

[acohen@nased.org](mailto:acohen@nased.org)

---

**From:** Bentley, Daniel M - Washington, DC <Daniel.M.Bentley@usps.gov>  
**Sent:** Friday, September 11, 2020 5:59 PM  
**To:** [acohen@nased.org](mailto:acohen@nased.org)  
**Subject:** USPS Postcard

Good afternoon Amy,

Thank you for the call this morning and letting me know about your member concerns. Please review and share the following message with your members.

September 11, 2020

Amy Cohen  
Executive Director  
National Association of State Election Directors

Dear Amy:

In August, the Postal Service began to roll out a national omni-channel public information campaign in order to educate the American public about the Postal Service's role and to inform voters what to expect if they choose to use the mail to participate in the electoral process.

This educational campaign neither encourages nor discourages mail-in voting; rather, it is designed to reach and inform voters across the country about the importance of planning ahead if they plan to vote using the mail. The campaign includes print, TV and radio ads, direct mail to residential customers, retail signage in Post Office lobbies, social media, and online resources, including the recently launched Election Mail website on [usps.com](http://usps.com).

The mail-piece – which has already been delivered to some households and will reach every American residential mailing and P.O. Box address in the coming week – is intended to provide general, common-sense information to voters throughout the nation. It was developed with generic recommendations recognizing that each state has specific rules, deadlines and requirements. The language is not meant as a commentary on any state's election laws or rules, but is instead intended to complement those laws and rules with general guidance on using the mail.

The main message of the mail-piece is that voters should plan ahead, educate themselves about voting options available in their jurisdiction, and, if they choose to vote by mail, to give themselves and election officials enough time to request, receive, complete and return their ballot.

We believe the mail-piece – and other elements of the campaign – supports the Postal Service's ongoing outreach and educational efforts on how to use of the U.S. mail to participate in the electoral process, and is consistent with the organization's longstanding recommendations regarding mailing timeframes. Earlier this month, our plans regarding campaign elements were discussed with the National Association of State Secretaries of State, and we continue to work with the nation's election officials to support their efforts to use the mail and fully educate the public on the vote-by-mail process.

We are always available to discuss these and related issues, and look forward to discussing further.

Dan Bentley