

USPS OPERATION SANTA®



USPS OPERATION SANTA

- **WHAT IT IS**
- **HOW IT WORKS**
- **WHAT YOU NEED TO KNOW**
- **WHERE YOU CAN GET MORE INFORMATION**



USPS OPERATION SANTA IS A DIGITAL PROGRAM THAT RELIES SOLELY ON RANDOM ACTS OF KINDNESS AND THE GENEROSITY OF STRANGERS.

THE PROGRAM IS 110 YEARS OLD THIS YEAR.

IT CONTINUES TO BE A CHANNEL WHERE PEOPLE CAN SAFELY AND SECURELY HELP CHILDREN AND FAMILIES HAVE A MAGICAL HOLIDAY WHEN THEY OTHERWISE MIGHT NOT ... ONE LETTER TO SANTA AT A TIME.



USPS OPERATION SANTA	2021	2020	2019	2018
LETTERS POSTED	27,164	23,865	14,979	3,733
LETTERS ADOPTED	24,971	23,865	12,761	3,733
PACKAGES SHIPPED	21,443	21,301	11,924	2,802
PROFILES CREATED	203,017	44,312	27,919	2,283
VISITORS TO WEBSITE	4.3 M	1.1 M	949,421	45,909
IDS VERIFIED	173,940	27,918	—	—
VERIFICATION PERCENTAGE	93.5%	56.4%	—	—
POSTAGE	\$621,325	\$621,682	\$196,967	—
AVERAGE PACKAGE WEIGHT	6 LBS	6LBS	—	—
AVERAGE PACKAGE COST	\$29	\$29	—	—

2021/2020

LETTERS FROM ENTIRE COUNTRY POPULATED THE WEBSITE / NATIONWIDE ADOPTION

2019

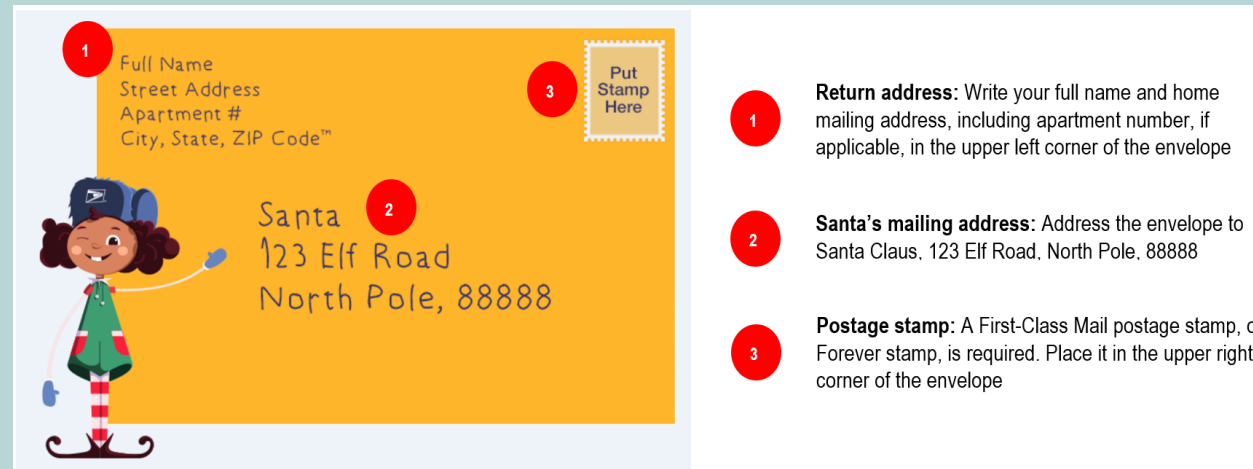
LETTERS FROM 17 CITIES POPULATED THE WEBSITE / NATIONWIDE ADOPTION

2018

LETTERS FROM 7 CITIES POPULATED THE WEBSITE / ONLY THOSE CITIES COULD ADOPT



- **WRITE A LETTER TO SANTA, ADDRESS THE ENVELOPE AND INCLUDE A STAMP!**



- **THE ENVELOPE CAN BE ADDRESSED SIMPLY TO SANTA, BUT IT MUST HAVE A STAMP**
- **THE LETTERS ARE SEAMLESSLY FORWARDED TO SANTA'S U.S. SATELLITE WORKSHOP**
- **THE LETTERS ARE UPLOADED INTO THE *USPSOPERATIONSANTA.COM* WEBSITE**
- **LETTERS CAN BE FROM ANY STATE, PUERTO RICO AND THE US VIRGIN ISLANDS**

ANYONE CAN WRITE A LETTER TO SANTA
— THERE ARE NO AGE LIMITS —
EVERYONE NEEDS TO BELIEVE IN THE MAGIC OF THE SEASON,
AND THEY CAN WISH AS BIG AS THEY WANT!



WRITING, UPLOADING AND ADOPTING



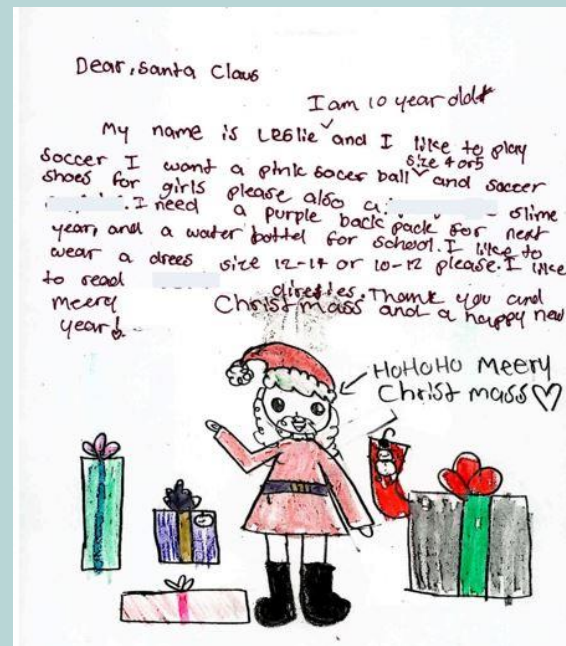
ON NOV. 14, THE WEBSITE OPENS FOR REGISTRATION AND ID VERIFICATION

- CUSTOMERS WHO WANT TO ADOPT A LETTER MUST CREATE AN ACCOUNT, EVEN IF THEY CREATED ONE LAST YEAR
- CUSTOMERS WILL HAVE AN OPPORTUNITY TO GET THEIR IDs VALIDATED ONLINE, BUT IF THEY RECEIVE A PROMPT ON THE SCREEN SAYING THEY CANNOT BE VERIFIED ELECTRONICALLY, THEY WILL NEED TO GO TO A PARTICIPATING PO
- THEY WILL BE EMAILED A BARCODE AND THE LOCATION OF THE NEAREST POST OFFICE
- THE CUSTOMER TAKES THE CODE INTO THE POST OFFICE WITH VALID ID
- IF THEY CANNOT GET VERIFIED IN PERSON, THEY CANNOT ADOPT A LETTER
- SAFETY AND SECURITY ARE PARAMOUNT!



ON NOV. 28, THE WEBSITE WILL OPEN FOR LETTER ADOPTIONS

- CUSTOMERS CAN BROWSE THROUGH LETTERS AND CHOOSE ONE (OR MORE) TO ADOPT
- WHEN A CUSTOMER ADOPTS A LETTER, THEY ARE SENT AN ADOPTION CONFIRMATION PACKET
- THE ADOPTION PACKET INCLUDES INSTRUCTIONS AND A LABEL BROKER QR CODE
- LABEL BROKER IS THE FOUNDATIONAL TECHNOLOGY THAT MAKES THIS PROGRAM POSSIBLE. IT PROTECTS THE LETTER WRITER'S PERSONAL INFORMATION AND ALLOWS CUSTOMERS TO SEND PACKAGES TO LETTER WRITERS ANONYMOUSLY



Dear Santa, I don't want anything for Christmas, but, I would like to ask you if you can do me a favor: can you please find a cure for covid-19 and give it to us to save the world. Thank you, love Jonah.



- **THE SAME QR CODE CAN BE USED TO SHIP MULTIPLE PACKAGES**
- **THE CODE IS GIVEN TO THE RETAIL CLERK WITH THE PACKAGE(S)**
- **THE RETAIL CLERK SCANS THE CODE, AND A SHIPPING LABEL IS GENERATED**
- **MORE THAN 19,000 POST OFFICES CAN SCAN THESE CODES FOR USPS OPERATION SANTA**



USPS Label Broker ID



XYZZYPJK

CUSTOMERS MUST PAY POSTAGE TO SHIP GIFTS!



**PACKAGES MUST BE SHIPPED PRIORITY MAIL,
BUT THEY DO NOT NEED TO BE SHIPPED IN BRANDED
PRIORITY MAIL BOXES**



2022 DATES

SEP. 15 FIRST DAY LETTERS TO SANTA ACCEPTED FOR POSTING ON WEBSITE

Nov. 14 WEBSITE OPENS FOR REGISTRATION AND ID VERIFICATION

Nov. 28 WEBSITE OPENS FOR LETTER ADOPTION

DEC. 12 LAST DAY TO SEND LETTERS TO SANTA

DEC. 21 LAST DAY TO ADOPT / WEBSITE CLOSSES FOR THE SEASON AT 8PM ET

WE WILL BE ACTIVELY PROMOTING THE PROGRAM THROUGHOUT THE SEASON

- **THREE NATIONAL PRESS RELEASES: SEP. 15, NOV. 14, NOV. 28**
- **INFOGRAPHICS IN ENGLISH AND SPANISH**
 - **HOW TO WRITE A PERFECT LETTER TO SANTA**
 - **HOW TO ADOPT A LETTER FROM USPS OPERATION SANTA**
 - **HOW TO SHIP A USPS OPERATION SANTA PACKAGE**
- **PROMOTION ON FACEBOOK, TWITTER AND INSTAGRAM. PLEASE FOLLOW US!**

FACEBOOK
USPS OPERATION SANTA



TWITTER
@USPSOPSANTA



INSTAGRAM
USPSOPSANTA



- **PRESENTATIONS LIKE THIS ONE**



KNOW the Deadlines



- 15 SEP** We start accepting letters
- 14 NOV** The site opens for registration and ID verification
- 28 NOV** The site opens for adoption
- 12 DEC** We stop accepting letters to Santa
- 21 DEC** No more letters can be adopted

Note: Customers are encouraged to follow Priority Mail shipping deadlines to get their gifts delivered by Christmas.



Scan to visit:
about.usps.com/holiday-news/operation-santa



USPS OPERATION Santa How to Write the Perfect Letter to Santa

- 1 Get a piece of paper, a pencil or pen, an envelope and a First-Class Mail postage stamp.
- 2 Use the paper to write your letter. Start with "Dear Santa."
- 3 Tell him what type of year you've had. Be honest. He knows!
- 4 Ask for the things you want.
- 5 If you want clothes and shoes, include size, style and color.
- 6 If you want toys, games and books, include names and titles.
- 7 Add your return address. This includes your full name, your street address, apartment number (if applicable), city, state and ZIP Code™. You might need an adult's help!
- 8 Sign your name.
- 9 Fold the letter and put it inside the envelope
- 10 Put the same return address you included in your letter, in the upper left corner of your envelope. Seal your envelope.
- 11 Put the postage stamp in the upper right corner of the envelope. This is so the Postal Service can send it to Santa.
- 12 In the middle of the envelope, write the address the letter is going to:
SANTA CLAUS
123 ELF ROAD
NORTH POLE
88888

Email: OperationSanta@usps.gov with any questions. Copyright 2022 United States Postal Service®. All Rights Reserved.



USPS OPERATION Santa How to Adopt a Letter to Santa

- 1 Register at USPSOperationSanta.com
- 2 You will need to have your identity verified before you can adopt a letter
- 3 Once you are verified and have created an account, you can adopt letters
- 4 To reduce shipping costs, adopt a letter from your state or a nearby state
- 5 When you find a letter you like, adopt it because letters get adopted fast
- 6 Only adopt a letter if you plan to fulfill it
- 7 When you successfully adopt a letter, an Adoption Confirmation Packet will be sent to your site profile and to the email you used to register

Email: OperationSanta@usps.gov with any questions. Copyright 2022 United States Postal Service®. All Rights Reserved.




USPS OPERATION Santa How to Ship a USPS Operation Santa® Package

- 1 Go shopping for the gift and keep the following tips in mind:
 - You don't need to get everything the child asks for
 - Larger and heavier items are more expensive to ship
 - Using Priority Mail® flat rate boxes helps keep postage costs low
 - You can always give a gift card
- 2 Wrap the gift, put the person's name on it, and put it in the box with the Note from Santa that came in your confirmation packet. Seal the package.
- 3 Take the box to a Post Office™ location. Ship early so the gift can be delivered in time.
- 4 Give the retail associate the box and the QR Code from the Adoption Confirmation Packet. The QR Code can be printed or just shown on your phone.
- 5 The clerk will calculate postage. You need to pay postage to ship the gift.
- 6 A shipping label will be placed on the box. You will not see it for privacy reasons.
- 7 You also will not be given tracking information for privacy reasons, but you will be notified when the package has shipped.

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USPS OPERATION SANTA WEBSITE

USPSOPERATIONSANTA.COM

HOLIDAY NEWSROOM

USPS.COM/HOLIDAYNEWS

AND, IF YOU HAVE SPECIFIC QUESTIONS,

OPERATIONSANTA@USPS.GOV



HOLIDAY COMMUNICATIONS



THESE FOUR POSTMARKS WILL BE
SIMULTANEOUSLY CANCELLING STAMPS THIS
SEASON FROM NOV. 26 TO DEC. 30



KNOW the Deadlines

Holiday Shipping Deadlines
The Postal Service recommends the following mailing and shipping deadlines for expected delivery by Dec. 25 to Army Post Office/Fleet Post Office/Diplomatic Post Office and domestic addresses:

- 9 DEC** APO/FPO/DPO Priority Mail® and First-Class Mail® services
- 16 DEC** APO/FPO/DPO Priority Mail Express® service
- 17 DEC** USPS Retail Ground® service
- 17 DEC** First-Class Mail service
- 19 DEC** Priority Mail service
- 23 DEC** Priority Mail Express service



Scan to visit:
usps.com/holidaynews



DON'T GET SCROOGED!

PREPARE AND PACK YOUR ITEMS TO PROTECT THEM FROM DAMAGE IN-TRANSIT

Wrap contents appropriately



Load no more than 70 pounds



Seal the package securely and address the package clearly



HOW POSTAL SERVICE PACKAGES ARE PROCESSED



- 1** Customer properly prepares packages for shipping, including complete return and shipping addresses on the packages
- 2** Customer takes packages to the Post Office™ location and pays for postage
- 3** Post Office retail associate puts the packages with other outgoing mail
- 4** Packages are taken from the Post Office to a processing center for sortation
- 5** Packages get sorted by ZIP Code™ on high tech automation equipment
- 6** Packages are taken from the processing center to a distribution center close to the delivery Post Office
- 7** Packages are delivered to the local Post Office
- 8** Carrier delivers the packages to the customer

Resources to Help with Hectic Holidays

■ Postal Service Website (usps.com)

- ZIP Code Lookup (usps.com/findzipcode) Never guess at a ZIP Code. You can find the right one here
- Find your local post office (usps.com/postoffice) When you need to find the nearest post office
- Hold your mail (usps.com/hold) Going away for the holidays? Have your mail held at your local post office
- Click-n-Ship (usps.com/ship) Ship packages from the comfort of your own home or office
- Schedule a pick up (usps.com/pickup)

■ Holiday Newsroom (usps.com/holidaynews)

- Shipping deadlines
- Holiday articles
- Infographics and fact sheets
- Videos
- Press releases

■ The Postal Store (usps.com/shop)

- Order postage stamps
- Order free boxes
- Order postal-related gifts

■ U.S. Postal Inspection Service (uspis.gov/holiday-2022)

- Tips to protect packages and other holiday mail
- Tips to prevent fraud
- Information on prohibited, restricted and non-mailable items

■ Informed Delivery (usps.com/informeddelivery)

- Sign up and know what's going to be delivered before you get it

■ USPS Operation Santa (uspsoperationsanta.com)

- How to adopt a letter
- How to get your ID verified
- Actual letters to Santa posted beginning Nov. 28

■ USPS Social

- Facebook (facebook.com/usps)
- Twitter (twitter.com/usps)
- Instagram (instagram.com/uspostalservice)
- LinkedIn (linkedin.com/company/usps)
- YouTube (youtube.com/usps)
- Podcast (usps-mailin-it.simplecast.com/)





PRESS RELEASES, FACT SHEETS, INFOGRAPHICS, COUNTDOWN BY CLASS OF MAIL, INFO ON THE NORTH POLE POSTMARK AND USPS OPERATION SANTA ... AND MORE

THESE ARE BLOG-LIKE ARTICLES THAT ARE POSTED WEEKLY

Holiday happenings



In pictures: The story of the U.S. Postal Service delivering the holidays

Posted Oct 17



Santa and the elves are getting ready!

Posted Oct 10



Postal Service helps ease hectic holidays

Posted Oct 3

New stories are posted weekly!



CHECK THE WEBSITES OFTEN FOR UPDATES

THANK YOU!

I AM HAPPY TO ANSWER ANY QUESTIONS

