

## Simple Steps to Use Every-Door-Direct-Mailing (EDDM)

### **1. Create an Account**

Go to [eddm.usps.com](https://eddm.usps.com) and click "Register/Sign In." Follow the prompts to create a USPS account if you don't already have one. Make sure to create a retail account rather than business. Business is for much larger scale mailing.

### **2. Log In and Access the EDDM Tool**

Once registered, log in to your account. You will be directed to the EDDM tool where you can begin setting up your mailing by selecting delivery routes.

### **3. Enter a Starting Location**

Use the search box to input a starting location. You can search by ZIP Code, city, or street address to find delivery routes in your target area.

### **4. Select Delivery Routes**

After searching, you'll see a list of available routes, including the number of residential and business addresses. Choose the routes that best match your target audience. You can narrow results by filtering for residential or business addresses.

### **5. Prepare Your Mailpieces**

Ensure your mailpieces meet the size and weight requirements for USPS Marketing Mail flats. Use the Mailpiece Size Checker tool if needed.

### **6. Add Mailing Details**

After selecting routes, you will be prompted to fill in order details such as the drop-off date and Post Office location for mailing. Review the estimated cost and the number of delivery points.

### **7. Pay for Your Mailing**

You can pay for your order online using a credit or debit card or at your selected Post Office when you drop off the mail. Be sure to print any required forms like the Retail Post Office Listing Form and Facing Slips before heading to the Post Office.

## **8. Drop Off Your Mail**

On your scheduled drop-off date, bring your prepared mailpieces along with your printed forms to the designated Post Office. USPS will handle delivery to the routes you selected.

## **9. Track and Save Your Orders**

Once your order is complete, you can track it and review saved orders from your account dashboard. If needed, you can request a refund or make changes before the drop-off date.

**For any questions**, please contact Colin Rahill, the Director of Digital Engagement, at (513) 263-6637 or [crahill@catholicaoc.org](mailto:crahill@catholicaoc.org).

v.

7

# Every Door Direct Mail<sup>®</sup>

User Guide // Simplified Mailing Process



# Overview

## What Is Every Door Direct Mail® Service?

With Every Door Direct Mail® (EDDM®) service from the U.S. Postal Service®, you can get help reaching potential customers in nearby neighborhoods—and you don't even need to know names or street addresses. Simply identify the delivery routes you want to reach, prepare your mailpieces, drop off your mailpieces with us, and we'll deliver the printed pieces to the active addresses in your designated area.

### **You can use Every Door Direct Mail® Service to:**

- Help reach a location without an address list.
- Send out local mailings or national campaigns.
- Help build more traffic.
- Seek new customers.
- Potentially increase revenue.
- Help reduce mail preparation costs.

## What Are My Mailing Options?

Every Door Direct Mail® service can help you get your marketing messages into the hands of your consumers. Most local businesses choose Retail service for sending up to 5,000 mailpieces per day, while Business Mail Entry Unit (BMEU) mailings of more than 5,000 mailpieces per day work best for large businesses.

### **1. With Every Door Direct Mail—Retail®, you can drop off your mailings at the local Post Office™ for processing if you've satisfied all of the following criteria:**

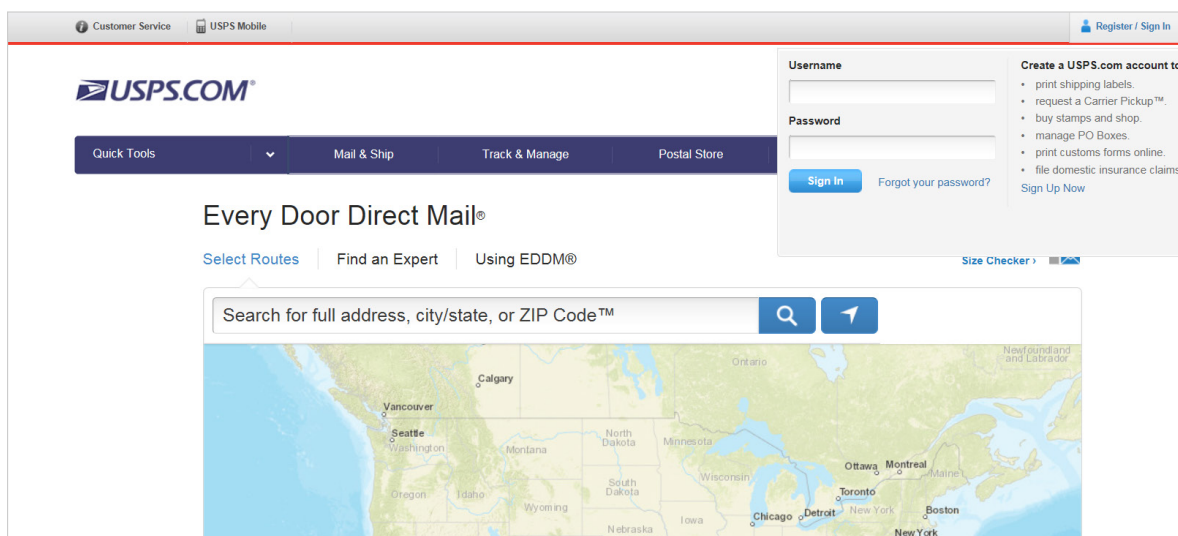
You must log in to access the EDDM tool and complete or save your order. New EDDM Retail® accounts can be created at <https://reg.usps.com/register>

- Appropriate documentation will be provided online to take with your mailing to the Post Office™.
- You can choose to pay for your mailing online with a valid credit card or debit card, or choose to pay for your mailing at the Post Office™ where you drop the mailing off by cash, check, debit card, or credit card.
- Mailpieces are limited to USPS Marketing Mail™ flats only.
- Each mailpiece must be at least 0.007" thick (approx. 3 sheets of copy paper) and cannot exceed 3.3 ounces. We've also added a Mailpiece Size Checker to the EDDM tool. At any point while creating a mailing, you will be able to check your mailpiece size against the requirements. For more information on mailpiece size restrictions please reference the EDDM Quick Reference Guide: <https://www.usps.com/business/pdf/quick-reference-guide.pdf> [pdf]
- Each mailpiece must display the Every Door Direct Mail—Retail indicia.
- For more information, please visit USPS® Every Door Direct Mail: <https://www.usps.com/business/every-door-direct-mail.htm>
- Business Rules for EDDM – Retail® orders:
  - Retail Users may mail up to 5000 mailpieces per day per ZIP Code™
    - Customers who select to Pay at Post Office™ and do not induct the order can cancel orders through their Order History to prevent that order from counting against their daily limit for that ZIP Code™
  - Retail Users can create orders of up to 5000 mailpieces per order, unless a single route contains over 5000 delivery points
  - Retail Users order must contain at least 200 mailpieces in a ZIP Code™ unless the routes in the ZIP Code™ do not total over 200 mailpieces
  - Retail Users can pay for up to 5000 mailpieces per transaction day using a credit card
  - Retail Users cannot add part of a route to an order; when a route is added, it is the entire route
  - Refund requests for Pay at Post Office™ orders must be made at the Post Office™ and cannot be made online
  - Refund requests for Paid Online EDDM orders must be initiated through a customer's Order History (Request Refund button located on the order's detail page)
  - Retail Users can only create EDDM orders within the United States and its territories

# Registration

## New EDDM Retail Registration

- 1 Go to <https://eddm.usps.com/eddm/customer/routeSearch.action>



- 2 Select **Register/Sign In** within the global header.

You will be taken to the registration page.

*Note: Existing customers, enter your username and password.*

- 3 Enter the required information.

- 4 Select **[Create Account]**.

And you're registered. It's that simple.

- 5 After your new **USPS.com®** account has been created,

you will automatically be redirected to the online mapping tool so you can begin to create your order.

**3** Select [Go To Service] to go to EDDM® Tool.

Business Customer Gateway

**Welcome**

Inbox

**Mailing Services**

Shipping Services

Other Services

Support

Manage Account

### Mailing Services

**Mailing services help you deliver letters and flat mail pieces.**

Mailing online services will help you manage day-to-day activities from design and preparation of your mail to tracking your mailings in the mail stream. The services currently available are listed below. You may access services directly from here that you have been approved for and request access to those you do not.

Your Locations:

<span style="color: #336699;">+</span> <b>Automated Business Reply Mail</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #4CAF50; color: white; padding: 2px 10px; border-radius: 3px;">GO TO SERVICE</a>
<span style="color: #336699;">+</span> <b>Balance &amp; Fees (PostalOne!)</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #4CAF50; color: white; padding: 2px 10px; border-radius: 3px;">GO TO SERVICE</a>
<span style="color: #336699;">+</span> <b>Customer Label Distribution System (CLDS)</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #2196F3; color: white; padding: 2px 10px; border-radius: 3px;">GET ACCESS</a>
<span style="color: #336699;">+</span> <b>Customer/Supplier Agreements (CSAs)</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #2196F3; color: white; padding: 2px 10px; border-radius: 3px;">GET ACCESS</a>
<span style="color: #336699;">+</span> <b>Dashboard (PostalOne!)</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #4CAF50; color: white; padding: 2px 10px; border-radius: 3px;">GO TO SERVICE</a>
<span style="color: #336699;">+</span> <b>Electronic Data Exchange (PostalOne!)</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #4CAF50; color: white; padding: 2px 10px; border-radius: 3px;">GO TO SERVICE</a>
<span style="color: #336699;">+</span> <b>Every Door Direct Mail</b> <a href="#">more info &gt;</a>	<a href="#" style="background-color: #4CAF50; color: white; padding: 2px 10px; border-radius: 3px;">GO TO SERVICE</a>

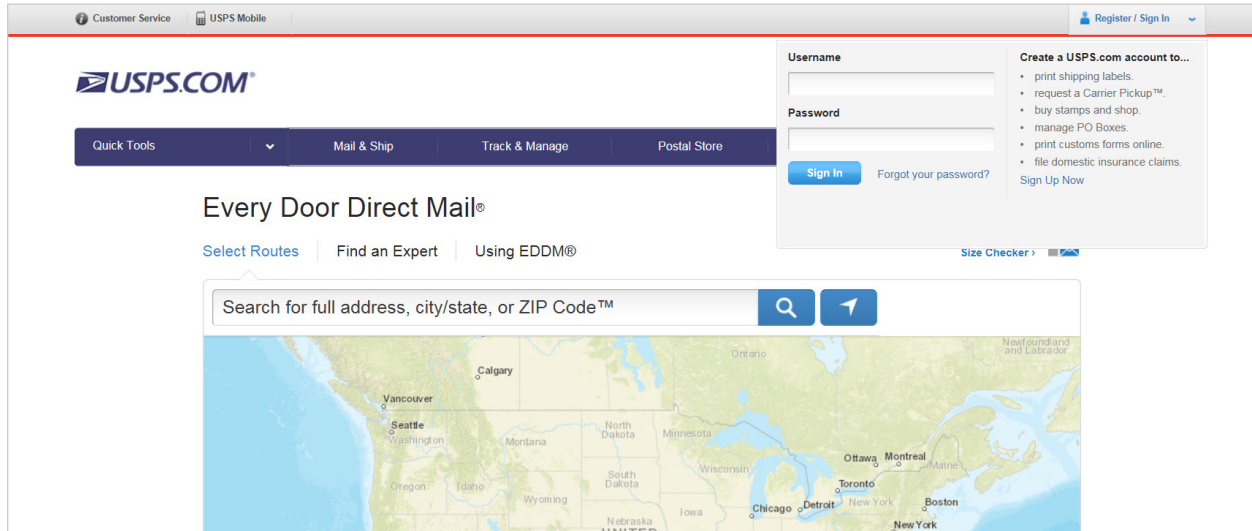
Copyright © 2017 U.S. Postal Service®

8

# Enter Starting Location

**1 To sign in to the EDDM® Tool,**

select the Register/Sign In link in the global navigation. A flyout window will prompt you to sign in to your USPS.com® account. If you do not have an account, you can create a new one by selecting the [Sign Up Now] button on the right side of the flyout.

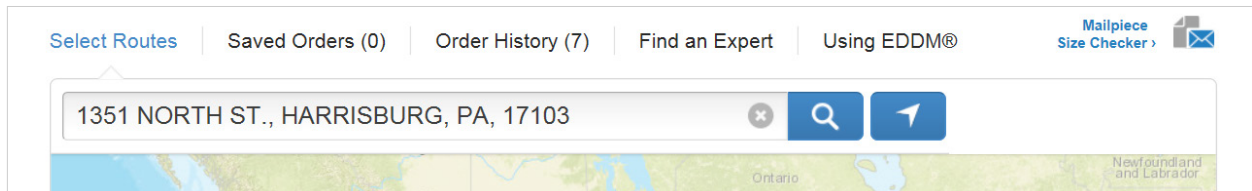




## 2 Begin your search to determine your mailing audience.

You can search by street address, city and state, or ZIP Code™ by entering in your search criteria into the text field within the search location box and selecting the magnifying glass button or hitting [Enter] on your keyboard.

*Note: If searching by city and state, you may be presented with the option to select up to five ZIP Code™ locations to target for delivery. This is accomplished by selecting the checkboxes that appear to the left of each ZIP Code™. It is also possible your search will result in more than one address result. If this is the case, you will need to select the appropriate address.*



## 3 Results are displayed on the route table and map.

Selecting routes is covered on the next section.

# Choose Routes

RETAIL // Table View

**1 Selection results are available in a table for all search options.**

Results of the starting location search are displayed in the route table by indicating the total routes and the total possible deliveries. Selecting the [Show Table] tab will reveal the table overlaid on the map.

Select Routes
Saved Orders (0)
Order History (7)
Find an Expert
Using EDDM®
Mailpiece Size Checker

20010
✕
🔍
📍

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (23 routes) ▾							
20010-C001	831	10	841	--	--	\$55.23k	\$148.02
20010-C002	415	2	417	47%	2.30 ppl.	\$112.80k	\$73.39
20010-C004	108	84	192	--	2.50 ppl.	\$43.73k	\$33.79
20010-C007	528	31	559	--	2.80 ppl.	\$62.07k	\$98.38
20010-C008	724	42	766	--	--	\$40.40k	\$134.82
20010-C009	388	0	388	--	2.30 ppl.	\$114.36k	\$68.29
20010-C010	375	6	381	38%	2.95 ppl.	\$50.22k	\$67.06
20010-C011	725	16	741	47%	2.57 ppl.	\$49.55k	\$130.42
20010-C012	531	2	533	--	2.70 ppl.	\$50.53k	\$93.81
20010-C013	287	0	287	--	2.40 ppl.	\$135.76k	\$50.51
20010-C014	406	20	426	--	2.70 ppl.	\$55.79k	\$74.98
20010-C015	1177	14	1191	41%	2.40 ppl.	\$38.77k	\$209.62
20010-C016	785	30	815	44%	2.15 ppl.	\$49.17k	\$143.44
20010-C017	905	0	905	--	2.70 ppl.	\$57.13k	\$175.30

Hide Table ▲

### Order Summary

Individual Routes Selected  
**0**

---

Post Office™ Drop-Offs ›  
**0**

---

Total Delivery Addresses  
**0**

---

Approximate Cost i  
**\$0.00**

Continue
  
Save

## 2 The Table view displays selection results and an approximate mailing cost

for flats only to be dropped at a local Post Office™ retail unit. The table view columns include the following data\*.

**ROUTE** / Identifies the particular route by ZIP Code™ and carrier route ID.

*Note that it is not possible to select a partial route.*

**RESIDENTIAL** / Indicates the number of residential delivery points in a given route.

**BUSINESS** / Indicates the number of business delivery points in a given route.

**TOTAL** / Indicates the total number of delivery points in a given route.

**AGE** / Indicates the percentage of each route that matches a given age range criteria.

**SIZE** / Indicates the average household size of a given route.

**INCOME** / Indicates the average household income of a given route.

**COST** / Indicates total estimated cost for mailings included within that route.

*\*Demographic data is based on U.S. Census Reports.*

## 3 Additional filters are available within the first 3 columns,

which can help narrow your search results. These filters include:

### A Select route types:

- City / Results will include delivery points where mail is delivered by a USPS® employee.
- Rural/Highway / Results will include delivery points where mail is delivered by a USPS or contract employee.
- PO Box™ / Results will include delivery points where mail is delivered to USPS Post Office™ Boxes. Includes personal and business boxes.

### B Select delivery types:

- Business & Residential / Results will include business and residential delivery points.
- Residential only / Results will only include residential delivery points.

When searching by a full address, it will also be possible to revise search results based on location radius. To accomplish this, you can use the location slider to revise search location by .25 mile increments. Remember that routes outside the selected radius will not appear. Expand your radius to include those routes. Selecting the [Apply] button will update the table view results with your selections.

## 4 Route demographics are shown on the route table.

Available demographics include age, household income, and household size\*. You can narrow your search results by selecting the column header for each demographic and selecting either [Show] or [Hide]. Selecting age shows the percentage of routes for the default age range of 25 to 44 years old. To edit this criteria, select the [Age] column header and move the indicators to the beginning and end of your desired age range. Once satisfied with the range, select [x] to close.

*\*Demographic data is based on U.S. Census Reports.*

## 5 Within the map view,

hovering over a route will show the route details, including selected demographic data, in the route summary pane. Selecting this route will add it to your selected list of routes in the table view.

Map Interaction for Tablet Users:

**To View Route Information** / First tap on a route

**To Select a Route** / Second tap on a route in hover state

**To De-Select a Route** / Third tap on a selected route

**6 All columns in the route table are sortable in ascending and descending order.**

This can be accomplished by selecting the column header and selecting [Highest] or [Lowest] in each column flyout.

**7 Within the route table view,**

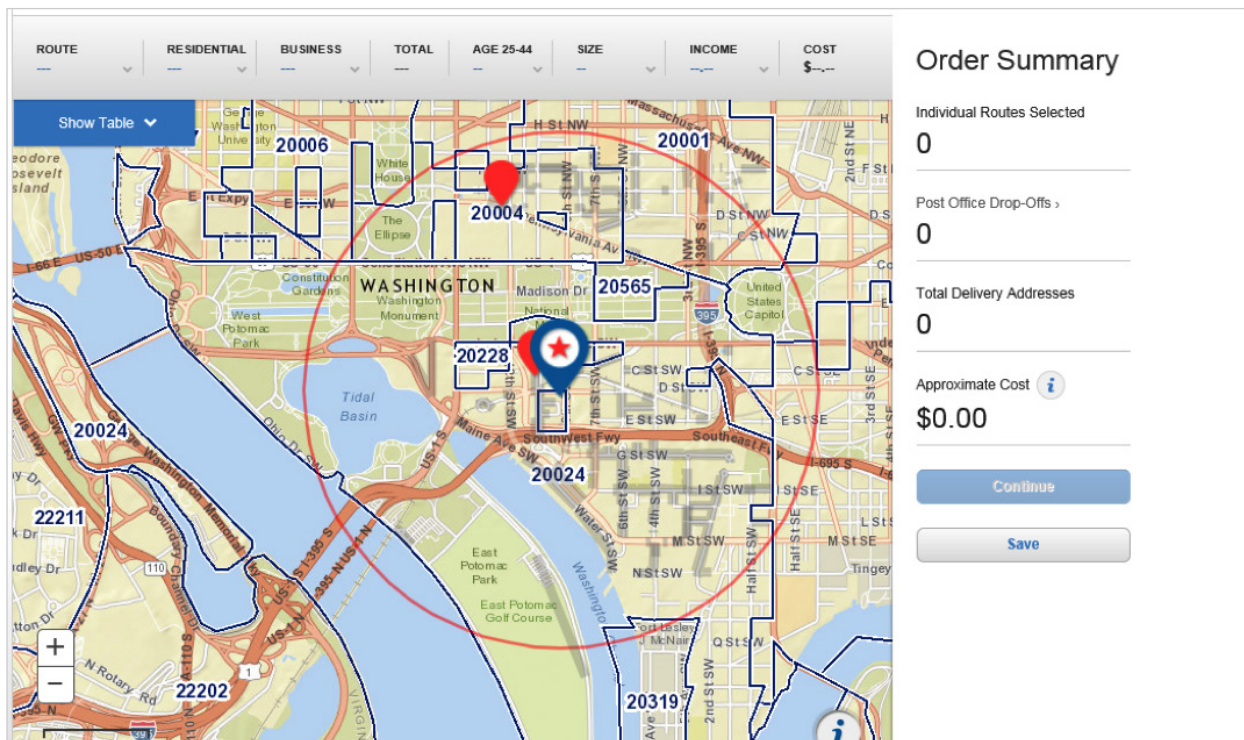
you have the ability to select routes by selecting anywhere within a row containing route information.

*Note: The possibility exists that your route selections will require you to drop-off mail pieces at more than one drop-off location. If this is the case, you will be prompted by an alert message that your selections require additional drop off locations. It is possible to continue forward with your order or remove that route from your selections.*

ROUTE	RESIDENTIAL	BUSINESS	TOTAL	AGE 25-44	SIZE	INCOME	COST
Select All (23 routes) ▾							
20010-C001	831	10	841	--	--	\$55.23k	\$148.02
20010-C002	415	2	417	47%	2.30 ppl.	\$112.80k	\$73.39
20010-C004	108	84	192	--	2.50 ppl.	\$43.73k	\$33.79
20010-C007	528	31	559	--	2.80 ppl.	\$62.07k	\$98.38

**8 When using the route table view,**

the EDDM® map will change to indicate your selections. To view the changes within the map, select [Hide Table]. Your route selections on the map will be updated visually in the following ways:



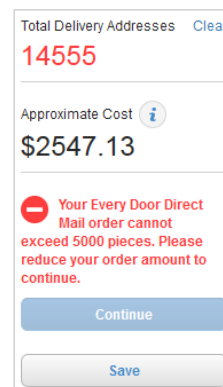
- Your searched location will be indicated by a circular icon on the map.
- Hovering over a route within the table will apply a purple color to the route within the map.
- Selecting a business only route within the table will apply a green color to the route within the map.
- Selecting a residential & business route within the table will apply a blue color to the route within the map.
- Selecting a PO Box™ route within the table will add an orange icon to the map.

**9 When selections do not meet Retail qualifications**

(more than 200 but 5,000 or fewer deliveries per ZIP Code™ per day), a message appears indicating such. If your selections total more than 5,000 delivery points, you will be prompted to reduce that number.

**10 A summary of your selected routes are shown in the Order Summary.**

Included in the summary is the total number of routes selected, Post Office™ drop-offs, delivery addresses, and approximate cost.



**11 Selecting the Post Office™ drop-offs text will display the drop-off details of your order.**

This includes the Post Office™ locations that you will need to drop off your order at, and which deliveries apply to which locations. You also have the option to deselect routes from your order as they apply to certain Post Office™(s).

**12** At this stage, you also have the ability to save the progress of your order with the ability to continue later.

This can be accomplished by selecting the [Save] button, below the [Continue] button.

*Note: User must be signed-in to Save Order.*

**13** Selecting the Save link will bring up a window

that will also allow you to add a nickname to your order. This step is optional.

**14** Once your order has been saved,

you may review your saved order by selecting the Saved Orders text located above the EDDM® search bar on the top of page.

# Select Drop-Off Date & Payment Options

This flow will allow you to select a Drop-Off Date for your mailings and will include a summary of all information pertaining to your EDDM® order including:

- Total Deliveries
- Drop-off location, hours, address, and contact information
- Scheduled drop-off date
- Total order cost
- By-For flow (Optional)

## RETAIL // Select Drop-off Date & Payment Options

**1** First you must select a drop-off date for your EDDM® mailings using the calendar.

*Note: Dates may be selected up to 30 days in advance.*

**2** Select a Company/Mailer name from the drop-down.

**3** Select Mailer ID from drop-down.

**4** Once you have agreed to the Terms & Conditions, you will be presented with the option to pay at your local Post Office™, pay online, or save for later.

**5** Selecting the [Pay at Post Office] button will take you to Order Confirmation/Print Forms.

**6** Selecting the [Pay Online] button will take you into the online payment portal, where you can complete your order.

**7** Selecting the [Save] button will bring up a window that will also allow you to add a nickname to your order.

This step is optional. Once your order has been saved, you may review your saved order using the navigation links located in the top right corner of the page.

**8** Creating this order for someone else?

will bring up a By-For flow to create a mailing on another person’s behalf. You will need a valid Company CRID. If a coupon is available, you will be able to enter and apply a coupon code to the total cost of the mailing. Going through this flow is optional.

The screenshot displays the EDDM@ interface for selecting a drop-off date and payment options. At the top, navigation links include 'Select Routes', 'Saved Orders (0)', 'Order History (7)', 'Find an Expert', and 'Using EDDM@'. A 'Mailpiece Size Checker' icon is also present.

**Order Summary** sidebar:

- Individual Routes Selected: 1
- Post Office™ Drop-Offs: 1
- Total Delivery Addresses: 417
- Back to Map button

**Select Drop-Off Date & Payment Options** main section:

- Calendar for September 2016 with the 16th highlighted.
- \*Choose Company/Mailer Name dropdown menu.
- Close button.
- Enter their Company CRID input field with an Apply button.
- Checked checkbox: I have read, understand and agree to the Terms & Conditions.
- Take order to Post Office™: 09/21
- Total Cost: \$73.39
- Buttons: Pay at Post Office™ (highlighted), Pay Online, and Save.



# Order Confirmation & Print Forms

## RETAIL // Order Confirmation & Print Forms

### Thank You for Your Order

Don Smith  
Account # - 34660659  
CRID # - 94800535

**Your Order Number:** **105023**

Post Office™ Drop-offs Required: **1**

Individual Routes Selected: **1**

Delivery Addresses: **417**

Cost of Order: **\$73.39**

Payment Method: **Pay at Post Office™**

Drop Off Order On: **Thursday, September 22, 2016**

Check your email for an order confirmation.

**Other Actions**

- [Select a New Route >](#)
- [View Saved Orders >](#)
- [View Order History >](#)
- [Add Order as a Favorite >](#)
- [Cancel Your Order >](#)
- [Find an EDDM® Expert >](#)

#### What do I do next?

- 1. Double-check your mailpieces.**

We have certain restrictions on the size of mailpieces sent and how they should be labeled for mailing. You can use our [Mailpiece Size Checker](#) or read our [EDDM® Quick Reference](#) guide to make sure your mailings will be accepted.

If you would like assistance creating or preparing your mailpieces, choose from one of our affiliated, third-party vendors. Many printers can help you format, design, print, and prepare your mailing. [View Mailing & Printing Services >](#)
- 2. Prepare your mailing bundles.**

We recommend that for each route, you bundle your mailing in stacks of 50-100 mailpieces. Bundles may not be higher than 6".
- 3. Print out your processing forms.**

Facing Slips and the Mailing Statement forms tell the Postal Service™ how to process and deliver your order.

You will need to have **1** separate Facing Slip for **each** bundle you create.

*For example:*  
Bundles of 50 would require **9** Facing Slips.  
Bundles of 100 would require **5** Facing Slips.

WASHINGTON POST OFFICE™ FACILITY (1 route, 417 deliveries)  
20010-C002 417 deliveries

[Download Facing Slips \(PDF\) >](#)

[Download Mailing Statement \(PDF | USPS Form PS3587\) >](#)

To print all pages at once click here:

1

**The order confirmation page will include a summary of the information**

pertaining to your EDDM® order. This includes:

- Total deliveries
- Total order cost
- Scheduled drop-off date
- Post Office™ drop-offs
- Payment method

**2** **Once your order is confirmed, you can choose whether you want**

help creating your mailpieces. If you would like assistance with mailpiece format, design, print, or preparation, select the View Mailing & Printing Services link. This step is optional.

**3** **Within the confirmation page, there are several forms relating to your order**

that you will need to print prior to dropping off your order at the drop-off location, which are prepopulated with your order information. The forms include:

**A** **Retail Post Office™ Listing Form** / Identifies the Post Office™ retail units that service the ZIP Code™ locations and routes included in your mailing. The form is pre-populated with:

- Retail Post Office™ address
- Phone number
- Fax number
- Hours of operations
- The total number of mailpieces to submit to each unit
- Approximate cost at each unit

**B** **Mailing Statement (USPS Form PS 3587)** / Includes information specific to your EDDM® mailing order, including:

- 5-digit ZIP Code™
- Route number
- Number of mailpieces per route

**C** **Facing Slips** / Includes information for the Post Office™ on how to process with your EDDM order. One facing slip should be printed for each route selected.

**4** **Printing can be accomplished by selecting each of the individual forms**

and printing manually or by selecting the blue [Print Forms Now] button.

Once you have printed your forms, you are ready to bring your EDDM order to your scheduled drop-off location.

*Note: You must bring your printed forms to your scheduled drop-off location in order to complete your order.*

**5** **Other Actions may be performed after receiving confirmation**

Other Actions include:

- Select a New Route
- View Order History
- View Saved Orders
- Find an EDDM Expert
- Add Order as a Favorite
- Request a Refund

# Saved Orders


RETAIL // Saved Orders

**1 To review your saved orders, select the saved orders link**

located just above the EDDM® map on the EDDM tool page.

**2 Within the saved orders page, several columns of information are provided:**

- Date order was created
- Nickname (if given one, not required)
- Search term for saved order
- Number of pieces in order
- Total amount
- Payment method (Paid with Permit, Pay at Post Office™, Paid Online)

Select Routes | **Saved Orders (4)** | Order History (8) | Find an Expert | Using EDDM® | [Mailpiece Size Checker](#) 

[REMOVE](#)

Showing EDDM® Saved Orders						1 - 4 of 4	Show 10 25 50	First Prev 1 Next Last
<input type="checkbox"/>	CREATED	NICKNAME (OPTIONAL)	SEARCH TERM	NUMBER OF PIECES	TOTAL AMOUNT			
<input type="checkbox"/>	09/16/2016 11:09 AM	Test Mailing	20010	559	\$98.38	Resume Order		
<input type="checkbox"/>	09/16/2016 11:08 AM	20010 Mailing	20010	741	\$130.42	Resume Order		
<input type="checkbox"/>	09/16/2016 11:07 AM	Pizza Mailing	20010	841	\$148.02	Resume Order		
<input type="checkbox"/>	09/16/2016 11:06 AM	Test Mailing	20010	559	\$98.38	Resume Order		

1 - 4 of 4 | Show 10 25 50 | First Prev 1 Next Last

**3 To resume a saved order,**

select the resume order link in the far right column of the saved orders page. This will return you to the EDDM® tool with all previous entries and selections completed.

**4 To remove a saved order from view,**

select the box in the far left column of the order. Then select the [Remove] button located in the lower left corner. You will be prompted to confirm removal of the order, at which point the order will be removed from your saved order history.