

Earned Value Promotion

Frequently Asked Questions

BACKGROUND AND PROGRAM DESCRIPTION

What is the Earned Value Promotion?

The 2021 Earned Value Promotion is intended to slow the decline of First-Class Mail® including Business Reply Mail (BRM) and Courtesy Reply Mail (CRM). As technology continues to disrupt mail volume the U.S. Postal Service® would like to encourage mailers to continue distributing BRM, CRM, and Share Mail® pieces. Mailers who register their Mailer ID (MID) information, permit(s), and use eligible Intelligent Mail® barcodes (IMbs) on their BRM, CRM, and Share Mail pieces may receive a postage credit for each mailpiece that is placed in the mailstream by the recipient and scanned during the promotion period.

The Earned Value Promotion will run for three months in 2021, from April 1 - June 30th 2021. At the end of the promotion, the BRM, CRM, and Share Mail pieces will be totaled and the earned postage credit applied to the selected permit accounts. Once the participant accepts their credits in the Business Customer Gateway (BCG) **the earned credits** will be applied to the enrolled permit(s). The participant can apply the earned credits to future mailings of First-Class Mail® Presort and Automation cards, letters and flats, and USPS Marketing Mail™ letters and flats.

The Earned Value Promotion registration requires the participant to:

1. Select one or more Customer Registration Identifications (CRIDs) from active permits
2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Share Mail pieces
3. Select the permit(s) where the future credits will be applied
4. Participants interested in registering their Share Mail pieces must follow the Share Mail Publication requirements before enrolling in the Earned Value Promotion

Why is the U.S. Postal Service® offering the 2021 Earned Value Promotion?

The U.S. Postal Service is offering the 2021 Earned Value Promotion to help slow the decline of First-Class Mail® in general and Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) in particular. The U.S. Postal Service would like to ensure reply mail remains a relevant part of the First-Class Mail marketing mix. The 2021 Earned Value Promotion is designed to encourage mailers to continue providing BRM and CRM enclosures, as well as, Share Mail pieces in their outbound mailings.

Who can participate in the 2021 Earned Value Promotion?

The 2021 Earned Value Promotion will be offered to mailers who have Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail pieces.

How will my company benefit from participating in the 2021 Earned Value Promotion?

Your company will benefit from participating in the 2021 Earned Value Promotion by earning credits that can be applied to future mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats.

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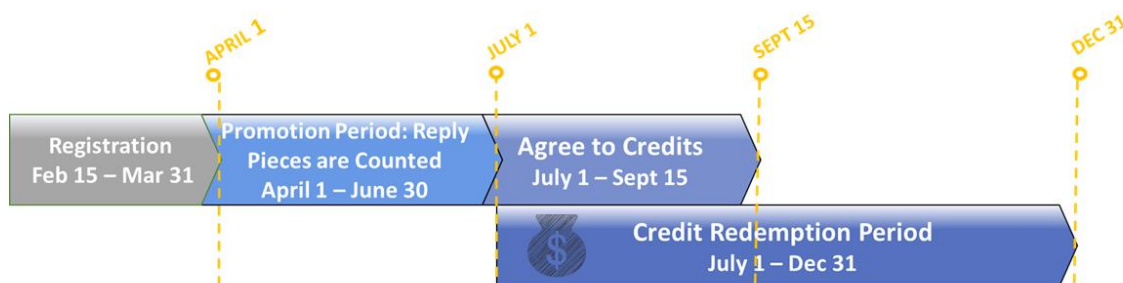
Where can I find the requirements to participate in the promotion?

Program requirements can be found on PostalPro at:

<https://postalpro.usps.com/promotions/2021-earned-value/requirements>

PROGRAM PARAMETERS

What is the Program Timeline?



What are the key promotion dates?

Registration Period:

February 15 – March 31, 2021

Note: *Participants must register by the close of business on March 31, 2021*

Promotion Period:

April 1 - June 30, 2021

Eligible Mail:

Business Reply Letter Mail, Courtesy Reply Letter Mail, and Share Mail

Ineligible Mail:

Permit Reply Mail and Ballot Reply Mail

Review and Acceptance Period for Credits: July 1 – September 15, 2021

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 15, 2021; otherwise the credits will be forfeited.

Expiration Date for Credits:

December 31, 2021

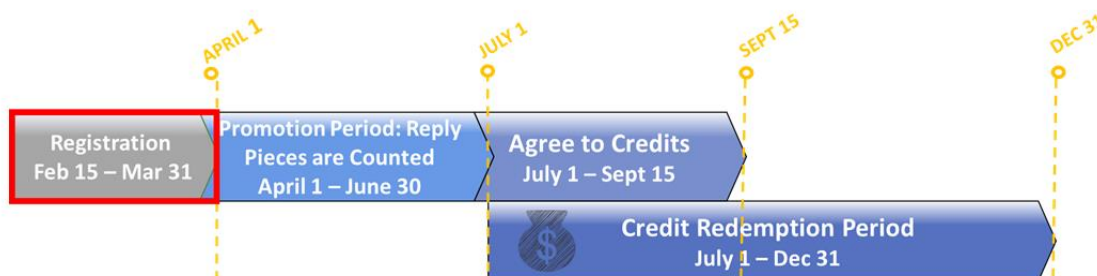
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REGISTRATION PERIOD

Registration is open from February 15 – March 31, 2021

Note: Participants must complete their registration by the close of business on March 31, 2021.



How do I register for the Earned Value Promotion?

Navigate to the Business Customer Gateway (BCG): <https://gateway.usps.com> and click on the “Sign Up” button if you are not a USPS Business Customer. Then follow the prompts by entering the required fields to create a new business account. You will receive an automatic email confirming that your United States Postal Service Online Business Account has been activated.

Then you will follow the next three steps to continue registering for the Earned Value 2021 Promotion:

- Select “**Mailing Services**” from the left menu of the Welcome (Landing) Page
- Go to the **Incentive Programs** in the list displayed and click “**Go to Service**”
- Click the “**Earned Value Promotion**”
- Click “**Begin Enrollment**”

What do I do if I already have a Business Customer Gateway (BCG) account?

If you already have a BCG account, you will sign in at: <https://gateway.usps.com> and enter your user name and password. Then you will follow the next three steps to continue registering for the Earned Value Promotion:

- Select “**Mailing Services**” from the left menu of the Welcome (Landing) Page
- Go to the **Incentive Programs** in the list displayed and click “**Go to Service**”
- Click the “**Earned Value Promotion**”
- Click “**Begin Enrollment**”

I am a MSP; can I register for my customer?

A MSP may register for their customer if the MIDs and associated permit(s) accounts belong to the MSP. If a MSP registers his/her permit(s) and the credits are applied to those permit(s), it is between the MSP and their customer to decide how those credits are distributed.

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What does the Earned Value Promotion registration require the participant to do?

1. Select one or more Customer Registration Identifications (CRIDs) from active permits
2. Select one or more Mailer Identifications (MIDs) to be used on reply mail pieces and Share Mail pieces
3. Select the permit(s) where the future credits will be applied

What are the mailpiece requirements?

We recommend that prior to registration that you review the Intelligent Mail barcodes on your CRM, BRM, and Share Mail pieces to ensure they meet the requirements.

What are the CRM requirements?

The outbound mailings which contain the CRM pieces may be sent to recipients in any category, shape or class of mail. The Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. The IMb on all CRM pieces must contain the barcode ID, correct service type ID, and the and the correct 11 - digit routing code with delivery point. All qualifying reply mail must contain an Earned Value Promotion preregistered MID to be identified and scanned during mail processing. Letter-size CRM must be barcoded with a valid and properly used 11 - digit routing code with delivery point that must be encoded within the IMb. The IMb on all CRM pieces must contain the barcode ID, service type ID, and correct 11 – digit routing code.

What are the BRM requirements?

The outbound mailings which contain the BRM pieces may be sent to recipients in any category, shape or class of mail. The Business Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. The IMb on all BRM pieces must contain the barcode ID, correct service type ID, and ZIP+4 routing code. All qualifying reply mail must contain an Earned Value Promotion preregistered MID to be identified and scanned during mail processing. Postcard and letter-size BRM must be barcoded with a valid and properly used ZIP+4 code on the mailpiece and the same ZIP +4 code must be encoded within the IMb. The IMb on all BRM pieces must contain the barcode ID, service type ID, and correct ZIP+4 routing code. Permit holders must use the ZIP+4 codes and the MID assigned by the U.S. Postal Service.

What STIDs are eligible for CRM and BRM mailpieces?

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.

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What are the Share Mail requirements?

The outbound mailings which contain the Share Mail pieces may be sent to recipients in any category, shape or class of mail. The Share Mail pieces must contain a unique or static Intelligent Mail barcode with the registered Mailer ID encoded to qualify. All qualifying Share Mail pieces must contain an Earned Value Promotion preregistered MID to be identified. The IMb on the Share Mail pieces must contain the barcode ID, service type ID, MID, and Serial Number which is designated by the Share Mail Publication requirements. Permit holders must use the MID assigned by the U.S. Postal Service.

What STIDs are eligible for Share Mail pieces?

Share Mail STIDs
733 and 734

Why do I need to register my MIDs?

The 2021 Earned Value Promotion provides participants with earned credits based on qualifying BRM, CRM, and Share Mail pieces with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) and the in the Earned Value Promotion will be read during mail processing and counted. These are the pieces that are counted during the promotion period that runs from April 1 – June 30 2021.

Why do I need to select Permit(s) for credits?

During registration the participant will also select one or more permits to which earned value credits will be applied during the credit redemption period which runs from July 1 – December 31, 2021.

What Permit types are eligible for the credits?

Imprint, meter, OMAS Imprint, OMAS meter and Precanceled permit types are eligible.

How many permit(s) can I select for the credits?

There is no limit on the number of permit(s) you can select. You will need to determine the proportion of the earned credit that will be applied to each permit and the total percentage for the allocated credits needs to equal 100%.

Am I allowed to change my permit(s) before USPS applies my credits?

The mailer can change the permit(s) and the allocation of the credits up to the point the credits are accepted by the mailer.

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How do I know that I am an Origin IMb TRACING™ customer?

An Origin IMb Tracing™ customer does not have their MIDs appear in the IMb on their BRM and CRM mail pieces.

How do I participate in the 2021 Earned Value Promotion if I am an Origin IMb TRACING™ customer?

Origin IMb TRACING™ customers who want to participate in the promotion will need to:

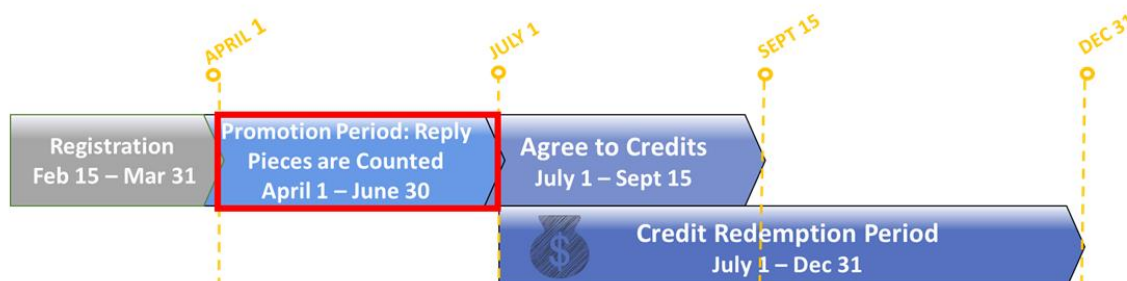
- Register their IMb Tracing MIDs and permit(s) in the Business Customer Gateway (BCG)
- Request the Origin IMb Tracing™ spreadsheet from the Earned Value Program Office or download it at enrollment
- Enter their MIDs, CRIDs, and your ZIP™ information
 - These are the ZIP+4® or ZIP+4+2 that are encoded in the IMb on your BRM and CRM
- Email the completed form to the Program Office at: EarnedValue@usps.gov

Can I participate in the Earned Value Promotion and another promotion at the same time?

Yes, you may participate in the Earned Value Promotion, as well as, another promotion at the same time. If you do an outbound mailing you **MUST** include the requirement(s) from the other promotion in order to claim the 2% discount. If that mailing also includes BRM, CRM, and or Share Mail pieces and you have successfully registered the appropriate MIDS, etc. for Earned Value, then you can earn credit for those pieces that are returned under the Earned Value Promotion. This is the only instance where the mailer can participate in two promotions – because in reality, there will be two separate mailpieces. Earned Value is the only promotion that can be used with another promotion mailpiece, and only because there are two separate pieces – the outbound mailing (with a qualifying discount-at-entry promotion treatment), and the Earned Value Promotion for the reply pieces.

PROMOTION PERIOD AND EARNED VALUE CREDIT CALCULATION

Reply pieces are counted during the Promotion Period which runs from April 1 – June 30. At the end of the Promotion Period Earned Value Credits are calculated.



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When will the Reply Mail and Share Mail pieces be counted?

Earned value credits are earned on BRM, CRM, and Share Mail that are scanned during the promotion period, April 1st – June 30th 2021. The credits will not be earned on pieces scanned after June 30th 2021 even if the outbound mailpieces were sent prior to that date.

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. For the purpose of this promotion, the U.S. Postal Service will calculate the credits based on piece counts resulting from the scans captured during mail processing and computed by the Share Mail system.

Why do we encourage our customers to monitor their Activity Report?

We strongly encourage our customers to monitor their Activity Report (found in the Program Registration Tool) on a weekly basis. Our business rules to convert scans into piece counts require that we do periodic look-backs. Scans may fluctuate from day to day on the report, so comparing volumes on a weekly basis is a better way to monitor the CRM, BRM, and Share Mail

counts. If the Activity Report piece counts do not look accurate, please contact the Program Office as soon as possible to review your enrollment and make any necessary adjustments.

When will the Earned Value Credits be calculated?

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

What is the credit for all participants on their BRM, CRM, and Share Mail pieces?

All participants will receive \$0.02 credit for each BRM, CRM, and/or Share Mail piece.

CREDIT AGREEMENT AND CREDIT REDEMPTION PERIOD

When do participants agree to their credits?

Participants agree to their credits from July 1st – September 15th 2021.

When is the Credit Redemption Period?

The Credit Redemption Period begins when the Participant agrees to credits through December 31st 2021.

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When will the credits be released?

The credits will be released when the participant agrees to their volumes at the end of the promotion (after June 30th 2021) and runs through September 15th 2021.

What is the date of the Review and Dissent Process for Credits?

Participants should carefully review their volumes once the Promotion Period has ended beginning July 1st and agree to their credits on the Program Registration system no later than September 15th 2021.

What is the Review and Dissent Process for Credits?

If the BRM mailpiece counts are incorrect, participants should contact the Program Office to review them. To initiate a review, provide the following information to the Program Office via email

at: earnedvalue@usps.gov:

- MID(s) with disputed BRM volumes
- Number of BRM reply pieces that your records indicate you received from April 1st – June 30th 2021
- 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

What is the last day to agree to the credits?

The last day to agree to credits is September 15th 2021, otherwise the credits are forfeited.

How can the participant use their credits?

Earned Value Credits can be used once the participant agrees to them in Program Registration. They can be applied to postage for future mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats that are mailed using the permit(s) that were selected at the time of registration.

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How do you use your credits?

To use the credits, you will need to submit your Postage Statement via Postal Wizard, Mail.Dat, or Mail.XML. On the Postage Statement you will enter "RR" as the promotion code which will instruct the PostalOne! to use the credits from the permit(s) that you requested. If you are using Postal Wizard, you will use the drop-down menu to select the Earned Value Promotion when completing the fields for what incentive you want to apply to that mailing.

How do you use the credits from a Metered permit?

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

How do you use the credits when you use a Meter?

Mailers who wish to use the credits and use a Meter must apply a reduced promotion amount to each piece in the mailing. They must claim the Earned Value Promotion as "RR" in the CCR field or choose the Earned Value Reply Mail Promotion in the drop-down menu in the Postal Wizard. The mailer then uses the credit to pay for the remaining postage. The VAR/CVAR mailers, all options are available: "Lowest", "Correct", and "Neither". For all other mailers, the only option is "Neither".

When is the last date to use the credits?

The credits will expire on December 31, 2021. After this date any outstanding credits will expire and cannot be redeemed.

BUSINESS CUSTOMER GATEWAY (BCG)

How is the BSA assigned?

- Business Customer Gateway (BCG) sign up process is such that the person who requests access to a business service from a new business location is prompted to assume the BSA role.
- If person declines, the service request goes into a pending status until there is a BSA for the Service at the Business Location
- BSA may delegate additional approved company members to the BSA role

What happens if I do not accept the BSA role?

If you do not accept the BSA role for this service then all requests or services will be pending and you will be unable to proceed until someone accepts this role.

What do I do if I get the "Pending External BSA" message?

If you get the "Pending External BSA" messaging, it means that your request requires a Business Service Administrator (BSA) for the Manage Mailing Activity approval. The BSA is an individual in

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your organization who has the authority in the system to approve your request. The program office does not have the contact information for this person, but the PostalOne Help Desk does.

We recommend emailing the Help Desk and requesting the BSA name and contact info for your company. Give the CRID and Business Customer Gateway (BCG) service you are requesting access.

The USPS Help Desk can be reached at: (800) 522-9085 or postalone@email.usps.gov.

For which locations should I become the BSA?

It is generally recommended that you become the BSA if no BSA exists for a service and location combination. You should become the BSA if you want to manage other user's access to the service for a particular location.

If a service requires BSA approval, there must be a BSA established for your company's mailing locations before members of your company can gain access to the service for those locations. Otherwise the request for the service will remain in "pending". After 25 days, if the BSA role is not filled, your request will automatically be purged, without notification.

For which locations should I become the Business Service Administrator (BSA) for Incentive Programs?

You should become the Incentive Programs BSA of a location if you are elected by your company to perform this role. The Incentive Programs BSA must approve all requests from other users to gain access to the service. As a result, there must be an Incentive Programs BSA for each location that you wish to register in the Incentive Programs service.

When requesting to become Incentive Programs BSA for a location, the request will be pending until the BSA for Manage Mailing Activity (MMA) for that location approves your request. If there is no BSA for Manage Mailing Activity, you can request this role. The request to become MMA BSA is approved automatically by the system when the role is vacant. If already pending, your request to become Incentive Programs BSA will be approved immediately by the system. Otherwise, if you are not to assume the Incentive Programs BSA role, you will have to wait until the Incentive Programs BSA approves your request.

REVISION HISTORY

Date	Section	Reason for Revision	Version
2-18-2021	Registration Period	Updated Mailpiece Requirements for CRM and BRM	2