

# 2019 EARNED VALUE PROMOTION

---

## CONTENTS

I. Background and Program Description .....	2
II. Program Parameters.....	2
III. Registration Requirements .....	2
IV. Mailing Requirements .....	3
V. Earned Value Credits .....	3
VI. Program Office Contact Information .....	4

*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*

## I. BACKGROUND AND PROGRAM DESCRIPTION

The 2019 Earned Value Promotion attempts to slow the decline of First-Class Mail® in general and Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) in particular. The Earned Value Promotion will be offered to participants who use Business Reply Mail (BRM) enclosures and Courtesy Reply Mail (CRM) enclosures. Share Mail® enclosures are an additional product that has been added to this promotion. Participants must register their Mailer IDs (MIDs) and permit(s) to which future earned credits will be applied on the Business Customer Gateway. The U.S. Postal Service® would like to ensure that mail remains a relevant part of the First-Class Mail marketing mix.

BRM, CRM, and Share Mail pieces that customers enter in to the mailstream and have a valid Intelligent Mail® barcode (IMb®) with a registered MID will be counted. At the end of the quarter, the earned value assigned to the BRM on each MID will be multiplied by total BRM pieces counted. The earned value assigned to the CRM on each MID will be multiplied by the total CRM pieces counted. The earned value assigned to the Share Mail on each MID will be multiplied by the total Share Mail pieces counted. 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

## II. PROGRAM PARAMETERS

<b>Registration Period:</b>	February 15 – March 31, 2019
<b>Promotion Period:</b>	April 1 – June 30, 2019
<b>Eligible Mail:</b>	Business Reply Mail, Courtesy Reply Mail, and Share Mail cards and letters
<b>Acceptance Period for Credits:</b>	The credits will be released when the mailer agrees to their volumes when the promotion ends. The volumes must be accepted by September 15 <sup>th</sup> 2019; otherwise the credits will be forfeited.
<b>Earned Value Credits:</b>	<b>First Time Mailers</b> \$0.03 per BRM, CRM, and Share Mail pieces counted based on their enrolled MID's  <b>2017 Earned Value Participants</b> The Earned Value Credits are

*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*

based on a 95% threshold from the 2018 volume counts for MID's that were enrolled in the 2017 Earned Value Promotion  
\$0.03 per BRM, CRM, and Share Mail pieces counted when mailers meet or exceed their 95% threshold of 2018 volumes based on their MID's

\$0.00 per BRM, CRM, and Share Mail cards and letters counted when mailers **DO NOT** meet or exceed their 95% threshold of 2018 volumes based on their MID's

Credits are available for their use once they have been released to the respective permit(s).

**Expiration Date for Credits:** December 31<sup>st</sup> 2019

### **III. REGISTRATION REQUIREMENTS**

**Program Registration:** Participants and/or mail service providers must register their MID(s) and permit(s) to which future credits will be applied in the Business Customer Gateway. Registration opens February 15, 2019.

**Note: Participants must register by the close of business on March 31, 2019.**

The 2019 Earned Value Promotion provides participants with earned credits based on qualifying BRM, CRM, and Share Mail cards and letters, with an Intelligent Mail barcode. The encoded IMb with registered Mailer ID(s) in the Earned Value Promotion will be read during mail processing and counted. The enrolled participant can see those piece counts on the Business Customer Gateway in their Activity Report.

During registration the participant will also select one or more permits to which earned value credits will be applied. Imprint, meter, OMAS Imprint, OMAS meter and Precanceled permit types are eligible.

**As part of the terms of participation, all mail owners must complete a survey about their participation in the promotion at the end of the promotion period.**

### **IV. MAILING REQUIREMENTS**

**BRM AND CRM Requirements:** The outbound mailings which contain the BRM and CRM pieces may be sent to recipients in any category, shape or class of mail. The Business Reply Mail and Courtesy Reply Mail pieces must contain the Intelligent Mail barcode with the registered Mailer ID encoded to qualify. 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 and CRM pieces must

*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*

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.

**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.

**Participants interested in registering their Share Mail pieces must follow the Share Mail Publication requirements before enrolling in the 2018 Earned Value Promotion. The Share Mail Program Office email is: [sharemail@usps.gov](mailto:sharemail@usps.gov).**

**Promotion Period/Mailing Date:** Reply Mail and Share Mail pieces will be counted during the promotion period, April 1 – June 30, 2019. The credits are earned on Reply Mail and Share Mail that are scanned during the promotion period April 1 – June 30, 2019. The credits will not be earned on pieces scanned after June 30<sup>th</sup> 2019 even if the outbound mailpieces were sent prior to that date. The count of reply mail 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.

## **V. EARNED VALUE CREDITS**

**Earned Value Credits Calculation:** At the end of the promotion, the earned value assigned to BRM will be multiplied by total BRM pieces counted based on each MID. The award value assigned to CRM will be multiplied by the total CRM pieces counted based on each MID. The award value assigned to Share Mail will be multiplied by the total Share Mail pieces counted based on each MID.

### **First Time Mailers in the Earned Value Promotion:**

Earned Value = \$0.03 x Total BRM pieces counted based on each MID  
Earned Value = \$0.03 x Total CRM pieces counted based on each MID  
Earned Value = \$0.03 x Total Share Mail pieces counted based on each MID

### **Previous Mailers in the Earned Value Promotion:**

Earned Value = \$0.03 x Total BRM pieces counted based on each MID if the mailer meets or exceeds their 95% threshold of 2018 volumes  
Earned Value = \$0.03 x Total CRM pieces counted based on each MID if the mailer meets or exceeds 95% threshold of 2018 volumes.  
Earned Value = \$0.03 x Total Share Mail pieces counted based on each MID if the mailer meets or exceeds 95% threshold of 2018 volumes.

**Note: Previous mailers who do not meet or exceed their 95% threshold of 2018 volumes based on their total BRM pieces, total CRM pieces, and total Share Mail pieces counted by MID will earn \$0.00.**

*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*

**Redeeming Earned Value Credits:** The credits will be released when the participant agrees to their volumes at the end of the promotion.

The volumes must be accepted by September 15<sup>th</sup> 2019; otherwise the credits will be forfeited.

**Expiration Date for Earned Value Credits:** December 31<sup>st</sup> 2019

Postage for future mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats must be paid using the permit(s) where the earned value credits were applied.

To use the credits, the participant must submit mailings of First-Class Mail Presort and Automation cards, letters and flats, and USPS Marketing Mail letters and flats electronically via Mail.dat, Mail.XML or Postal Wizard and 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.

## **VI. PROGRAM OFFICE CONTACT INFORMATION**

Further questions can be directed to the Program Office at [EarnedValue@usps.gov](mailto:EarnedValue@usps.gov)

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

*This promotion is under consideration by the Postal Service. Any 2019 USPS promotions under consideration are subject to USPS, BOG and PRC approval. All requirements are tentative and in draft form.*