

# Business Mailing Procedures

-Student Notes

*Directions:*

Fill in the blanks.

## **Mail Segment**

### **1. Mail**

- Consists of the letters and packages which are \_\_\_\_\_ by the postal service
- Requires a \_\_\_\_\_ postage stamp be placed on the package in order to be delivered
- Comes in many forms, though usually involves written letters delivered in sealed, addressed envelopes

### **2. The United States Postal Service**

- \_\_\_\_\_ hundreds of millions of letters a day
- Serves over 141 \_\_\_\_\_ homes and businesses
- Began operating over two centuries ago and continues to evolve today

### **3. The Post Office Department**

- Was established by the \_\_\_\_\_ Continental Congress on July 26, 1775
- Is the second oldest federal department or agency in the United States
- Elected \_\_\_\_\_ as the first postmaster general
- Mainly ran communications between Congress and the military

### **4. Methods of Delivery**

- Have greatly changed throughout the years, including the following:
  - the \_\_\_\_\_ Express
  - \_\_\_\_\_
  - rail
  - air

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## 5. The Pony Express

- Began in \_\_\_\_\_ after William H. Russell failed to receive support from the Senate Post Office and Post Roads Committee to create an express route between St. Joseph, Missouri and California
  - St. Joseph was the westernmost point reached by telegraph and railroad
- Cut delivery times in more than \_\_\_\_\_
  - mail from the east coast was delivered to California by steamboats, often taking a projected three to four weeks

## 6. The Pony Express

- Operated in parts of Missouri, Kansas, \_\_\_\_\_, Colorado, Wyoming, Utah, Nevada and California
- Averaged 75 to 100 miles a day per rider
  - horses were changed at relay stations positioned 10 to 15 miles apart
- Operated \_\_\_\_\_ until 1861, then operated under contract as a mail route until the transcontinental telegraph line was completed

## 7. Steamboats

- Replaced \_\_\_\_\_, rafts and packet boats as means of moving mail down rivers
- Began as mail carriers contracted by the Post Office Department
- Were so efficient in moving mail Congress declared \_\_\_\_\_ as post roads in 1823

## 8. Trains

- Moved mail at least three decades prior to the Pony Express
- Reached a new speed of \_\_\_\_\_ miles per hour in 1831
- Increasingly began carrying mail after the Act of July 7, 1838 which designated all United States railroads as U.S. Post Routes
  - over \_\_\_\_\_ trains were used to deliver mail in 1930
- No longer act as sanctioned mail carriers in the United States as there are faster ways of delivering the mail

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## 9. Airmail

- Was first established by Congress in \_\_\_\_\_ after previous experimentations involving the delivery of mail by air
- Utilized \_\_\_\_\_ planes and pilots at first, then moved to citizen pilots and six specially built mail planes
  - these planes had no radios or navigational aids, causing pilots to fly at their own discretion and resulted in many crash landings due to bad weather

## 10. Airmail

- Cost the public a postage charge of \_\_\_\_\_ cents while the first-class mail service was only 3 cents
- Paired with railroads initially, carrying mail during the day and using trains to carry mail by night
  - the first time mail was carried by plane during both the day and night was in 1921 from San Francisco to New \_\_\_\_\_
- Was completely carried under contract by September 1, 1927

## *Envelopes Segment*

### 1. Envelopes

- Come in a variety of sizes and styles
- Vary depending on the \_\_\_\_\_ of document enclosed
- Should suit the document
  - avoid \_\_\_\_\_ envelopes for smaller letters
  - do not use small envelopes if it results in a bulky package or unnecessary folding of the letter

### 2. The Flap

- Is the portion of the envelope which folds over to seal the package
- Contains an \_\_\_\_\_ to seal the package
  - may be either self adhesive or require moisture be applied to activate the adhesive
- Comes in four main styles:
  - pointed
  - \_\_\_\_\_
  - wallet
  - square

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## 3. Pointed

See **Business Mailing Student Handout** for slide graphic

## 4. Commercial

See **Business Mailing Student Handout** for slide graphic

## 5. Wallet

See **Business Mailing Student Handout** for slide graphic

## 6. Square

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## 7. Envelopes

- Are available in the following styles:
  - commercial
  - announcement
  - \_\_\_\_\_
  - booklet
  - catalog
  - window

## 8. Commercial Envelopes

- Account for the most \_\_\_\_\_ used style of envelope in the United States
- Usually contain commercial flaps
- Are usually used for \_\_\_\_\_ mailing and business correspondence, including letterheads, invoices, writing stationery, checks and direct marketing mailers

## 9. Commercial Envelope

See **Business Mailing Student Handout** for slide graphic

## 10. Announcement Envelopes

- Are a commonly used \_\_\_\_\_
- Usually have either \_\_\_\_\_ or flat flaps
- Are often used when mailing invitations, cards or promotional letters

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## 11. Announcement Envelope

See **Business Mailing Student Handout** for slide graphic

## 12. Baronial Envelopes

- Are more \_\_\_\_\_ envelopes
- Are \_\_\_\_\_ than usual and often have pointed flaps
- Carry invitations more frequently than other forms of mail

## 13. Baronial Envelope

See **Business Mailing Student Handout** for slide graphic

## 14. Booklet Envelopes

- Are \_\_\_\_\_ than the previous styles
- Are often used when delivering \_\_\_\_\_ or folders

## 15. Booklet Envelope

See **Business Mailing Student Handout** for slide graphic

## 16. Catalog Envelopes

- Account for the \_\_\_\_\_ style
- May possess a \_\_\_\_\_ clasp or other form of restraint along with the adhesive on the flap in order to ensure the envelope remains closed
- Are often used when sending catalogs, reports or magazines

## 17. Catalog Envelopes

See **Business Mailing Student Handout** for slide graphic

## 18. Window Envelopes

- Are commonly used for the delivery of \_\_\_\_\_
- Allow for \_\_\_\_\_ as the window displays the address of the recipient, eliminating the need to address the envelope
- May contain either one or two windows

## 19. Window Envelopes

See **Business Mailing Student Handout** for slide graphic

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## ***Addressing Envelopes Segment***

### **1. Addressing an Envelope**

- Must be addressed \_\_\_\_\_ to ensure envelope is delivered
- Should be addressed using legible handwriting or computer-generated text in order to allow mail sorters to properly deliver mail
- Includes writing in the destination address as well as the \_\_\_\_\_ address

### **2. The Destination Address**

- Is the location where the mail is going
- Should be written in the \_\_\_\_\_ of the envelope and centered
- Includes the recipient's name or company, physical address, followed by city, state and zip code
  - include mail-stop numbers for larger businesses or buildings below the address, including apartment or suite numbers

### **3. The Destination Address**

**See *Business Mailing Student Handout* for slide graphic**

### **4. The Return Address**

- Consists of the \_\_\_\_\_ name and address
- Goes in the upper, \_\_\_\_\_ corner of the envelope
- Should be written smaller than the destination address

### **5. The Return Address**

**See *Business Mailing Student Handout* for slide graphic**

### **6. Addressing International Mail**

- Involves listing the following information:
  - line 1: name of \_\_\_\_\_
  - line 2: street address or P.O. box number
  - line 3: city or town name and postal code
  - line 4: \_\_\_\_\_ name, in capital letters

### **7. Addressing International Mail**

**See *Business Mailing Student Handout* for slide graphic**

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## 8. Labels

- Are tags which are \_\_\_\_\_ to an object to identify the contents, directions for use or other information
- Attach to envelopes to display the destination and/or return address
- Are usually \_\_\_\_\_ generated, allowing for clear, legible writing

## 9. Stationery Envelopes

- Are envelopes which contain \_\_\_\_\_ information
- Already possess either the return or destination address
- Are often used by \_\_\_\_\_, as they place letterheads in the area for the return address

## 10. Postage

- Is required for \_\_\_\_\_
- Is placed in the upper \_\_\_\_\_ hand corner of the envelope
- Is most common in the form of stamps
- Is also available in the form of permit imprints and meter strips
  - these require visiting or making prior arrangements with the post office
- Prices change over time

## 11. Postage

- An envelope weighing up to 1 ounce requires only one stamp
- Envelopes weighing up to 13 ounces can be mailed using multiple stamps
  - anything heavier must use \_\_\_\_\_ mail
- Is cheapest when using \_\_\_\_\_ mail, which delivers domestic letters in two to three days
  - other services, such as overnight mailing, are available, though more expensive

## 12. Postage

**See *Business Mailing Student Handout* for slide graphic**

## 13. Pre-Paid Postage Envelopes

- Have the amount of postage already printed on them
- Do not require \_\_\_\_\_ or additional postage
- Are often provided when a company or organization requests something be \_\_\_\_\_ back to them

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## 14. The Final Product

See **Business Mailing Student Handout** for slide graphic

### **Mail Merges Segment**

#### **1. Mail Merges**

- Are the applications which \_\_\_\_\_ information from a database to a template
- Allow organizations to compile large address books of contacts and send out personalized mailers
- Act as a common form of \_\_\_\_\_ mail

Direct mail: form of advertising in which the consumer is contacted via mail

#### **2. Mail Merges**

- Collect names and addresses from people who have supplied this information
- Place this information into a \_\_\_\_\_ which can be quickly accessed
- Take the listed information from the spreadsheet and place it on mailers and envelopes, providing a generic letter with \_\_\_\_\_

#### **3. Mail Merges**

- Companies obtain databases of potential clients through various ways, including the following:
  - \_\_\_\_\_ the contact information from companies or organizations with client or member lists
  - \_\_\_\_\_ filled out by consumers
  - publicly listed sources, such as phonebooks