



## **How to Mail Every Voter in Your District Without Spending a Dime ... Not Even on Postage!**

Most candidates have little money...but a LOT of time.

Well, what you're about to read is a proven, simple, tested idea that's been used successfully for YEARS by businesses around the country to mail their sales advertisements...absolutely free.

Interested?

But first, in this Internet Age you might be asking why you should even use the "dinosaur" known as the United States Postal Service?

Here's why...

Yes, electronic and digital advertising is comparatively less expensive than "snail-mail." But not every voter provides an email address when they register to vote.

And while there are email list services out there that can match a voter's name to their email address, if you do that you risk being labeled a "spammer."

And everybody HATES spammers.

Just imagine the damage to your campaign if a news story breaks telling everyone in your voting universe that you've spammed them.

Worse, even if you were able to match 100% of your voter file with an email address, on a GOOD day you're lucky if you get a 5-10 percent "open" rate.

So even if you were able to email every voter in your district for practically nothing, only a tiny percentage of those voters will actually read your message.

**Not a good return on investment no matter how little it costs.**

Then there are digital ads placed on social media and other websites.

But not every voter reads Facebook and Twitter on a regular basis. And those who do aren't necessarily in your district – even if you use "geo-fencing."

Robo-calls?

Again, not every voter provides their phone number when they register to vote. And even if you tele-match your voter file, you're still going to have a lot of voters on your list without phone numbers.

Or you'll have a growing number of voters who only have cell phones. And like spam, you better not get caught robo-calling cell phone numbers.

Then there's mass media – such as television, radio and newspaper ads.

**But you can't TARGET such advertising.**

You're paying through the nose to spread your message to a lot of people who either aren't registered to vote, aren't likely to vote, or don't vote in your district – unless you're running statewide.

No, the only way to TARGET the delivery of your campaign message is to use the post office to deliver your campaign message directly to the voter's mailbox, since providing a mailing address - unlike phone numbers and email addresses - is REQUIRED of anyone wishing to vote.

The downside, of course, is that even though direct mail is the most universally effective way of delivering your message to your target audience, it ain't cheap. At the time this report was written, the cost to mail a first-class letter is 55-cents each.

As they say in direct mail...paper is cheap; postage is expensive!

Of course, many campaigns slice this cost by mailing a campaign "postcard" at the bulk rate. But even then, you're still looking at a postage cost in the 25-cents/piece rate.

And that doesn't even include the cost of printing, addressing and processing.

So, let's say you want to mail your campaign postcard to a targeted list of 20,000 voters. You're looking at around \$5,000 per mailing.

That's five grand that many campaigns – especially in "down ballot" races – simply don't have.

Now...

What if you could invest a little "sweat labor" (like walking door-to-door) and mail your campaign postcard to those same 20,000 voters without spending a dime?

Would that be of interest to you?

If so, read on.

## The concept is simple, tested and proven. Here's what you do...

First, identify other NON-COMPETING campaigns that need to mail to the same voters you need to reach.

For example, if you're running for a state house race, you'll have a number of campaigns whose voters overlap with yours – state senate, congress, governor, attorney general, mayor, county commissioner, judge, school board, etc.

You then contact those candidates and make a pitch along these lines...

*“Look, Mr./Ms. Candidate, there are 20,000 voters in my district who are also in your district. And as you know, the cost to mail these voters is sky-high. So here's my idea...”*

*“I want to get five campaigns together and do a ‘co-op’ mailing to those 20,000 voters. Here's how it would work...”*

*“Everyone will give me their campaign postcards and I'll do the work to mail them all in one envelope - and then split the postage cost evenly among each participating campaign.”*

*“So instead of it costing you about \$5,000 to get your flyer into each voter's hands, the cost will be only around \$1,000.”*

*“Which means we could actually mail our campaign postcards together FIVE times for the same cost of you mailing to the same list of voters once!”*

Get it?

Let's take this up a notch with a real-life example on a bigger scale...

In the 2018 election cycle, my home state of Nevada had seven statewide offices on the ballot: U.S. Senate, Governor, Lt. Governor, Attorney General, Secretary of State, Treasurer and Controller.

And there were about 1.5 million registered voters.

Now, after “householding” the list – meaning you’d send only one mailer to homes with more than one voter to avoid duplication – and doing some additional targeting, let’s say the mailing universe was 1 million.

To mail to all 1 million voting households, each individual campaign would spend about \$250,000 per mailing on postage.

However...

If all seven campaigns got together and did a co-op mailing, the cost per mailer for each campaign would be around \$35,000. HUGE difference.

Even better...

Suppose the state Republican Party was to do this co-op mailing on behalf of those 7 GOP campaigns?

Get this...

What many people don’t know is that state political parties are allowed to mail at the NON-PROFIT bulk rate...which is even lower than the standard bulk rate for postage.

Meaning the postage cost would be even LESS than if a campaign or third-party PAC did it. Talk about bang for the buck!

And they can do this at the cheap non-profit rate for regional, congressional, county or city co-op mailings, as well, not just statewide.

If state parties really wanted to do something to help their candidates in a meaningful way, they’d jump on this like a pogo-stick.

Again, co-op mailing isn’t a new idea. It’s the same concept many non-competing businesses have been using for years with services such as Valpac.

## **But you have to be careful.**

If you're a Republican candidate you probably don't want to include Democrats' postcards in your envelope. Do that, and you're not going to get many GOP campaigns to join you.

So you have to find campaigns that are not only non-competing, but compatible.

And make sure everyone agrees on the list being mailed.

Now, here's something else to consider in that regard...

Many campaigns are strapped for cash – just like you. And they're often forced to make some hard decisions when it comes to their mailing universe.

To save money, they often have to take the risk of only mailing to “likely” voters...which means many voters who will actually vote will never see their campaign literature.

But with a co-op mailing, participants could actually mail their campaign postcards to EVERY voter in the district and STILL save a bundle on what it would otherwise cost them on their own.

That's one heck of an additional benefit!

## **Now here's the best part...**

Since you're doing all the work, you get to insert YOUR campaign postcard into the same envelope in which the other five (or more) campaign “co-passengers” are splitting the postage.

In fact, you can estimate the total package cost and charge just a little more per co-op participant so the extra money actually also pays for the PRINTING cost of your own mail piece.

**VUNDERBAR!**

Their postage cost will still be a fraction of what it would otherwise be if they mailed by themselves...

And YOU get a totally “free ride” in return for your service in putting everything together.

### **Everybody wins!**

Want some more good news?

First, since you’re doing all the work, you can make sure YOUR campaign postcard is on top so yours is the first one voters see.

In addition, the campaign literature your “co-passengers” will put in your envelope will probably be designed to look, feel and say the same thing every other candidate does.

It’ll be pretty, but not necessarily persuasive.

It’ll be “creative,” but not necessarily “make the sale.”

It’ll be all about them...not the voter.

And the only CTA (call to action) will be some lame “Vote for Me on Election Day” or “Give Me Money.”

Same ol’, same ol’.

But if you’re a subscriber to my *Campaign Hot Tips* e-newsletter - or, better, a member of my *Winners Circle* program - YOUR postcard is going to be very different and stand out from the rest.

YOUR messaging will be powerful, not pablum. It’ll not only be read, but acted upon.

Thus...you’ll get more votes, more donors and more volunteers.

Which is exactly what you want.

## **FINAL THOUGHTS**

While this idea means you'll get to mail your campaign literature for free, it's going to take a little effort.

But again, you have more time on your hands than cash in the kitty, so it's worth it.

The good news is, MOST of the work will be in organizing the project and getting the first one off the ground and out the door. Every other subsequent mailing will be comparatively a piece of cake.

Things to consider and settle upon...

- 1.) What size envelope are you going to use? A standard #10 business envelope? An oversized envelope to accommodate oversized postcards? A "card deck" envelope?
- 2.) Are you going to actually mail postcards in the carrier envelope or lighter coupon-style flyers/brochures? The difference in weight will affect the overall cost of postage per envelope mailed.
- 3.) Will the carrier envelope be plain with just a return address in the upper-right corner or a full-color design like a Valpac envelope with teaser copy on it?



And don't forget to include the cost of the envelopes when dividing the cost for the mailing among the co-op participants.



You'll also need to establish a calendar for each mailing and make SURE each co-op participant has their literature to you by a specific deadline so the mailer is prepared and dropped in the mail on time.

Which reminds me...

While in my example I talked about having five campaigns in the program, you can include as many as you want.

Sure, the heavier the envelope the higher the postage cost will be.

But if you're splitting the cost, say, TEN ways instead of five, the overall cost per co-op campaign is gonna be even less.

And if you really do this right, you might be able to mail a co-op package EVERY WEEK for all 4, 6 or 8 weeks leading up to election day.

And each campaign can put a DIFFERENT message in each package.

So one week the campaigns can put a message in about their position on education, and the next week on taxes, and the next week on health care, etc., etc., etc.

Now for the best news of all - as if this isn't great enough already...

If you have an entrepreneurial spirit – even if you're NOT a candidate – and are willing to organize and process such campaign co-op mailings, you can create your own small business doing it every election cycle.

Not just in the city or county where you live.

Not just in your own state.

But pretty much anywhere in the country.

You charge every participating campaign enough to cover the cost of postage...plus a little bit extra for your time and service.

They still get a GREAT deal. And you make a little profit.

Capitalism, baby!

Again, EVERYBODY WINS.

Cheers.



**Dr. Chuck Muth, PsD**

THE CAMPAIGN DOCTOR

*Professor of Psephology\**

(homeschooled)

P.S. If you're not yet subscribed to my FREE Campaign Hot Tips e-newsletter, just go to: [www.CampaignDoctor.com](http://www.CampaignDoctor.com)

P.P.S. If you'd like more information on my Winners Circle membership program – including a no risk/no obligation trial membership - just go to: [www.WinnersCircle.me](http://www.WinnersCircle.me)

*\* Psephology (see-follow-gee): The study of campaigns and elections*

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