

Carrier Route Presort made for political mail

By Bill Daly

The best way to get your political mail there faster—and save money at the same time—is to use Carrier Route Presort. Carrier Route Presort coding will guarantee your mailings are delivered one to two days faster than regular bulk mail. They save you up to 1.8 cents per piece, in many cases less than the cost of the labels! Many vendors of political labels now offer Carrier Route Coding as a standard feature of their labels.

What is Carrier Route Presort?

Carrier Route Presort is the fastest and least expensive Post Office rate for mail in every postal class. Mail moves directly from the Post Office where you drop it to the carrier who delivers it, without its having to be sorted at the Post Office. Obviously this saves both time and money.

How do you save money?

There are Postal Service discounts for using Carrier Route Presort in every mail class. These discounts vary from time to time, but are usually about 1.8 cents for bulk mail and one cent for First Class. These discounts are in addition to those already offered for zip sorting.

But most labels cost less than 1.8 cents!

That's right! With Carrier Route Presort the savings will often exceed the total cost of the labels, making the labels not just free but an actual money saver. Labels that are not Carrier Route Presorted have to be \$18/ thousand LESS than presorted labels to be worth the lower cost.

How does it work?

Every address in the United States is in an individual "Carrier Route" that is the designation for the individual Letter Carrier who delivers mail to that address. This designation is a four digit number (in addition to the Zip Code). Twice every year the Post Office issues magnetic computer tapes that contain a complete nationwide listing of all of these Carrier Route designations. Up-to-date Carrier Route designations need to be added to Registered Voter Files from the Post

Office files each time they are issued. Most vendors will have that work already done when you are ready to order your labels.

How long has this been going on?

The Carrier Route Schema and discount structure were first established in 1979. The first magnetic tape schemas were released by the Post Office in 1980. VCS Carrier Route Coded over one million voters from the early manual schemas and was one of the first organizations in the country to obtain the original magnetic tape schemas in 1980 and begin coding voters from them. They have coded over 125,000,000 voters since that time.

Is this the so-called "9-Digit Zip Code"?

No, but for political mailings it is substantially better in almost all cases. The Post Office discounts for 9-Digit Zip Sorting are less than for carrier routing, and the delivery of the mail is the same or slower. There are many very good uses for 9-Digit Zip Code, and it is an important program, but it is not generally the correct solution for most effective political mailings.

Will my local Post Office know about this?

Definitely. But you should be sure that the formats and auxiliary counts that your vendor prepares for your Carrier Route Presorted mailings will comply with all Post Office regulations. You know how persnickety the Post Office can be about little details! Be very careful if you obtain Carrier Route Presort labels from a vendor who is not experienced in meeting exact Post Office standards in this area.

When can I start saving money with Carrier Route?

Start saving money the next time you do a political mailing and keep right on saving throughout your campaign. After you are elected you can keep saving money by using Carrier Route Presort for your mailings to constituents.

"A computer is nothing more than 20,000 old ladies sorting 3 x 5 cards very fast."
quote from Shellie Garrett Sports Illustrated, April 28, 1986

Carrier Route Presort

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MICHAEL L HINTZ **CR 14
TERRY E HINTZ
5324 NE 25TH AVE
PORTLAND, OR 97211

K C POBY **CR 14
LEE E ROBY
5330 NE 25TH AVE, 1
PORTLAND, OR 97211

ROBERT B ADAMS **CR 14
5536 NE 25TH AVE
PORTLAND, OR 97211

DONNA J RUST **CR 14
STEVEN H RUST
5610 NE 25TH AVE
PORTLAND, OR 97211

4 LINE LABELS: The cheapest and cleanest carrier route labels are '4-line carrier route' option. The route is printed to the right of the name and the labels are the usual 3 or 4 lines, as the case may be. In order to use this option the message Carrier Route Presort must appear pre-printed on the front of the piece.

CAR-RT SORT **CR 06
HAROLD S JAVITZ
TEMPE A JAVITZ
2191 ASHTON AV
MENLO PARK, CA 94025

CAR-RT SORT **CR 06
GRETA J HALL
2020 CEDAR AV
MENLO PARK, CA 94025

CAR-RT SORT **CR 06
ESTHER M DIPPE
WILLIAM W DIPPE
2041 CEDAR AV
MENLO PARK, CA 94025

CAR-RT SORT **CR 06
JOHN EDWARD HOFFERD
2060 CEDAR AV
MENLO PARK, CA 94025

5 LINE LABELS: Sometimes it is better to print the Carrier Route Sort message on each label. This is particularly true if some of the mailing is to be carrier routed and some not, or if there was not time to get the proper message printed on each piece at the time of printing. This option is slightly more expensive but can make life easier in some situations.

ZIP	LABELS	RES	%
95008	175	15	8.57
95014	1,467	44	2.99
95050	1,140	27	2.36
95051	702	52	7.40
95118	4	4	100.00
TOTAL	3,488	142	3.66

ZIP COUNT SHEET: It is essential that a count of pieces and residuals be presented to the post office by zip code. If the residuals are over 5% in one zip code the post office can require the residuals to be presented as a separate bulk mailing.

Bill Daly is President of Voter Contact Services.