Direct Mail Checklist ✅

Plan smarter. Mail stronger. Win local.

Whether you're sending one mailer or a full series, this checklist will walk you through the essential prep steps to make your mail count:

Message and Design

- ☐ Define your goal (e.g. introduce yourself, invite voters to an event, get out the vote, etc.)
- ☐ Choose your mailer format (e.g. postcard, folded flyer, letter, etc.)
- ☐ Draft messaging with a clear call-to-action (CTA)
- ☐ Select high-quality images (e.g. headshot or community photos)
- ☐ Apply your campaign branding (logo, colors, fonts)
- ☐ Include required disclaimers (e.g. "Paid for by...")

Targeting

- ☐ Decide on your target audience (e.g., all voters, likely voters, only certain precincts)
- ☐ Request a mailing list or use voter file data
- ☐ Segment your list by household to reduce costs
- ☐ Double-check addresses for accuracy

> ***Tip:*** *Need voter file data? Get your custom voter report at GoodParty.org. Reach out to your campaign advisor if you need help pulling your list!*

Timing

- ☐ Map out important election dates (e.g. ballot drop, early voting, etc.)

- ☐ Choose delivery windows that align with campaign phases
- ☐ Count backward at least 2–3 weeks from your mailers' drop date to finalize your designs
- ☐ Pad time for print delays, vendor turnaround, and USPS hiccups
- ☐ Schedule multiple drops if mailing more than once

> ***Tip:*** *Send mailers to your direct mail vendor 10–14 days before your target in-home date.*

Vendors

- ☐ Research mail houses with political experience
- ☐ Ask potential vendors:
  - ☐ Do you offer design help?
  - ☐ What's the cost per piece?
  - ☐ Do you handle list prep and delivery?
  - ☐ Can I see examples of past work?
- ☐ Get a quote from the potential vendor in writing
- ☐ Lock in your vendor, design, data, and drop schedule in one organized package

Budget

- ☐ Estimate the cost per piece (design + print + postage)
- ☐ Multiply the cost per piece by your number of target households
- ☐ Compare the projected cost of mailers to the cost of other forms of outreach (e.g. texts, calls, etc.)
- ☐ Allocate your total mail budget across mail drops
- ☐ Leave a buffer for last-minute additions or rush fees

Tip: *Expect to pay $0.50–$0.70 per piece depending on volume and format.*

Final Checks

- ☐ Proof your design and messaging
- ☐ Confirm your delivery timeline
- ☐ Test any QR codes or links included on the mailers
- ☐ Track website visits or responses tied to mail drop
- ☐ Schedule follow-up tactics (e.g. texting, door-knocking, calls)