Every Door Direct Mail Checklist

This checklist will help you make sure that you have everything you need to create an outstanding Every Door Direct Mail campaign. Some of the items on the list are the obvious, but sometimes overlooked while others are things you may not have put much thought into. Check off each item on the list as you gather information and design your Every Door Direct Mailers.

- [ ] **A target audience**
  Make sure you've picked an area to send your direct mailers where you believe your target audience is
- [ ] **Quality postcard paper for your mailers**
  Dimensions:
  Length: 11.5 - 15"
  Height: 6.125 - 12"
  Thickness: 1/4 - 3/4"
  Weight: 3.3oz or less
  Remember: For the minimum size, your mailer can be either 11.5" long or 6.125" high, but your shortest side must be at least 4.25"
- [ ] **A printer that can handle of postcard paper**
  Usually laser printers are better for this since toner is usually cheaper in the long run and they can usually print faster than inkjet printers
- [ ] **A USPS account**
  Make sure you're logged in before picking your routes! Logging in after you picked all your routes can cause the page to refresh and clear the routes you picked.
- [ ] **All of the USPS forms**
  Retail Post Office Listing Form
  Details your order
  Mailing Statement
  Form to fill out and turn in when you go to the post office
  Facing Slips
  One for each route you've selected
- [ ] **Elastic bands to bundle your mailers together**
  Use elastic bands instead of rubber bands as rubber bands can cause too much pressure and dent your mailers
- [ ] **The EDDM simplified address on one side of your mailer:**
  Local
  Postal Customer
- [ ] **The EDDM indicia on the same side as the address:**
  Place the indicia where a stamp would go if you were sending it out in the regular mail, also make sure the indicia text alignment is set to center
  PRSRT STD
  ECRWSS
  U.S.POSTAGE
  PAID
  EDDM Retail

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