

## Template for USPS Mailing Promotions Suggestions

<b>Suggested Title or Short Description:</b>	<i>(Include proposed Promotion title here)</i>
<b>Promotion description:</b>	<i>(Brief description of promotion –describe the mailing technique or technology highlighted by promotion. Also include suggested basic parameters and eligibility requirements such as targeted USPS products)</i>
<b>Current State of Proposed Mailing Technique/ Technology</b>	<i>(What are the current levels of adoption amongst mailers of this technique and/or technology? How expensive or difficult would it be for mailers to adapt these techniques into mail campaigns? What would the average needed lead time be?)</i>
<b>Benefit to USPS:</b>	<i>(For example, would this retain or grow mail volumes? Are there other short term or long term benefits to the USPS?)</i>
<b>Benefit to Mailers:</b>	<i>(Would it increase ROI? Which industries might see benefits? Would this appeal more to larger/mid-size/smaller mailers?)</i>
<b>Benefit to Recipients:</b>	<i>(How does this increase mailpiece engagement with the recipient? Is there any evidence to support this?)</i>
<b>Suggested attachments:</b>	<i>(Attach any articles, case studies or research demonstrating benefit of proposed mobile technology or mailing technique)</i>
<b>Submitted by:</b>	<i>(Add contact info for follow up)</i>

Instructions for submission: please submit completed form to USPS representatives via email:

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