Business Mailing Procedures
-Teacher Notes

Directions:
Fill in the blanks.

Mail Segment
1. Mail
- Consists of the letters and packages which are **delivered** by the postal service
- Requires a **prepaid** 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
- **Delivers** hundreds of millions of letters a day
- Serves over 141 **million** homes and businesses
- Began operating over two centuries ago and continues to evolve today

3. The Post Office Department
- Was established by the **Second** Continental Congress on July 26, 1775
- Is the second oldest federal department or agency in the United States
- Elected **Benjamin Franklin** 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 **Pony** Express
  - **boat**
  - rail
  - air

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5. The Pony Express
- Began in **1860** 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 **half**
    - 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, **Nebraska**, 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 **privately** until 1861, then operated under contract as a mail route until the transcontinental telegraph line was completed

7. Steamboats
- Replaced **rowboats**, 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 **waterways** as post roads in 1823

8. Trains
- Moved mail at least three decades prior to the Pony Express
- Reached a new speed of **30** 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 **10,000** 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 **1918** after previous experimentations involving the delivery of mail by air
- Utilized **military** 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 **24** 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 **York**
- 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 **type** of document enclosed
- Should suit the document
  - avoid **oversized** 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 **adhesive** to seal the package
  - may be either self adhesive or require moisture be applied to activate the adhesive
- Comes in four main styles:
  - pointed
  - **commercial**
  - 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

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

7. Envelopes
- Are available in the following styles:
    – commercial
    – announcement
    – **baronial**
    – booklet
    – catalog
    – window

8. Commercial Envelopes
- Account for the most **commonly** used style of envelope in the United States
- Usually contain commercial flaps
- Are usually used for **everyday** 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 **style**
- Usually have either **pointed** or flat flaps
- Are often used when mailing invitations, cards or promotional letters

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11. Announcement Envelope

12. Baronial Envelopes
- Are more **formal** envelopes
- Are **deeper** than usual and often have pointed flaps
- Carry invitations more frequently than other forms of mail

13. Baronial Envelope

14. Booklet Envelopes
- Are **larger** than the previous styles
- Are often used when delivering **catalogs** or folders

15. Booklet Envelope

16. Catalog Envelopes
- Account for the **largest** style
- May possess a **metal** 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

18. Window Envelopes
- Are commonly used for the delivery of **bills**
- Allow for **cost-efficiency** 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

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Addressing Envelopes Segment

1. Addressing an Envelope
- Must be addressed **correctly** 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 **return** address

2. The Destination Address
- Is the location where the mail is going
- Should be written in the **middle** 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
<mark>*See **Business Mailing Student Handout** for slide graphic*</mark>

4. The Return Address
- Consists of the **sender's** name and address
- Goes in the upper, **left-hand** corner of the envelope
- Should be written smaller than the destination address

5. The Return Address
<mark>*See **Business Mailing Student Handout** for slide graphic*</mark>

6. Addressing International Mail
- Involves listing the following information:
    - line 1: name of **addressee**
    - line 2: street address or P.O. box number
    - line 3: city or town name and postal code
    - line 4: **country** name, in capital letters

7. Addressing International Mail
<mark>*See **Business Mailing Student Handout** for slide graphic*</mark>

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8. Labels
- Are tags which are **attached** 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 **computer** generated, allowing for clear, legible writing

9. Stationery Envelopes
- Are envelopes which contain **pre-printed** information
- Already possess either the return or destination address
- Are often used by **companies**, as they place letterheads in the area for the return address

10. Postage
- Is required for **delivery**
- Is placed in the upper **right** 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 **priority** mail
- Is cheapest when using **first-class** 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 **stamps** or additional postage
- Are often provided when a company or organization requests something be **sent** back to them

14. The Final Product
<mark>*See **Business Mailing Student Handout** for slide graphic*</mark>

Mail Merges Segment
1. Mail Merges
- Are the applications which **transfer** 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 **direct** 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 **spreadsheet** which can be quickly accessed
- Take the listed information from the spreadsheet and place it on mailers and envelopes, providing a generic letter with **personalization**

3. Mail Merges
- Companies obtain databases of potential clients through various ways, including the following:
    - **purchase** the contact information from companies or organizations with client or member lists
    - **surveys** filled out by consumers
    - publicly listed sources, such as phonebooks