



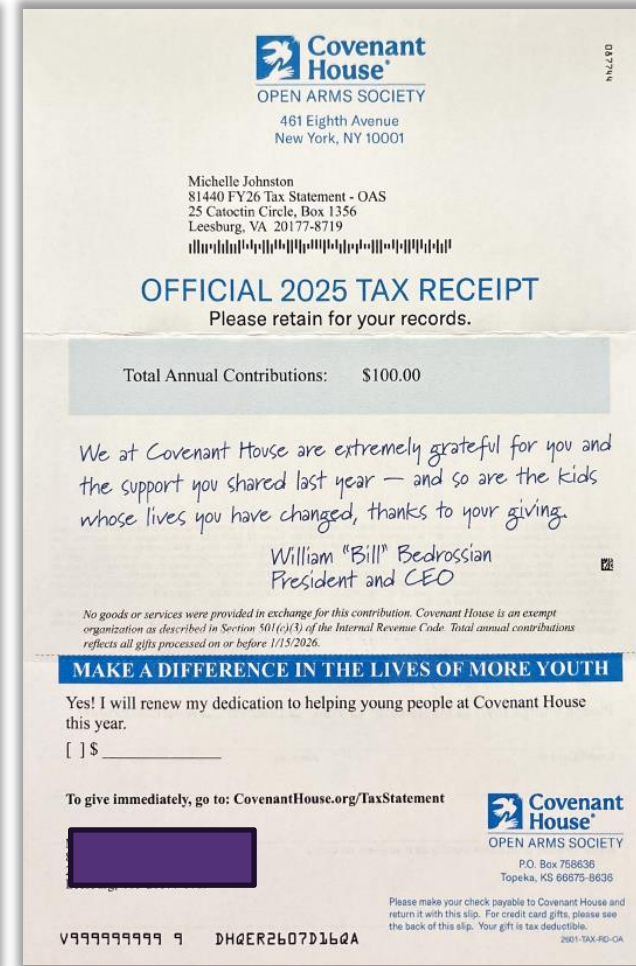
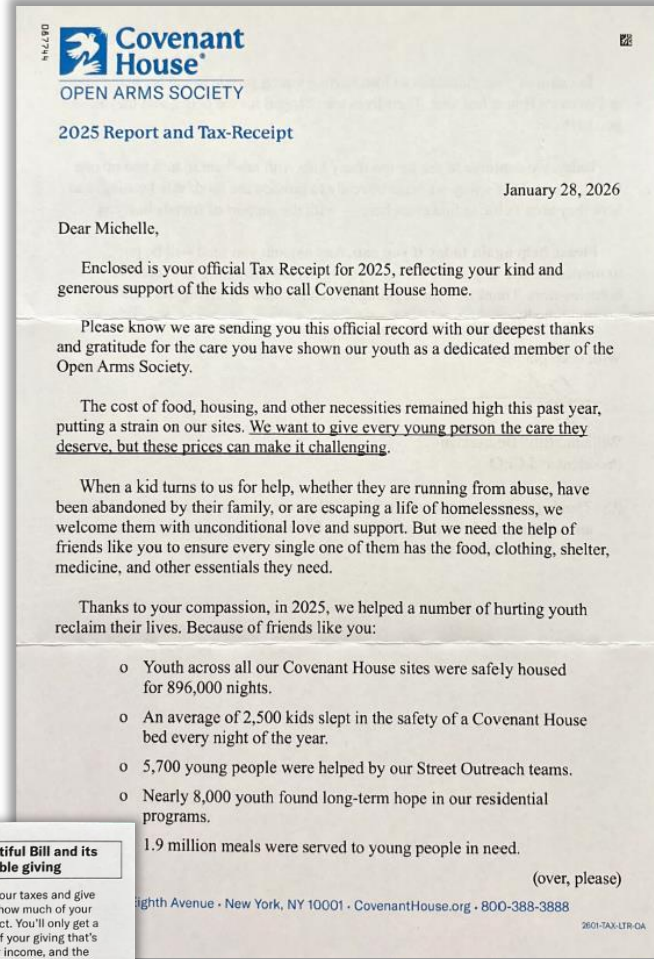
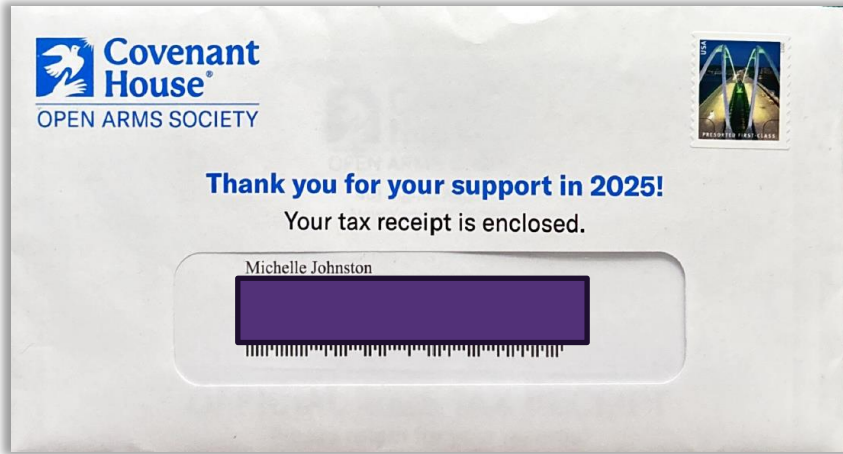
Monthly Testing Options

April 2026





Covenant House



TAX UPDATE **The One Big Beautiful Bill and its impact on charitable giving**

The One Big Beautiful Bill Act (OBBA) will shape charitable giving in meaningful ways. As a friend to Covenant House, we want to make sure you are aware of these changes and how they may impact you.

Starting in 2026, you can get a tax deduction for your donations even if you don't itemize your taxes. **That means you could lower your tax bill just by giving — up to \$1,000 for individuals or \$2,000 for couples.**

If you already itemize your taxes and give a lot, OBBA changes how much of your donation you can deduct. You'll only get a tax break for the part of your giving that's more than 0.5% of your income, and the savings are capped.

There's never been a better time to share your generosity. Make the most of these tax updates by making a gift to our youth today.

Covenant House

0126-TAX-05

Covenant House



Children/Youth



Format:

- OE: 3.875 x 7.5, RE: 3.75 x 6.75, Letter: 7 x 10, Reply: 6.625 x 10, Buckslip: 7 x 3.5

Received: January 2026

Program: Midlevel

What works:

- **Impact reporting made scannable:** A short bullet summary reinforces value without requiring donors to read the full letter.
- **Personalization beyond the letter:** A faux handwritten CEO note on the reply adds warmth to the thank you note and encourages an additional gift.
- **Timely, relevant insert:** Tax law changes are used as a *reason to give now*—not just information.

This package layers utility (tax info), emotion (CEO note), and proof (impact) to reinforce a higher-value donor mindset.



United States Postal Service



UNITED STATES POSTAL SERVICE® **YES! I want to learn more about USPS's transparent pricing.**

First Name MICHELLE Last Name JOHNSTON
 Company [REDACTED]
 Address [REDACTED]
 City LEESBURG State VA ZIP Code™ 20175-3112

Business Phone* _____
 Business Email* _____
 *Requested to fulfill your inquiry

1. What is your current estimated annual total package shipping volume?
 <35K 35K-125K 125K-1.5M >1.5M

2. Please select your industry: Retail Ecommerce Health Care Pharma Auto Other

3. Who is your primary shipping provider?
 UPS FedEx USPS® DHL Other

4. Which competitor surcharge is impacting your business the most?
 Residential Delivery Surcharge Fuel Surcharge Dimensional Weight Address Correction

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PRST MKTO POSTAGE & FEES PAID USPS PERMIT NO. G-10

PO Box 17407
 Salt Lake City, UT 84117-0407

ELECTRONIC SERVICE REQUESTED

Open to discover how transparent pricing protects your bottom line.

UNITED STATES POSTAL SERVICE®

Can You See Your Real Shipping Costs?

UNITED STATES POSTAL SERVICE®

Pay What You See with USPS®

Get a clear view of your shipping costs with up-front, transparent pricing that protects your margins. No surprise surcharges – just straightforward rates that you can rely on.

- Up-Front Pricing**
Get transparent pricing without surprise surcharges you've come to expect from other shipping partners.
- Competitive Rates**
Unlock reliable cost-effective shipping across a wide range of package weights and sizes, with competitive speeds that help protect your profitability.
- Built for Growth**
Access transparent pricing and a nationwide network that scales with your business at any volume.

When you ship with USPS®, you get:

- No Fuel Surcharge
- No Residential Delivery Surcharge
- No Delivery Area Surcharge
- No Remote Area Surcharge
- No Minimum Net Shipment Charge

Scan the code, visit usps.com/transparentpricing, or return the attached card to receive your FREE shipping surcharge analysis.

Some major competitors apply a delivery area surcharge and/or additional area delivery surcharge to certain ZIP Codes™ in the U.S. USPS® does not. USPS® does not charge a residential delivery surcharge. Please visit usps.com/transparentpricing for more information on these charges. Postal rates effective as of January 1, 2026. Rates shown are estimates and subject to change without notice. ©2026 United States Postal Service®. All Rights Reserved. The Eagle Logo is among the many trademarks of the U.S. Postal Service®.

UNITED STATES POSTAL SERVICE®

POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS REPLY MAIL

FIRST CLASS MAIL PERMIT NO. 7038 WASHINGTON, DC

PO BOX 171199
 SALT LAKE CITY, UT 84117-9900

6175 Main Street, RM 010
 Salt Lake City, UT 84117-0100

NO POSTAGE
 NECESSARY
 IF MAILED
 IN THE
 UNITED STATES

United States Postal Service



USPS



Format:

- Self-Mailer: 14.5 x 7

Received: April 2026

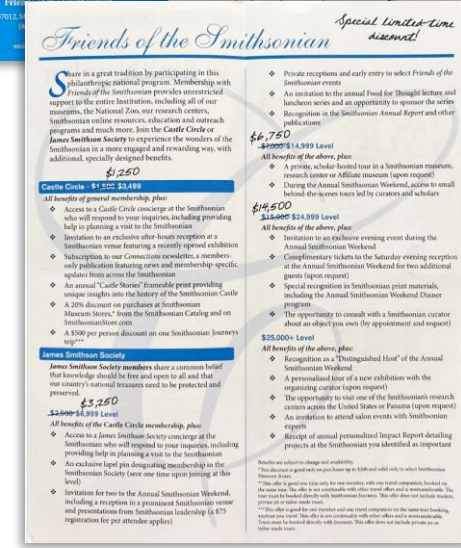
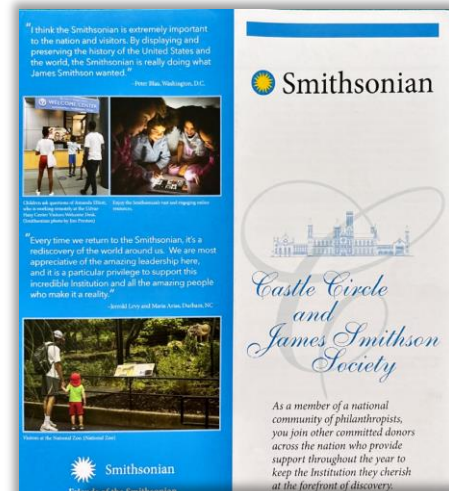
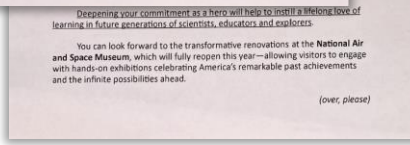
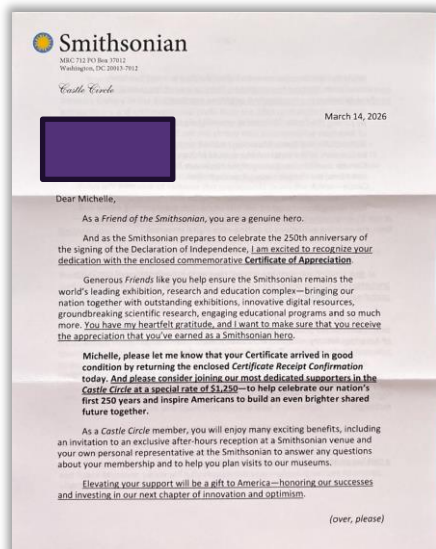
Program: Commercial Mailer (B2B)

What works:

- **Frictionless response:** Pre-filled data turns this into a near “check-and-mail” experience.
- **Built-in reply device:** The perfed postcard eliminates the need for a separate RE—reducing both cost and effort.
- **Smart use of format:** A self-mailer that behaves like a full package without the added complexity.

Reducing effort—even by one step—can significantly improve response, especially in B2B or lower-intent audiences.





Smithsonian



Art & Culture



Format:

- OE: #10, RE: #9, Letter: 8.5 x 11 (4 pages)
Reply/certificate: 8.5 x 14, Business card: 2 x 3.5,
Member Benefits Brochure: 8.5 x 7

Program: Midlevel Upgrade

Received: March 2026

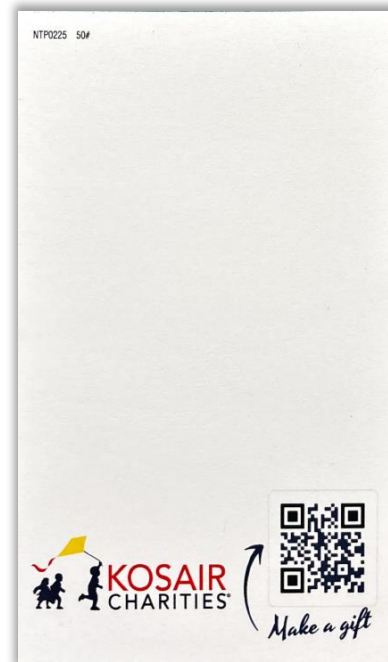
What works:

- **Human connection at scale:** A real contact (business card) reinforces access and exclusivity.
- **Strategic price anchoring:** Discounting entry into midlevel reframes the upgrade as an opportunity, not an ask.
- **Tangible recognition:** The certificate transforms the gift into something visible and lasting.

Midlevel is not just about asking for more—it's about increasing perceived value and personal connection.



QR Codes on Premiums



QR Codes on Premiums

What works:

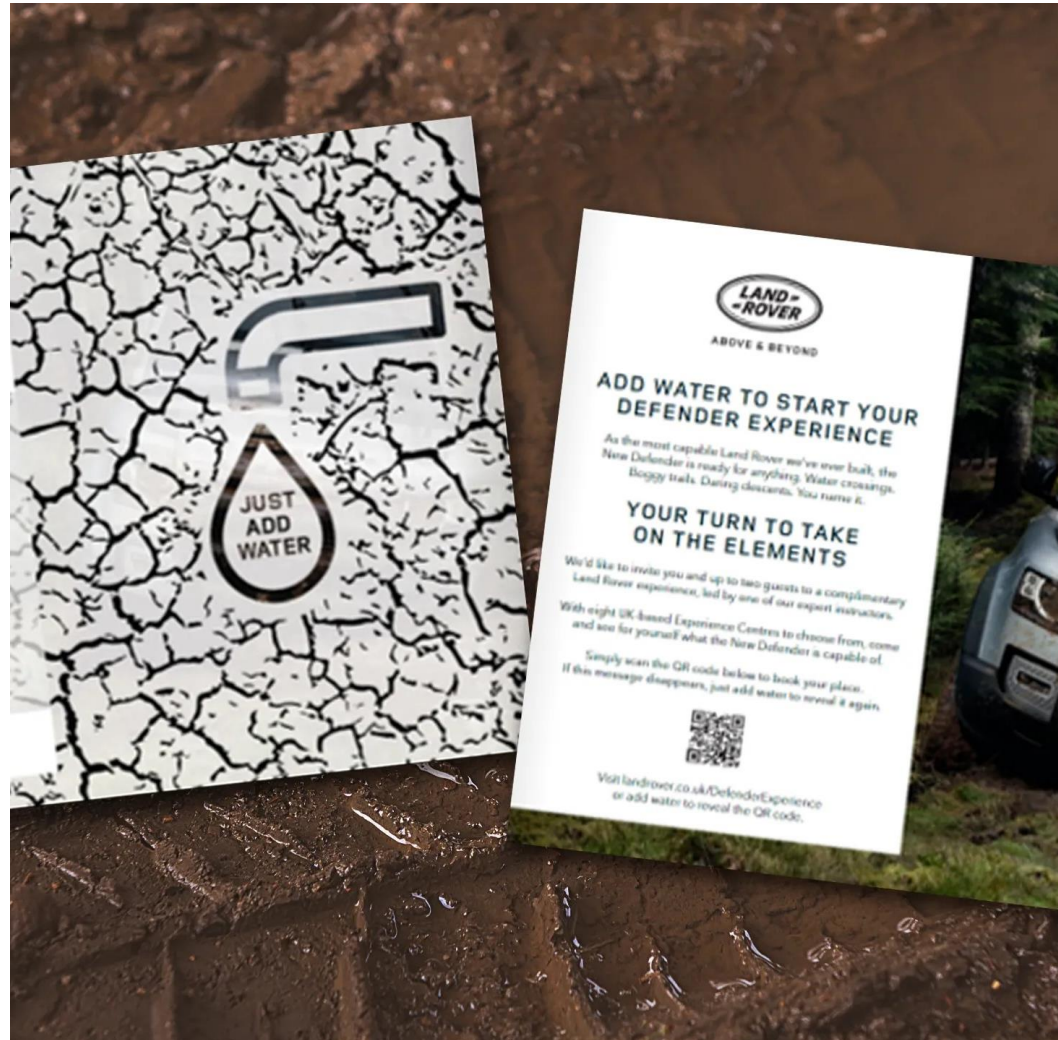
- **Extends the life of the premium:** QR codes create a bridge back to the organization long after the mail is opened.
- **Multiple use cases:**
 - Engagement - the bookmark leads to a list of animals up for adoption – which can be updated regularly.
 - Donation – just ensure that the QR code is usable for the long term.
 - Service access – the magnet has a QR code letting donors send an email to someone with questions or concerns.
- **Execution matters:** Expired QR destinations break trust and reduce effectiveness.

QR codes on premiums are powerful—but only if treated as long-term engagement tools, not short-term campaigns.

Commercial Mail



Hi\$ Techniques to Tell a Story



- **High-impact formats create memorable moments:** Techniques like water-reactive coatings turn mail into an experience.
- **Best suited for high-value audiences:** These approaches can be strategically deployed for midlevel and major donors.
- **Think beyond print:** Consider coatings, embedded tech (video/NFC), or sensory elements to deepen engagement.

Not every package needs this—but the right audience can justify a significantly higher investment.

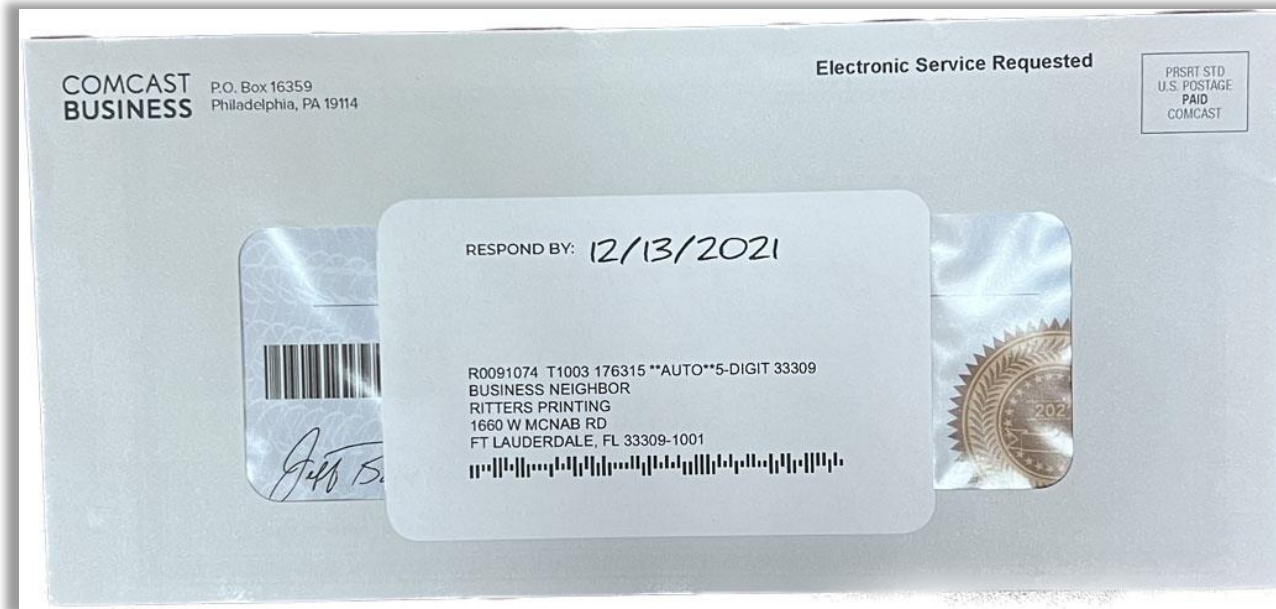
Interactive Elements



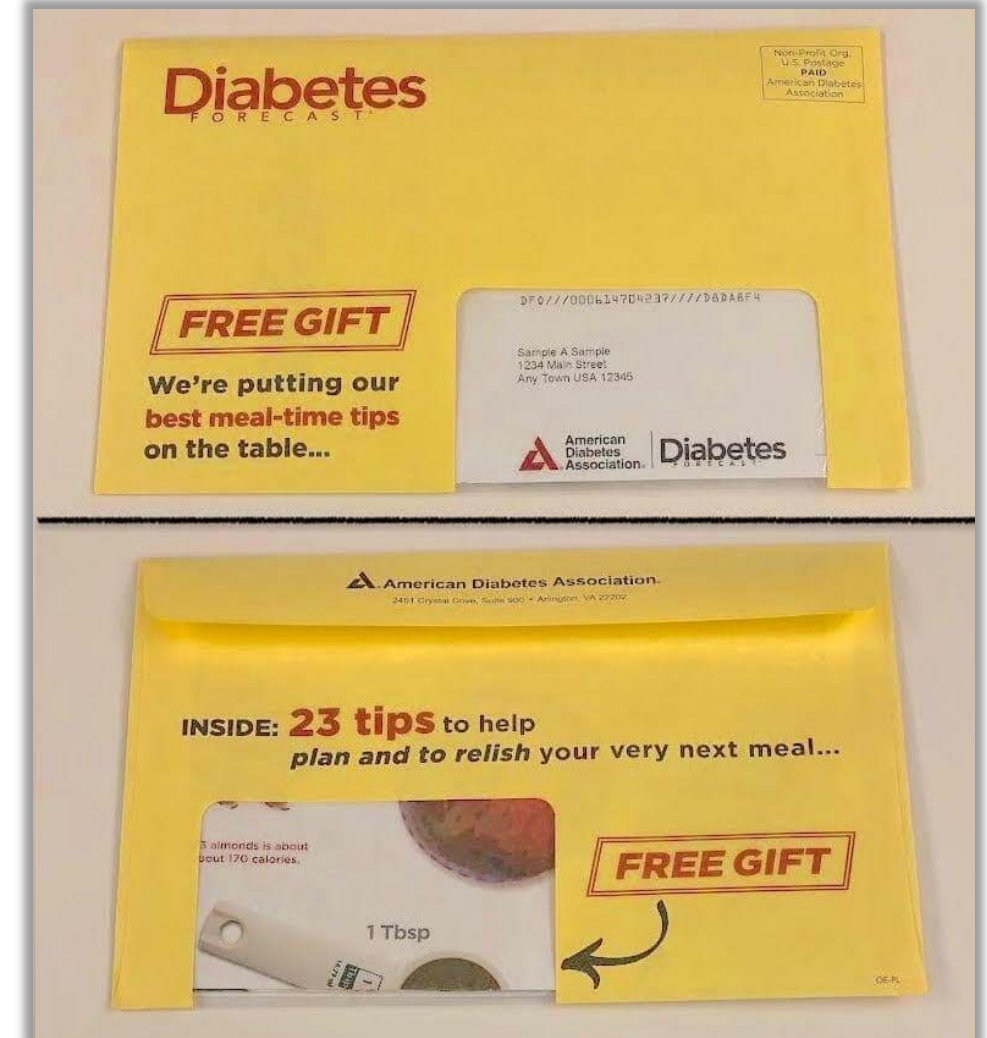
- **Built-in interaction:** Zipper pulls create a physical moment of engagement during opening.
- **Reveal mechanics:** Hidden messaging or premiums increase curiosity and dwell time.
- **Postage advantage:** Many formats qualify for Tactile, Sensory & Interactive discounts (which will be back for 2027).

Interaction isn't just creative—it can also be financially strategic when aligned with USPS incentives.

Cool Windows



- **Windows as a storytelling device:** Move beyond function—use them to reveal or tease content.
- **Unexpected formats stand out:** Oversized or wraparound windows disrupt mailbox norms.
- **Layered messaging:** Combining window placement with interior design creates depth before opening.



THANK YOU VERY MUCH!



Please feel free to reach out with any of your questions!

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Phone: 703.734.4476

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