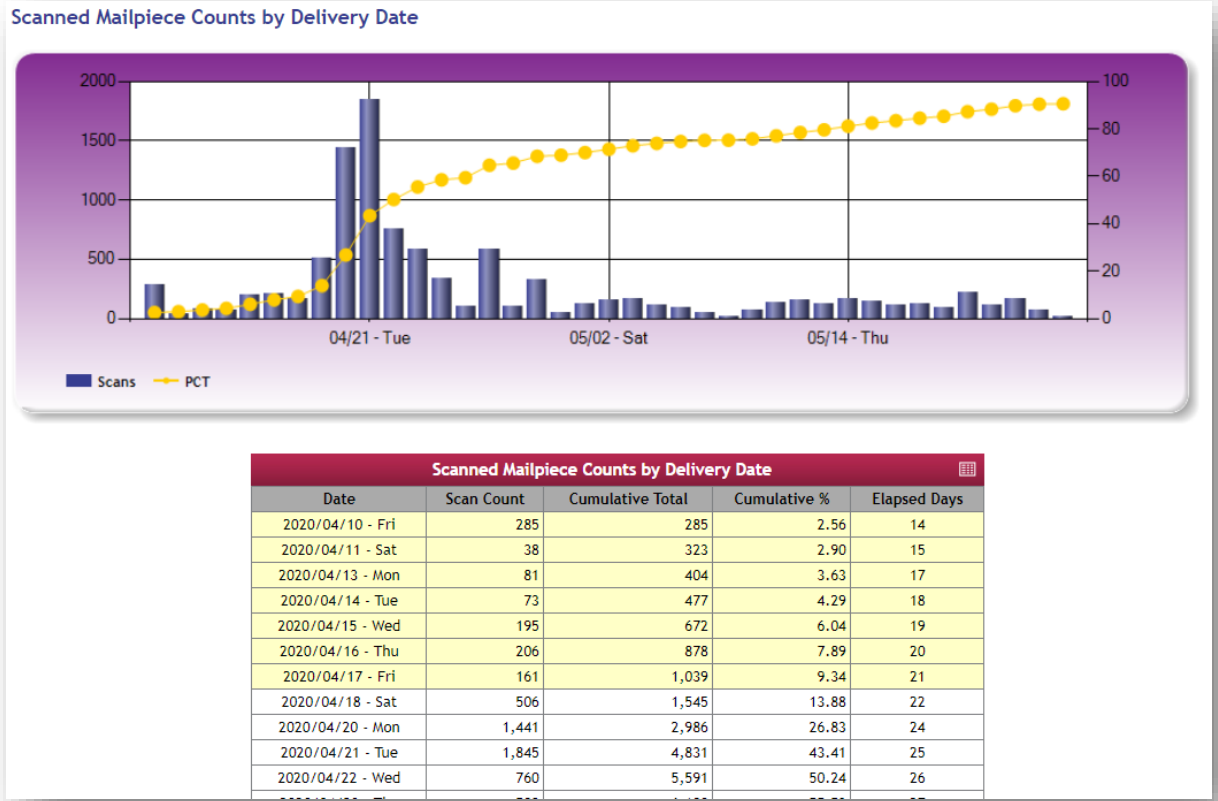
Mailed February 11 – Average Elapsed Days: 7.76



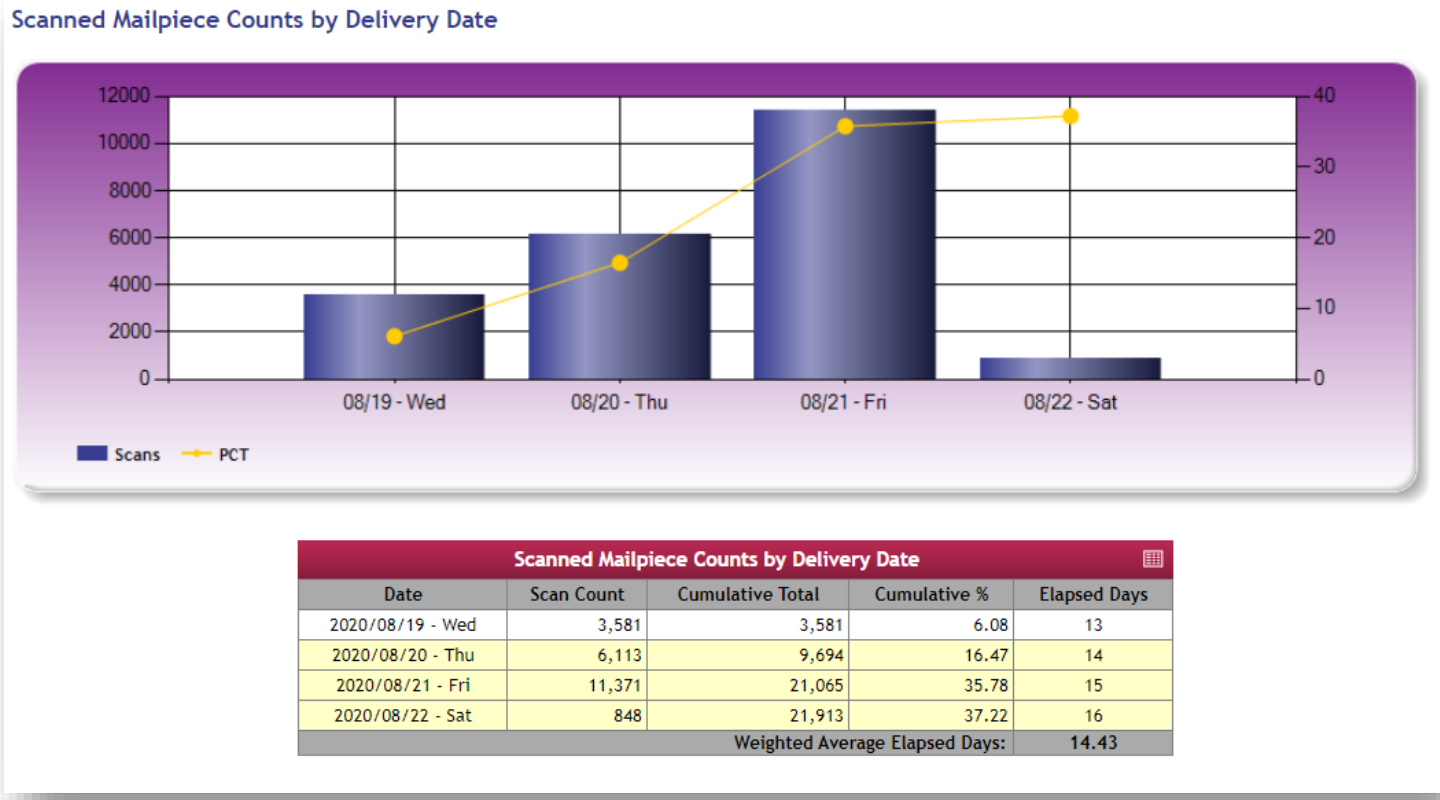
Date	Scan Count	Cumulative Total	Cumulative %	Elapsed Days
2020/07/06 - Mon	1,184	1,184	8.38	5
2020/07/07 - Tue	2,180	3,364	23.82	6
2020/07/08 - Wed	1,934	5,298	37.52	7
2020/07/09 - Thu	1,772	7,070	50.07	8
2020/07/10 - Fri	1,436	8,506	60.24	9
2020/07/11 - Sat	1,144	9,650	68.34	10
2020/07/13 - Mon	1,420	11,070	78.39	12
2020/07/14 - Tue	260	11,330	80.24	13
2020/07/15 - Wed	157	11,487	81.35	14
2020/07/16 - Thu	272	11,759	83.27	15
2020/07/17 - Fri	347	12,106	85.73	16
2020/07/18 - Sat	113	12,219	86.53	17
2020/07/20 - Mon	382	12,601	89.24	19

Mailed July 1 – Avg Elapsed Days: 10.11

# Marketing Mail Flats

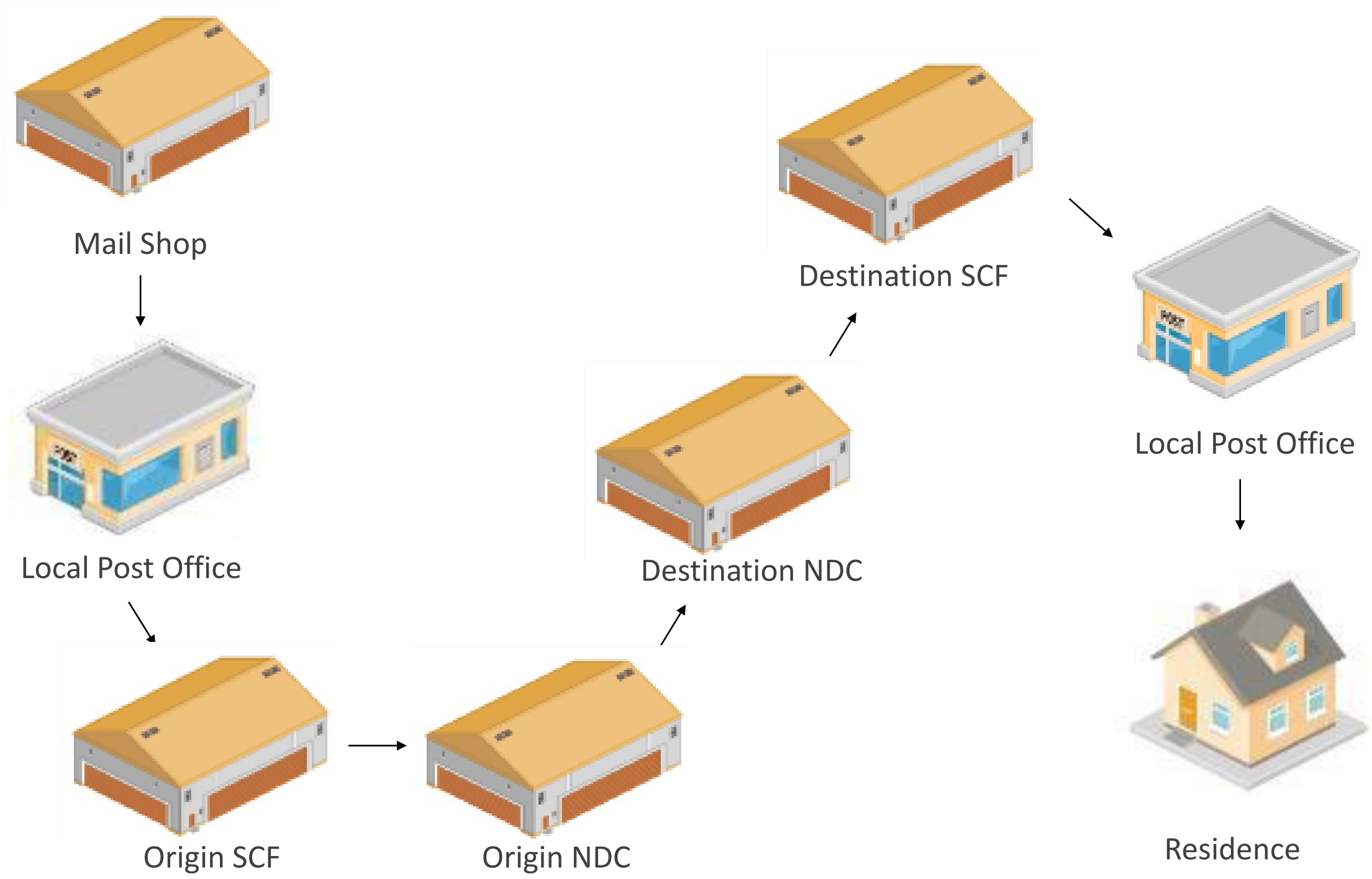


Mailed April 10 – Average Elapsed Days: 30.24



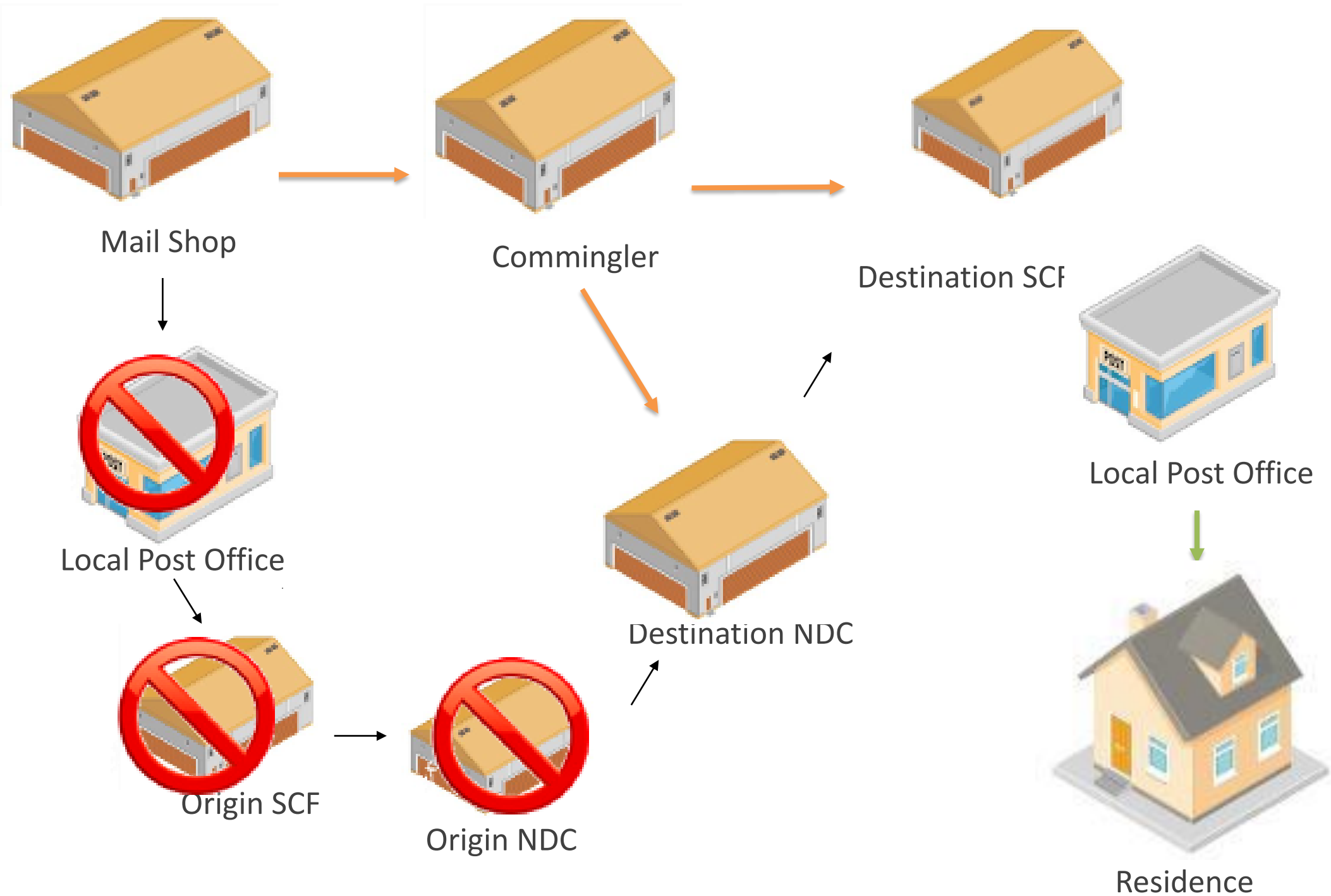
Mailed August 6 – Average Elapsed Days..??? Ewww!

# Worried about how fast your basic entry mail will travel through the USPS?



# SMART SOLUTION #1 – COMMINGLE YOUR MAIL

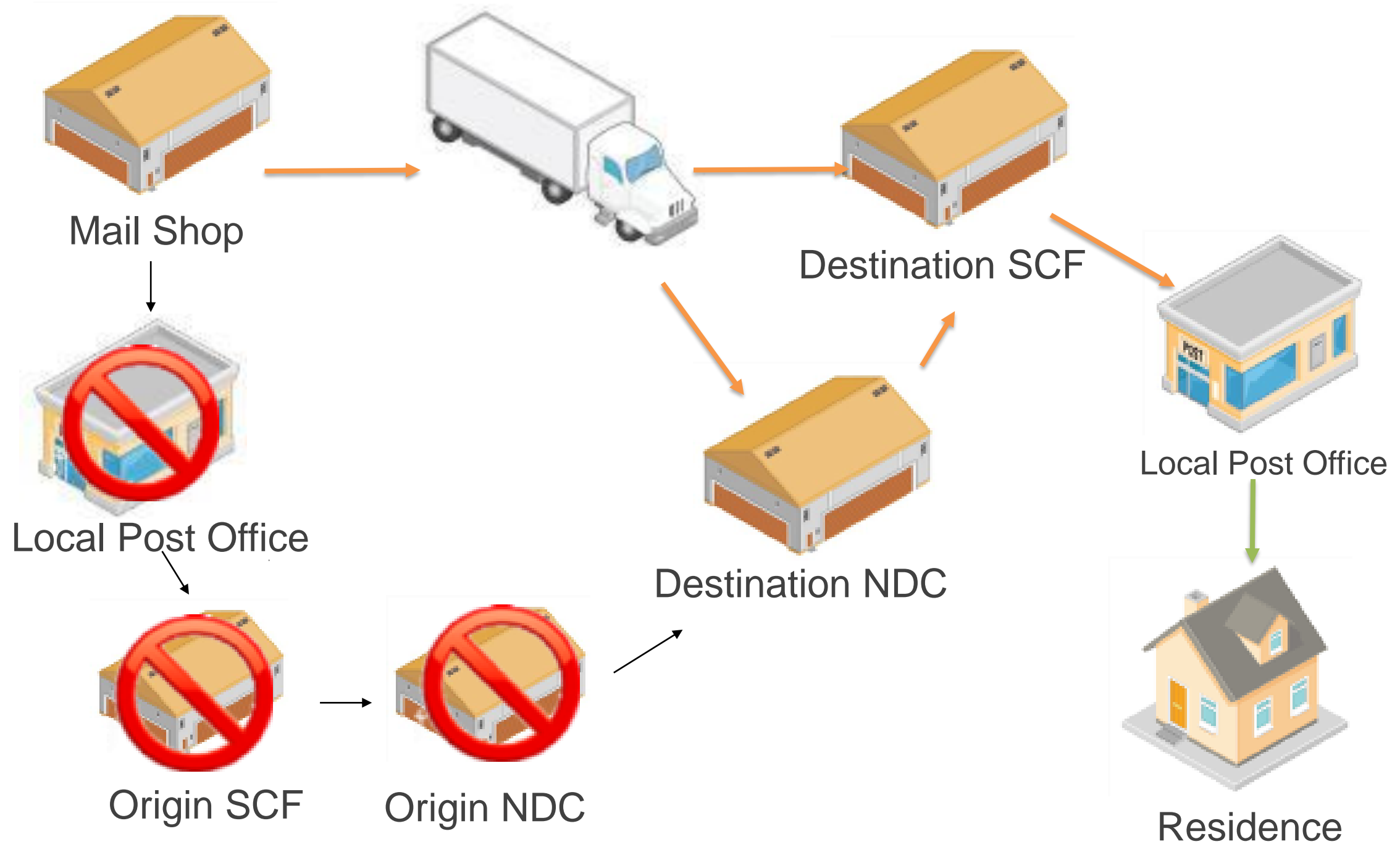
## Skip 3 USPS Steps to Expedite Delivery & Save Money





# SMART SOLUTION #2 – DROP SHIP YOUR MAIL

## Skip 3 USPS Steps to Expedite Direct to NDC & SCF & Save Money

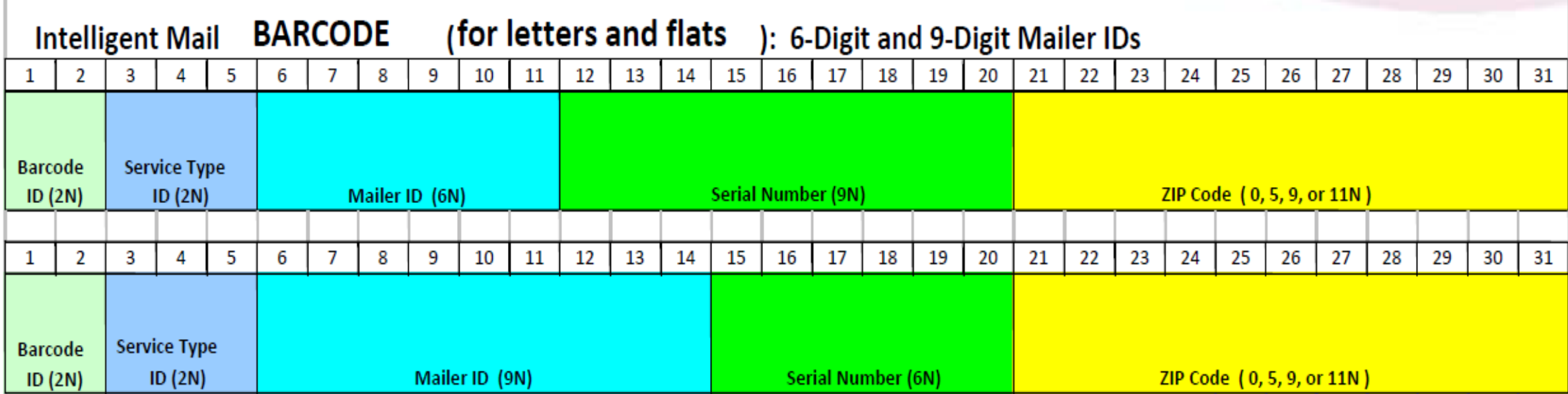


## COMMINGLING DELIVERY STATS

February 2020.....	9.81 days
March 2020 .....	10.25 days
April 2020 .....	10.32 days
May 2020 .....	10.46 days
June 2020 .....	10.22 days

\*Variance of less than one day.

# IMb Barcodes



<b>Barcode ID</b>	Identifies the presort makeup in conjunction with an Optional Endorsement Line -- most users will leave it as "00".
<b>Service Type ID:</b>	Identifies special service requests (e.g. OneCode Confirm and/or OneCode ACS) or Mail Class when used for automation rate discount without any services. If no Special Services are requested use: 300 for First-Class mail; 302 for Standard mail; 704 for Periodicals; 706 Bound Printed Matter.
<b>Mailer ID</b>	6-digit or 9-digit number that uniquely identifies the mail owner or mailing agent.
<b>Serial Number</b>	Uniquely identifies the mailpiece or mailing. A 9-digit MID reduces the Serial ID field to 6 digits
<b>ZIP Code:</b>	For routing, must contain a proper ZIP Code to obtain the automation rate discount.

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# Informed Delivery

**1)** Representative Image  
(Optional for Letter-Size  
REQUIRED for Flats)



**2)** Ride-Along Ad  
(Required)

**100% GIFT MATCH**  
on all monthly recurring gifts  
of \$30+ for the whole year

**GIVE NOW** 

Kingdom Workers  
Learn More >

**3)** Target URL (For Ride-Along)  
(Required):  
<https://kingdomworkers.com/give-now/>

## Additional Stats quoted on the Webinar

- 33% of charitable giving is done in the last 3 months of the year. – 2019 Charitable Giving Report, The Blackbaud Institute
- In relation to 2020 potential postage increases, nonprofits across the country submitted testimony to the USPS to not raise rates. Here's what a few had to say:
  - a large, national veterans services nonprofit” generates more than 80 percent of their revenue from Direct mail
  - “a large, national environmental group” Direct mail ... represents the single largest source of unrestricted income to our organization
  - “regional food bank” found direct mail to be more reliable than online fundraising methods. Direct mail is critical to us as it ‘cuts through the noise’ of email and social media and allows us to connect with our donors in a more material way
  - “regional humane society Direct mail is the mainstay of our donor communications and fundraising, generating 25% of our income and remains the single largest source of donation income to the charity
- The USPS processes 472 Million pieces of mail a day. If all register voters received a mail-in ballot, that is roughly 200 million pieces of mail, which translates to just one half of one day of work for the USPS.

## Additional Stats provided post-Webinar

Regarding the question of comparing 2019 to what is projected for this year...

**From Carolyn Angelini, Production Solutions – here is what they track:**

- **First Class** – Last year delivery averaged 4 days in Sep, 4.5 in Oct, 4.7 in Nov and 4.0 in Dec. Our annual average was 4.3 days in 2019.
- **Marketing Mail** – Mainly Letters but flats also included – Delivery averaged 13 in Sep, 11.7 in Oct, 12.5 in Nov and 11.8 in Dec and our annual average was 11.9 days in 2019. Keep in mind the ‘start the clock’ on this varies by postal logistics service leveraged/PS client so these are really PS trends, but they do illustrate the variability and comparison to the annual average.
- **YTD** – PS 1<sup>st</sup> Class and Marketing mail are both delivering **faster** than the same time last year.
- I recently looked back at what the 2016 stats looked like during the last election and First-Class mail delivered about a ¼ of a day **faster** during the Fall months compared to the annual average and Marketing Mail delivered around ½ a day **SLOWER** than the annual average. So in summary – all the political mail (along with the Election mail that was generated 4 years ago) didn’t make much of an impact on delivery.

**From Dave Lewis, President, SnailWorks:**

- Very similar results here. Standard mail delivering 2-3 days from SCF induction through the fall, with little variation during busy November season. FC letters averaging about 3.6 days in Oct and Nov, which is a touch faster than right now (4.0).

***THANK YOU***  
**TO OUR PANELISTS!**



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# THANK YOU TO OUR USPS WEBINAR PARTNERS!



**THANK YOU TO OUR  
PARTICIPANTS!**

**COMPLETE THE SURVEY AND  
A LINK TO THE RECORDING  
WILL BE SENT TO YOU**

**QUESTIONS?  
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