

August 2012

It is expected that this year a record number of voters across the nation will cast their ballots by mail.

To help you in the planning and preparation of election-related mail, we have developed the 2012 Election Mail® Program Kit. The kit is part of our continued commitment to provide you with the tools necessary to use the U.S. Mail™ as a secure, efficient, and effective way to implement the electoral process.

We remain steadfast in our commitment to delivering election-related mail in a timely manner. With this in mind, no consolidation activities will be conducted during the height of the election season: September through December 2012.

This self-imposed moratorium on consolidations will ensure that there is no negative impact on the delivery of election-related mail, including absentee-ballot mailings for Americans abroad. And our cost-cutting measures will help ensure affordable mail service – and support for the democratic process – for years to come.

Please feel free to contact [ElectionMailProgramManager@usps.gov](mailto:ElectionMailProgramManager@usps.gov) for more information.

**Included in your 2012 Official Election Mail Program Kit are:**

**Tag 191 Fact Sheet and Sample Tag** – Information and guidelines to help your Election Mail get higher visibility during processing.

**IMb™ Tracing Fact Sheet** – A rundown of what IMb Tracing is and how you can benefit.

**Steps to Creating an IMb Fact Sheet** – Learn how to create your own IMb to track ballots while in the mail stream and more.

**Special Procedures APO/FPO Fact Sheet** – Tips to ensure absentee ballots reach military personnel who are currently overseas.

**Election Mail Fact Sheet** – Overview of the many benefits of using mail during the election process.

**User's Guide Brochure** – Contains information that election officials must consider before mailing Election Mail.

**Graphic Guidelines & Logo Brochure** – Learn proper usage of the Official Election Mail logo for inclusion on mailpieces.