

United States Postal Service®

INDUSTRYALERT

March 26, 2021

2021 Earned Value Promotion Reminder: Last day to enroll is Wednesday, March 31st

The 2021 Earned Value Promotion begins April 1st and runs through June 30, 2021. Enrollment began on February 15 and customers are reminded that they must fully enroll to participate no later than Wednesday, March 31st.

Resources to assist with enrollment are available on the Promotions PostalPro page:

Promotion Requirements:

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

Promotion Webinar Recording:

<https://postalpro.usps.gov/promotions/2021-earned-value/webinar-recording>

Enrollment Process:

<https://postalpro.usps.gov/promotions/2021-earned-value/enrollment-webinar-presentation>

The 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), 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 mail stream by the recipient and scanned during the promotion period.

If you need further assistance with enrollment, please contact the Program Office at earnedvalue@usps.gov.

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