

Guide to Every Door Direct Mail (EDDM) through USPS



What is EDDM?

- EDDM is USPS's direct mail service
- Clubs can search by postal route and target potential customers and members in their area



How can this help my club?

- Residents in the neighborhoods around your facility may not know about your club
- Tell them curling is right in their back yard!
- Announcing upcoming LTC, Try Curling, Open Houses, or Watch Parties can engage your neighbors
- Adding a discount code to your flyer can entice signs ups for upcoming events (and can help you track the effectiveness of your campaign)



How Do I Use It?

- The USPS has a comprehensive guide on how to register for and make orders with their EDDM service
- You can also consult their directory of local printers and service providers who can print EDDM media for you

EDDM User Guide
(opens PDF directly)

USPS Local Printer Directory

EDDM More Info



What else do I need to know?

- Mailers must adhere to minimum and maximum dimensions outlined by USPS, as well as include all required field such as the EDDM Indicia for postage.
- Minimum dimensions are larger than standard post card sizes, so to be eligible for EDDM, the mail pieces must be at least slightly larger than a post card
- You don't need to know the names and addresses of your audience. USPS will deliver to residences along the selected routes, addressed to "Current Resident" or "Postal Customer"
- USA Curling has created a template mailer, you can add your club logo, address, and other details you wish to share with your future members. These are available as "EDDM Templates" under the "[Printable Media](#)" session in the "Get Ahead of the Games" Group in Our House
- OR Create your own!

