

Using Bulk Mail

- I. Rules
- II. Costs
- III. Process
- IV. Model
- V. Worksheet

Rules

1. You may use the TCDC bulk mail stamp or number anytime you need to do a mailing of 200 or more of the same pieces of mail.
2. Mail must be sorted by ZIP code.
3. You must get approval from Jim G.
4. No staples, no tape.

Costs

Prices per piece depend on ZIP. These 2013 prices are for any of the following:

1. A letter in an envelope
2. A large post card on cardstock (8 ½ x 5 ½")
3. A single sheet folded and sealed with round stick-on seals
4. A trifold brochure folded and sealed with round stick-on seals

Destination ZIP	Number of pieces	Price per piece
14850	Any*	\$0.274
Any other local ZIP	150+*	\$0.274
Any other local ZIP	under 150*	\$0.290

**Total pieces mailed must still be over 200 to qualify*

In other words, suppose I am mailing 400 of the same letter to Dryden residents.

100 to Ithaca ZIP 14850 @ \$0.274 apiece = \$27.40

250 to Dryden ZIP 13053 @ \$0.274 apiece = \$68.50

50 to Etna ZIP 13062 @ \$0.290 apiece = \$14.50

Process

1. Prepare your mailing. Life will be easiest if you print it with the indicia already preprinted, as in the MODEL attached. Note the use of "Current resident or" above the spot for the mailing label; this will save you from having to pay for any returned letters. If you are mailing envelopes rather than preprinted cards or brochures, you may need to hand-stamp each one, using the bulk mail stamp from Jim G.
2. Get mailing labels from Steve Dewitt at the Board of Elections or prepare them yourself from your existing voter lists.
3. Separate your mailing by ZIP code. Use a copy of the attached WORKSHEET to count out numbers for each possible ZIP. You do not need to bundle materials in packets of 50 or 100 if you use this WORKSHEET.
4. Contact Jim G to alert him to your use of bulk mail. Fill out the form at the bulk mail office. The postal worker there will help you fill it out. Make sure to explain that it is campaign literature or is otherwise election-related.
5. Deliver your mailing to the Bulk Mail department at the Ithaca Post Office (in the back of the building) on Warren Road, weekdays until 3 PM. If you have a huge mailing, you may pick up mailing tubs ahead of time from that or any other post office. Your mailing may take anywhere from 3 to 10 days to arrive; plan accordingly. Nothing is worse than having a beautiful and expensive mailing arrive after Election Day.

Jason Leifer

FOR TOWN SUPERVISOR

Since 2008 Jason has served the Town of Dryden as Supervisor, Deputy Supervisor, and as a Board member. A graduate of New York Law School and a 12-year resident of the Town, he works as an attorney for children and low-income residents through the Tompkins County Assigned Counsel Program.

Jason actively promotes Dryden as the best place in Tompkins County for people to live, work, and play. With over ten years of commitment to Dryden, Jason has a broad understanding of our community and how the town works. Jason's pragmatic approach to local government includes responsible budgeting and obtaining grants to meet the Town's needs while focusing on serving all of Dryden.



Under Jason's leadership Dryden has attracted environmentally friendly commercial and residential development. This has expanded the tax base so that Dryden can continue to invest in its people and infrastructure. Jason emphasizes community so that both new residents and lifelong residents of all backgrounds are heard. He has worked with Dryden's Agriculture Committee to produce a plan to promote Dryden's farms. A former Kiwanis coach, Jason enthusiastically supports Dryden's community centers and recreation programs.



Dryden Democrats

P.O. Box 1063
Dryden, NY 13053
www.drydendems.org

Introducing Your 2017 Candidates

Acting Locally to
Move Dryden
Forward



VOTE NOVEMBER 7

Proudly PROTECTING DRYDEN

Martha Robertson

FOR COUNTY LEGISLATURE LD 13

Martha has represented the west side of Dryden on the Tompkins County Legislature since 2002, when she became the first woman and first Democrat to represent that part of the town. Since then, she has served as Chair of the Legislature, and she currently chairs the Planning, Development and Environmental Quality Committee and the Program Oversight Committee of the Community Housing Development Fund. These fit well with Martha's focus on smart growth, greater housing choices, and sustainability.



Martha has been a strong voice against hydrofracking and is now leading negotiations with NYSEG and NYS to find alternatives to the West Dryden Road gas pipeline. She has worked for years now to fight against unfair unfunded state mandates, reminding us all that paying for mandates through the regressive property tax hurts everyone, especially farmers and people on fixed incomes.

Martha serves on the first Executive Committee for the Women's Leadership Council for the NYS Association of Counties. A resident of the county for almost 35 years, Martha hopes to earn a fifth term to continue her advocacy for the causes Dryden cares about: affordable housing, community livability, renewable energy, and sustainable jobs. See Martha's website at www.martha4tompkins.com.

Dan Lamb

FOR TOWN BOARD

Dan teaches at the Cornell Institute for Public Affairs, but many residents know him best as the former District Representative for US Congressman Maurice Hinchey. Dan, a 14-year resident of McLean, serves on the Dryden Town Board as Deputy Supervisor.



Dan is working to reduce the property tax burden by finding strategic opportunities for economic development to grow our tax base. He is leading an effort to revitalize Dryden's Revolving Loan Fund to support small businesses and create jobs. Dan is active in developing the Dryden Rail Trail, which will connect the villages of Dryden and Freeville to Varna and Ithaca. Dan worked with the village of Dryden in a joint effort to refurbish Montgomery Park. Dan recognizes the importance of having quality recreational opportunities throughout the town to improve the quality of life for all residents and places a high value on public input as the town charts its future.



Rick Young, Jr.

FOR HIGHWAY SUPERINTENDENT



Since his election as Highway Superintendent four years ago, Rick has hit the ground running. As former Chief of Neptune Hose Company, Rick brings to the job years of management and budgeting skills and a GPS-like knowledge of the town. He ran on a platform of "responsive, responsible management," and he has met that challenge, reaching out to community members and using feedback to plan everything from plowing to ditching to road and bridge repair.

Recently, Rick helped get a grant to repair two critical bridges in the town. His achievement will save the taxpayers hundreds of thousands of dollars. Rick looks forward to continuing to lead his team's efforts to keep our infrastructure safe and accessible all year round.

Kathy Servoss

FOR TOWN BOARD

Kathy works for the Department of Public Works in Ithaca, where she has been involved with several committees that created or modified city ordinances and policies/procedures, including the Street Vending Permit Policy, the City-wide Wellness Policy, and the Commons Ordinance. She has also learned a lot about engineering, construction, and road maintenance while working for the City.

Kathy was appointed to the Dryden Town Board in 2016 and elected in November. She is working with the Budget Committee to balance Dryden's budget.

Dryden residents know her as the representative for Dryden and Freeville on the Tompkins County Youth Services Board and as prior Chair of the Dryden Recreation and Youth Commission. She wants the town to prioritize and provide new recreation opportunities for children and adults throughout the town.



MACHINABLE LETTER WORKSHEET

This work sheet is designed for use with mailings meeting the criteria for a machinable letter (nonmachinable letters and all flats preparation has not changed and are prepared into packages, and labeled with the color coded labels). Preparing letters is a simpler process, which does not require the make-up of packages or use of color coded labels, although you do need to bundle post cards and post card size pieces to maintain their orientation within the tray. Machinable letters are prepared in trays and labeled accordingly.

The use of this work sheet is designed primarily for distribution within Tompkins County. For complete preparation requirements and an explanation of machinable letters, please reference the Quick Service Guide available at USPS.COM or contact the Business Mail Entry Office at 266-0574.

Please present this work sheet along with the correct 3602 Postage Statement with your mailing. (3602NZ for nonprofit and 3602EZ for regular)

NAME:	
PERMIT #	DATE:

DESTINATION	COUNT
148 ZIPS	
144-146 ,149 ZIPS	
130-139 ZIPS	
ALL OTHER ZIPS	
TOTAL	