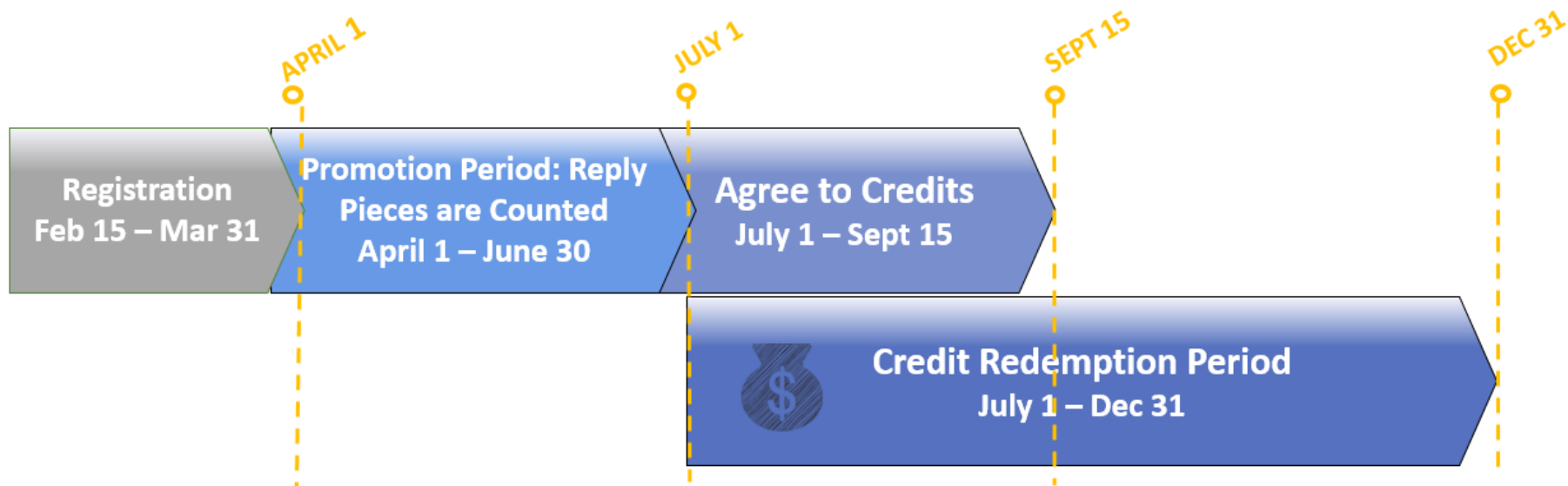# 2020 Earned Value Promotion

February 5, 2020

- ➢ **What's New?**
- ➢ **Promotion Dates**
- ➢ **Registration Period**
- ➢ **Promotion Period and Earned Value Credit Calculation**
- ➢ **Credit Agreement and Credit Redemption Period**
- ➢ **Registration Process**
- ➢ **Resources**
- ➢ **Questions**

2019 Earned Value Promotion	2020 Earned Value Promotion
• **Courtesy Reply STID 700 is a valid STID**	• **Courtesy Reply STID 700 is not a valid STID**
• **New Participants** **$0.03 credit for each BRM, CRM, and/or** **Share Mail piece counted regardless of their CRID** • **Participants from the 2017 Earned Value Promotion will earn $0.03 credit for each BRM, CRM, and/or Share Mail piece counted based on *meeting or exceeding a 95%* (threshold) counted for the same CRID from April 1st through June 30th 2019** • **Not Applicable** • **$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers *DO NOT meet or exceed a 95%* threshold counted for the same CRID from April 1st through June 30th 2019**	• **New Participants** **$0.02 credit for each BRM, CRM, and/or** **Share Mail piece counted regardless of their CRID** • **Participants from the 2019 Earned Value Promotion will earn $0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on *meeting* or exceeding a *93%* threshold counted for the same CRID from April 1st through June 30th 2020** • **Participants from the 2019 Earned Value Promotion will earn $0.04 credit for each BRM, CRM, and/or Share Mail piece counted based on exceeding a *100%* threshold counted for the same CRID from April 1st through June 30th 2020** • **$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers *DO NOT meet or exceed a 93%* threshold counted for the same CRID from April 1st through June 30th 2020**

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Registration
Feb 15 – Mar 31

Promotion Period: Reply Pieces are Counted
April 1 – June 30

Agree to Credits
July 1 – Sept 15

Credit Redemption Period
July 1 – Dec 31

APRIL 1   JULY 1   SEPT 15   DEC 31

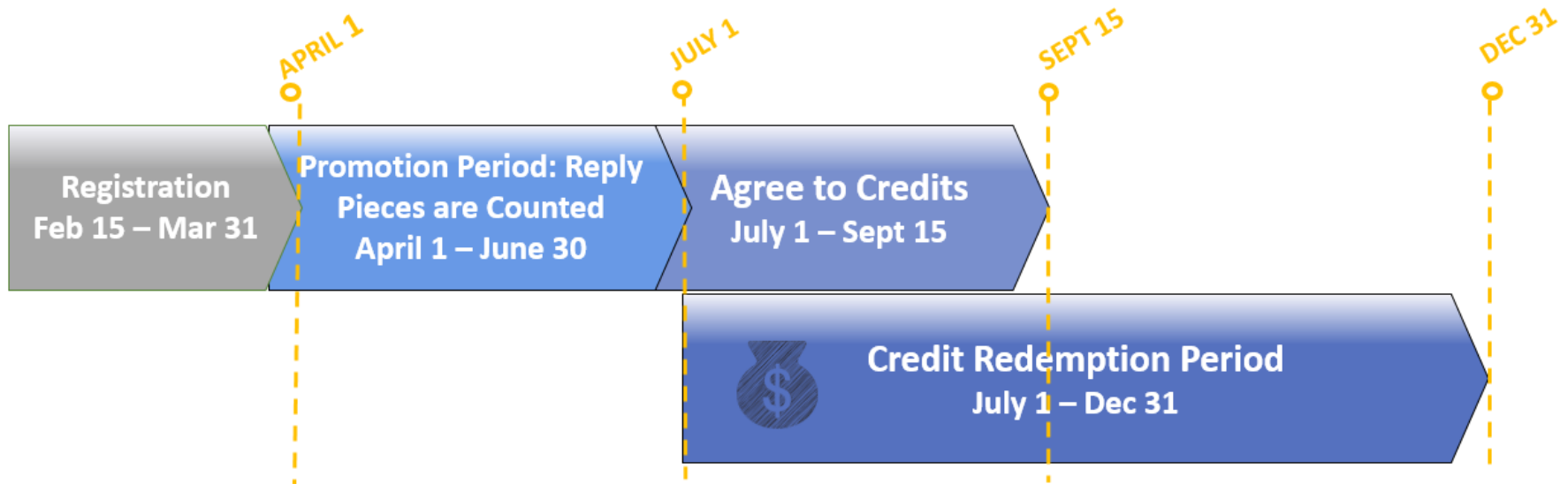**Registration Period**: February 15th through March 31st 2020

Promotion Period: April 1st through June 30th 2020

Eligible Mail: Business Reply Mail, Courtesy Reply Mail, and Share Mail

Ineligible Mail: Permit Reply Mail

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APRIL 1   JULY 1   SEPT 15   DEC 31

Registration
Feb 15 – Mar 31

Promotion Period: Reply
Pieces are Counted
April 1 – June 30

Agree to Credits
July 1 – Sept 15

Credit Redemption Period
July 1 – Dec 31

Review and Acceptance Period for Credits: July 1st 2020

Participants review their volumes and agree to any credits earned. The credits will be released when the participant agrees to their volumes.

The volumes must be accepted by September 15th 2020; otherwise the credits will be forfeited.

Expiration Date for Credits: December 31st 2020

Registration is open from February 15th – March 31st 2020
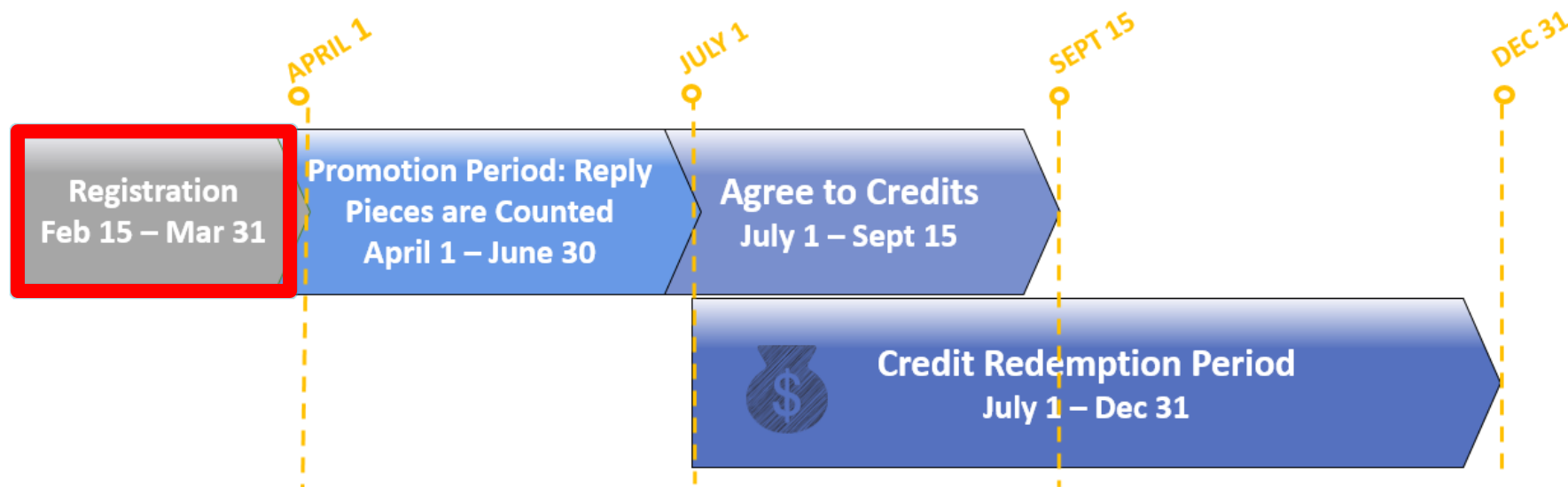
Participants must complete their registration by the close of business on March 31st 2020

Participants and Mail Service Providers (MSPs) **Must** Register

- ➢ Customer Registration Identifications (CRIDs) from active permits

- ➢ Mailer Identifications (MIDs) to be used on reply mail and Share Mail pieces

- ➢ Permit(s) where the future credits will be applied

Mailpiece Requirements

Prior to registration we recommend reviewing the Intelligent Mail barcodes (IMb) on your

> ➢ Courtesy Reply Mail (CRM) pieces
> ➢ Business Reply Mail (BRM) pieces
> ➢ Share Mail pieces

to ensure they meet the requirements.

CRM and BRM Requirements

The Intelligent Mail barcode (IMb) on all CRM and BRM pieces must contain

- ➢ The barcode ID
- ➢ Service type ID (STID)
- ➢ Correct ZIP +4 routing code

# How to Request Assistance in Reviewing IMb on Reply Pieces

You can verify that you are using the correct **MID(s)** and **STID(s)** on your reply pieces by contacting the Mailpiece Design Analyst (MDA) at either 855-593-6093 or **mda@usps.gov**. You will need to email a PDF of each of your reply pieces requesting verification of the MID and STID.

Share Mail Requirements

The Intelligent Mail barcode (IMb) on all Share Mail pieces must contain

- ➢ The barcode ID
- ➢ Service type ID (STID)
- ➢ MID
- ➢ Serial Number
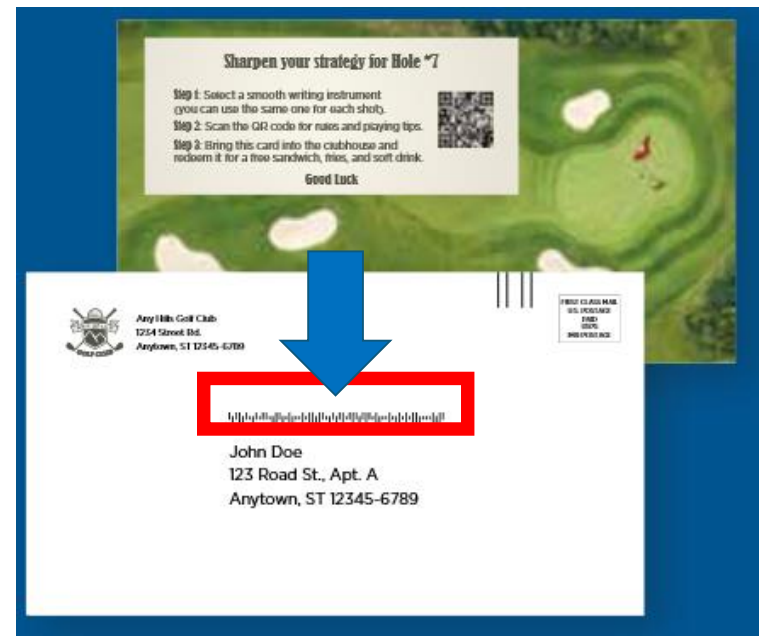
CRM and BRM STIDs

Courtesy Reply STIDs	Business Reply STIDs
703, 050, 070, 030	**708, 052, 072, 032**

Note: STID 700 is NOT valid for Courtesy Reply and envelopes containing this STID will NOT be counted for the promotion.

Share Mail STIDs

Share Mail STIDs
733 and 734

Registering MIDs

Participants will earn credits based on qualifying

- ➤ BRM pieces
- ➤ CRM pieces
- ➤ Share Mail pieces

with an Intelligent Mail barcode.

Registering MIDs

Keep track of all of the **MIDs** on your reply pieces. These MIDs need be registered in the Earned Value Promotion. If the MIDs are not registered they will not be counted.

The IMb with the CORRECT registered MIDs will be read during mail processing and counted during the Promotion Period that runs from April 1st – June 30th 2020.

Selecting Permit(s) for Credits

During registration the participant will select one or more permits to which credits will be applied during the Credit Redemption Period.

The Credit Redemption Period runs from July 1st – December 31st 2020

Selecting Permit(s) for Credits

Eligible Permit Types

➢ Imprint

➢ Meter

➢ Precanceled

➢ OMAS Imprint and OMAS Meter

Promotion Period: Reply Pieces are Counted from April 1st – June 30th 2020

At the end of the Promotion Period Earned Value Credits are calculated.

Promotion Period/Mailing Date

➢ Reply and Share Mail pieces are counted during the Promotion Period April 1st – June 30th 2020

➢ Credits are earned on BRM, CRM, and Share Mail pieces that are scanned during the Promotion Period April 1st – June 30th 2020

➢ The count of BRM, CRM, and Share Mail pieces will be based on scans during mail processing and may vary from the participant's counts

The credits will be based on piece counts resulting from the scans captured during mail processing and computed by the Share Mail system.

Monitor your Activity Report on a Weekly Basis

- ➢ Scans may fluctuate from day to day on the report

- ➢ Comparing volumes on a weekly basis is a better way to monitor your piece counts

- ➢ Contact the Program Office if you do not see accurate piece counts

The Activity Report is in the Program Registration Tool under the Earned Value Promotion.

Earned Value Credits Calculation

At the end of the promotion, the earned value assigned to BRM, CRM, and Share Mail pieces will be counted based on each CRID.

New Participants

$0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on the same enrolled CRID

Earned Value Credits Calculation

Participants from the 2019 EV Promotion

$0.02 credit for each BRM, CRM, and/or Share Mail piece counted based on meeting or **exceeding** a **93% of volume (threshold)** counted on the same enrolled CRID from April 1st through June 30th 2020

$0.04 credit for each BRM, CRM, and/or Share Mail piece counted based on **exceeding** a **100% of volume (threshold)** counted on the same enrolled CRID from April 1st through June 30th 2020

Earned Value Credits Calculation

Participants from the 2019 EV Promotion

$0.00 credit for each BRM, CRM, and/or Share Mail piece counted when mailers **DO NOT** meet or exceed a **93% of volume (threshold)** counted on the same enrolled CRID from April 1st through June 30th 2020

Participants agree to their credits from July 1st – September 15th 2020. The Credit Redemption Period begins when the participant agrees to credits and runs through December 31st 2020.

Review and Dissent Process for Credits

Review volumes once the Promotion Period has ended beginning July 1st and ending on September 15th 2020.

- ➢ If **BRM** mailpiece counts are incorrect contact the Program Office to review them

- ➢ To initiate a review process provide the following information to the Program Office via email at earnedvalue@usps.gov

Review and Dissent Process for Credits

➢ MID(s) with disputed BRM volumes

➢ Number of BRM pieces that your records indicate you received from April 1st – June 30th 2020

Review and Dissent Process for Credits

- ➢ Documentation of BRM piece counts and dates

    - ➢ Must be either a BRM invoice or other reports from PostalOne!

    - ➢ PDF samples of the front side of the BRM envelope(s) showing the IMb

The last day to agree to credits is September 15th 2020 otherwise the credits are forfeited.

Using Earned Value Credits

➢ The credits can be used once the participant agrees to them

➢ The credits can be applied to postage for future mailings of First-Class Presort and Automation cards, letters, and flats, and USPS Marketing Mail letters and flats

➢ To use the credits the mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

Using Earned Value Credits

➢ To claim the incentive code RR in the CCR field or use the dropdown menu in Postal Wizard

If a participant has selected a meter permit, credits can only be applied to postage balances that are due at the time of mailing and cannot be credited to metered amounts.

Expiration Date for Credits

All credits must be applied to a postage statement no later than December 31st 2020. After this date any outstanding credits will expire and cannot be redeemed.

Expiration Date for Earned Value Credits is December 31st 2020.

Earned Value Process

APRIL 1　　　　JULY 1　　　　SEPT 15　　　　DEC 31

Registration
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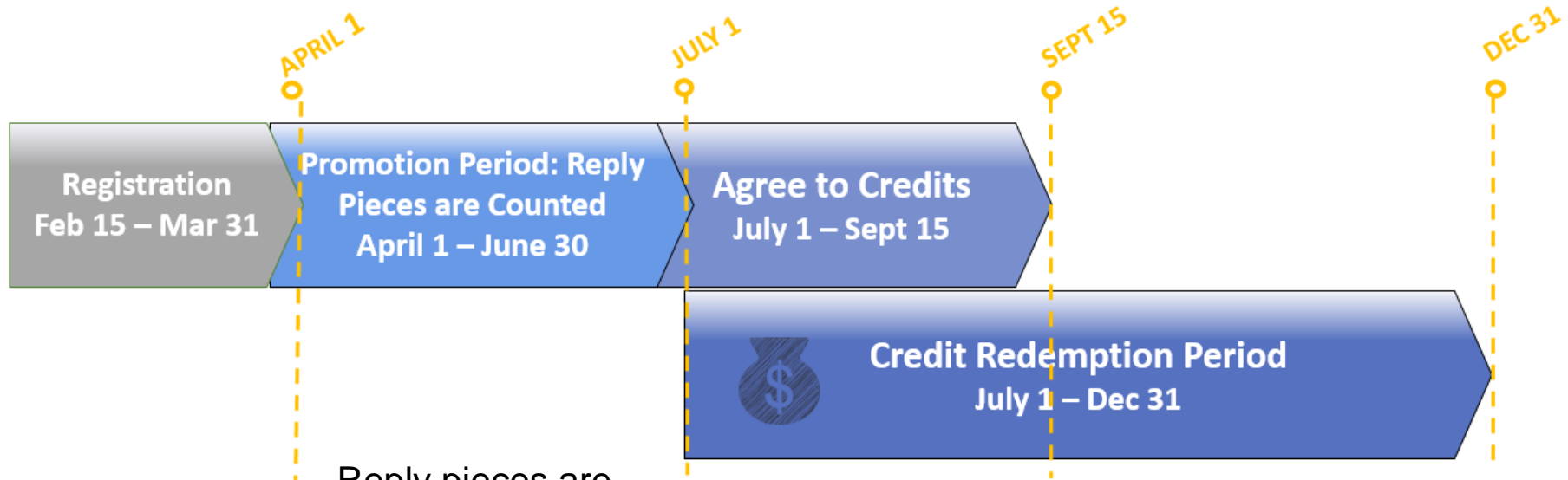
Register on Business Customer Gateway (BCG)

➢ CRID(s)

➢ MID(s)

➢ Permit(s) for Credits

Reply pieces are counted

➢ At the end of the promotion the earned value assigned to BRM, CRM, and Share Mail pieces will be counted based on each CRID

Review of the your volumes

➢ Either agree or dissent piece counts

➢ Credits can be applied to postage for future mailings

➢ Mailings must be submitted electronically via Mail.dat, Mail.XML, or Postal Wizard

➢ **RR** in the CCR field or use the dropdown menu in Postal Wizard

Sign In to the Business Customer Gateway (BCG)

Sign In

Username

Password

Forgot password?

Select Mailing Services
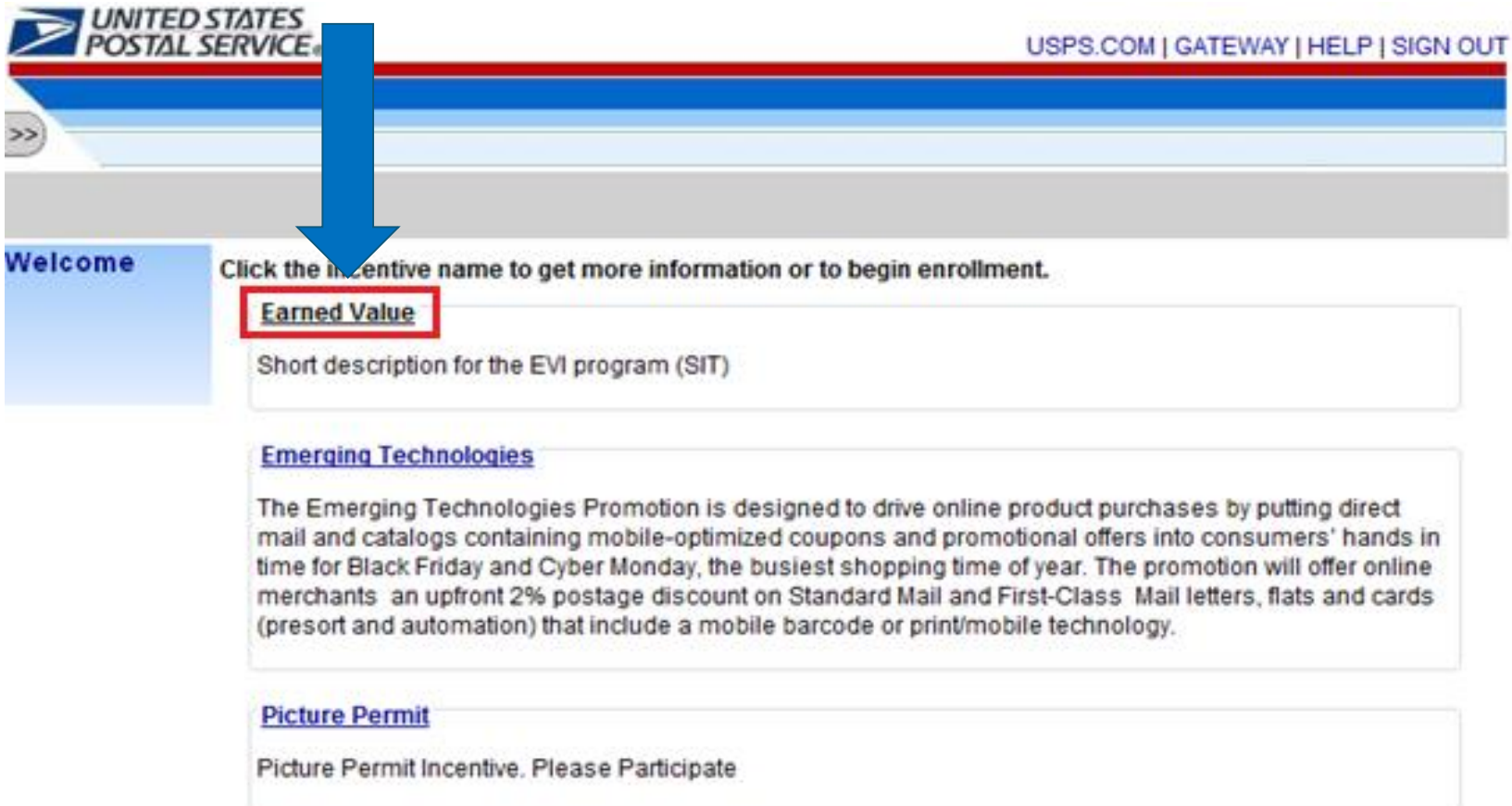
Select Go To Service
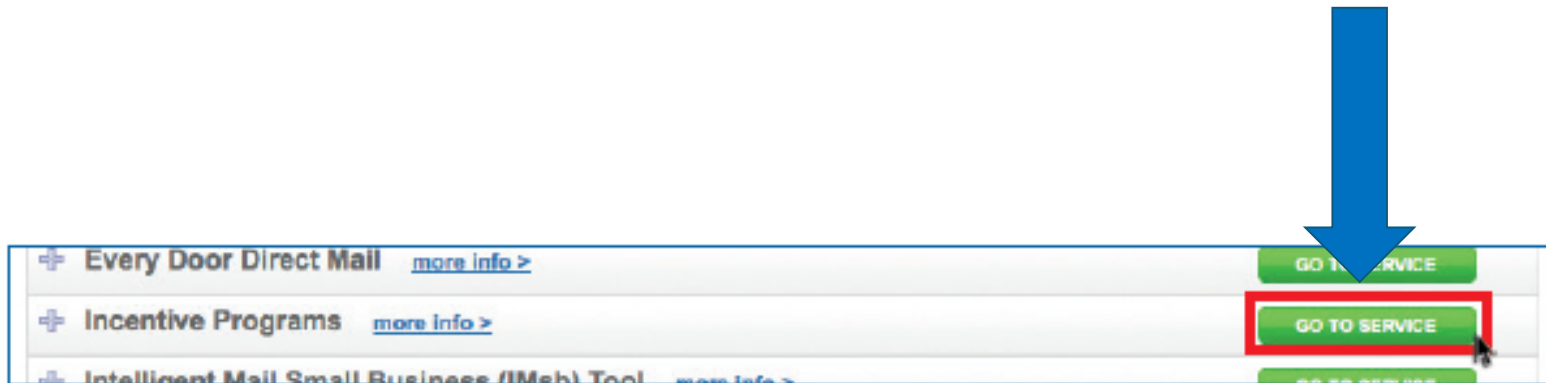
Select the Earned Value Promotion and Begin Enrollment

Complete the Enrollment Tasks by Using the Tabs on the Left-Hand Side

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Earned Va

Enrollment Status: IN PROGRESS

Back to Incentives Home

Program Summary

Additional Contact Information
Incomplete

Locations
Incomplete

Payment Accounts
Incomplete

Program Assistance

Earned Value
Overview

Long description for Earned Value incentive (SIT)

Enrollment Status - In Progress - 0 out of 5 steps completed
Please complete all of the steps below to enroll.
Enrollment Steps (5)

[+] Additional Contact Information - *Incomplete*

[+] Locations - *Incomplete*

[+] Mailer IDs - Not Available

[+] Payment Accounts - *Incomplete*

[+] Certification - Not Available

► **Show Additional Information**

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>>

Earned Value   **Enrollment Status: IN PROGRESS**   Back to Incentives Home

Program Summary

Earned Value

Overview

Long description for Earned Value incentive (SIT)

Additional Contact Information *Incomplete*

Enrollment Status - In Progress - 0 out of 5 steps completed

Please complete all of the steps below to enroll.

Enrollment Steps (5)

[+] Additional Contact Information   - *Incomplete*

Locations *Incomplete*

[+] Locations   - *Incomplete*

[+] Mailer IDs   - Not Available

[+] Payment Accounts   - *Incomplete*

Payment Accounts *Incomplete*

[+] Certification   - Not Available

▶ **Show Additional Information**

Program Assistance

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Earned Value   **Enrollment Status: IN PROGRESS**   Back to Incentives Home

Program Summary

Earned Value
Overview

Long description for Earned Value incentive (SIT)

Additional Contact Information
Incomplete

Enrollment Status - In Progress - 0 out of 5 steps completed
   Please complete all of the steps below to enroll.
   Enrollment Steps (5)

   [+] Additional Contact Information   - *Incomplete*

Locations
Incomplete

   [+] Locations   - *Incomplete*

   [+] Mailer IDs   - Not Available

   [+] Payment Accounts   - *Incomplete*

Payment Accounts
Incomplete

   [+] Certification   - Not Available

▶ **Show Additional Information**

Program Assistance

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Earned Value

Enrollment Status: IN PROGRESS

(Back to Incentives Home)

Program Summary

Verify that your Mailer IDs are listed correctly and select the <I Agree> button below to complete this enrollment step. If one or more of your MIDs is missing, please click this link to the Business Customer Gateway and verify that the location to which the MID is linked is registered for the Incentive Programs service.

For more information regarding the data in the columns, place your cursor over the column title.

Additional Contact Information
Incomplete

Per Page: 20 ▼

Filter --Select Table-- ▼ by --Select Category-- ▼ for [   ]

(Filter)

Locations
Complete

(Clear Filter)

Available Mailer IDs

Showing 1 - 2 of 2

Mailer IDs
Incomplete

		Address				Tracking Request Date
MID	**CRID**	**Street Address**	**City**	**State**	**ZIP Code**	
900005975	20163390	201 D STREET	DELAWARE	DC	20024-2198	
900005976	20163390	201 D STREET	DELAWARE	DC	20024-2198	

Export options: CSV | Excel | XML | PDF

Payment Accounts
Incomplete

(I Agree) (I Disagree)

Program Assistance

Program Summary

Additional Contact Information
Complete

Locations
Complete

Mail...Ds
Comp...

Payment Accounts
Incomplete

Certification
Complete

Activity Report
Incomplete

Your permit accounts are shown below. Verify that what is listed is correct. If you do not see a permit and you are sure that it is linked to one of the enrolled CRIDs displayed in the Locations tab, take the following steps to link the missing permit.

Cropped Page

Selected (Multiple) Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS	Percentage
Remove	899	PI	164950	94543555	619389998		50

Totals Percentage 50%

Update Percentage

Eligible Permits:

Showing 1 - 1 of 1

	Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
Add	* 1000	PC	517716	4430515	240229998	

Export options: CSV | Excel | XML | PDF

Ineligible Permits:

Showing 1 - 4 of 4

Permit	Type	Finance Number	CRID	ZIP/Postal Code	CAPS
* 17353025	PE	999924	4430515	99998	
* 9205823	PE	999924	4430515	99998	
* 17353025	PE	999922	4430515	999990000	
* 9205823	PE	999922	4430515	999990000	

Export options: CSV | Excel | XML | PDF

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: [_____]   * Permit Type: [--Select Category-- ▼]   [Search]

City: [_____]   * State Code: [_____]

Program Assistance
Complete

◎	811	PE	20488611	20024	12000
◎	1122	PE	20488611	20024	12000
◎	298	PP	20488611	20024	12000
◎	10083	PE	20488611	20024	12000
◎	1610	PI	20488611	20024	12000
◎	213	PI	20488611	20024	12000
◎	33333333	PE	20488611	20024	12000
◎	22222222	PE	20488611	20024	12000
◎	90013	OM	20488611	20024	12000

Export options: CSV | Excel | XML | PDF

Custom MSP Permit Search

Please check with your MSP on what permit information should be entered.

* Permit Number: [   ]   * Permit Type: [--Select Category-- ▼]   [Search]

City: [   ]   * State Code: [   ]

Custom Mail Owner Permit Search

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Earned Value

Enrollment Status: ENROLLED [Unenroll] [Back to Incentives Home]

Program Summary

Additional Contact Information Complete

Locations Complete

Payment Accounts Complete

Certification Complete

Activity Report

Program Assistance

To complete enrollment into the program, you must agree to the legal statement below. If you choose to disagree, your enrollment will not be completed and you will be routed to the Program Assistance page to initiate correspondence with USPS regarding your concerns.

Certification Agreement:

By checking the "I Agree" button below, I declare that I have reviewed the Program Requirements Document and agree to follow the terms of the Holiday Mobile Shopping promotion as outlined in the Domestic Mail Manual and program requirements document available for download on the Incentive Programs description page. I further declare that the accounts (permit numbers) and locations (Customer Registration IDs) listed in this enrollment are correct and that I intend to participate in the promotion using any combination of these accounts. I understand that, though enrolled, I am not required to participate and I can obtain details online at gateway.usps.com or ask USPS® questions regarding my enrollment. If I am a Mail Service Provider (MSP), I declare as follows: (i) that I am authorized to use the Mailer IDs (MID) or Customer Registration IDs (CRID) as listed in this enrollment and in electronic files I intend to submit to the USPS, (ii) that I am authorized to represent each of the customers I enroll, (iii) that I have provided each customer (the Mail Owner) with the documents/rules, and (iv) that I have informed each of my customers of the terms of the promotion.

[I Agree] [I Disagree]

Important that mailer selects "I Agree" to complete registration process!

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The Earned Value Program Office email is: **EarnedValue@usps.gov**

The Promotions Office responds to all inquiries within 4 business days upon receipt of emails to the promotion email address.

The Program Requirements are posted on PostalPro
https://postalpro.usps.compromotions

Questions