

## Managing Mailing Lists for 499s

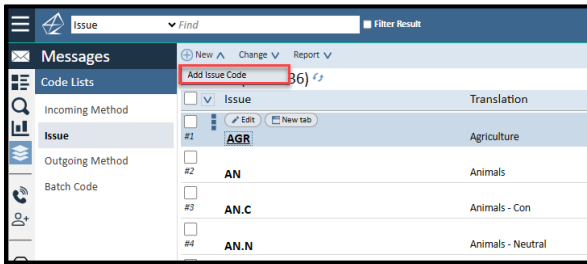
**Market:** House

**Description:** The term **499** refers to the maximum number of unsolicited mailings an office can send that do not require approval by the Franking Commission during a campaign blackout period.

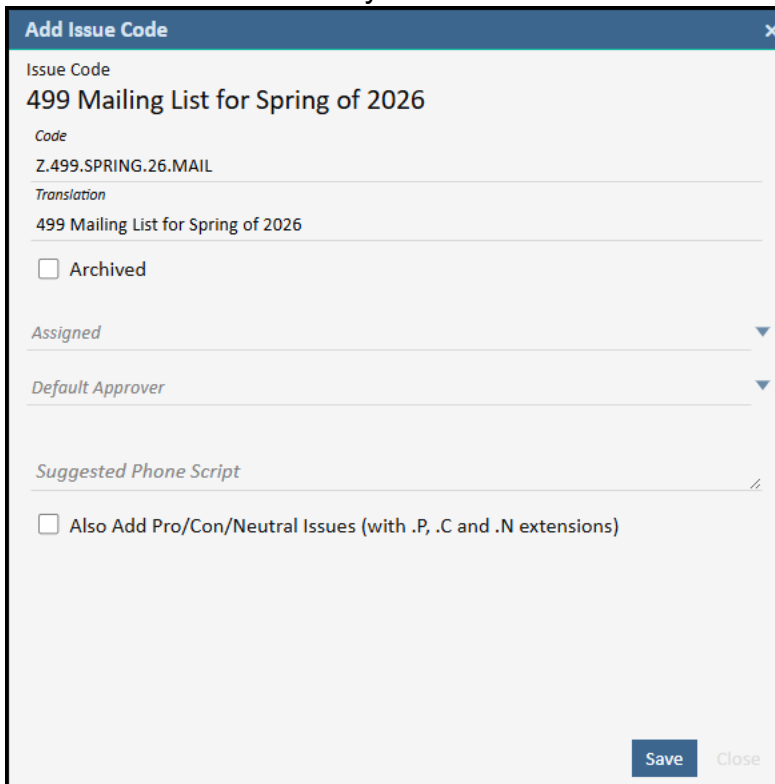
These instructions teach users how to create issue codes, audiences, and Form Letters that are specific to a 499-mailing list. These activities help offices better manage different ongoing 499 mailings preventing subscribers from receiving multiple messages per campaign blackout period.

***Create and Set Up the Issue Code***

1. Go to **Messages > Code Lists > +New > Add Issue Code**



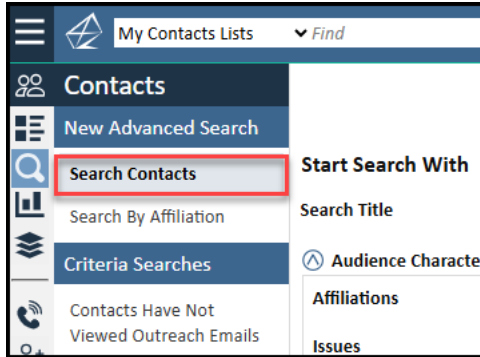
2. In the **Add Issue Code** window, enter a meaningful title for the issue code in the **Code** field.
- Note:** For 499 activities, a recommended approach is to use a naming convention similar to this example – Z.499.SPRING.26.MAIL
- Z:** simply pushes this code to the bottom of an alphabetized list.
  - 499:** refers to the type of mailing category
  - SPRING:** refers to the season of the campaign. In this example, it is during Spring.
  - 26:** refers to the campaign year
  - MAIL:** refers to the activity



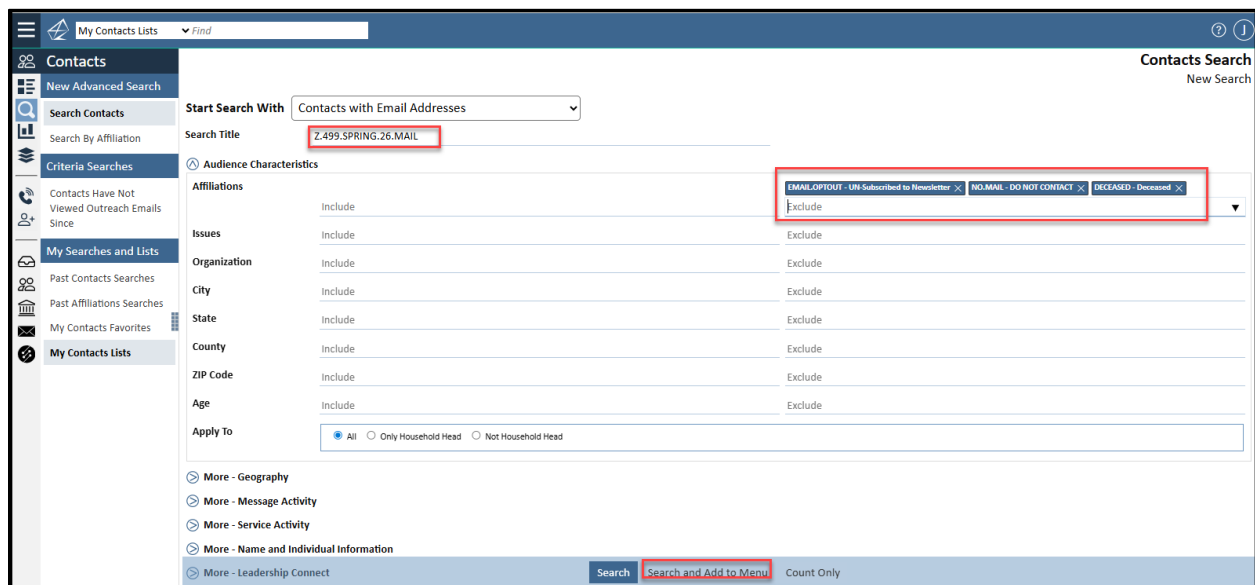
3. Click **Save**.

**Create and Set Up the Audience**

1. Go to **Contacts > Search > Search Contacts**



- In the **Search Title** field, type the same name as the issue code created for this 499-mailing list. Include and exclude the various characteristics for this audience list. Then click **Search and Add to Menu**.

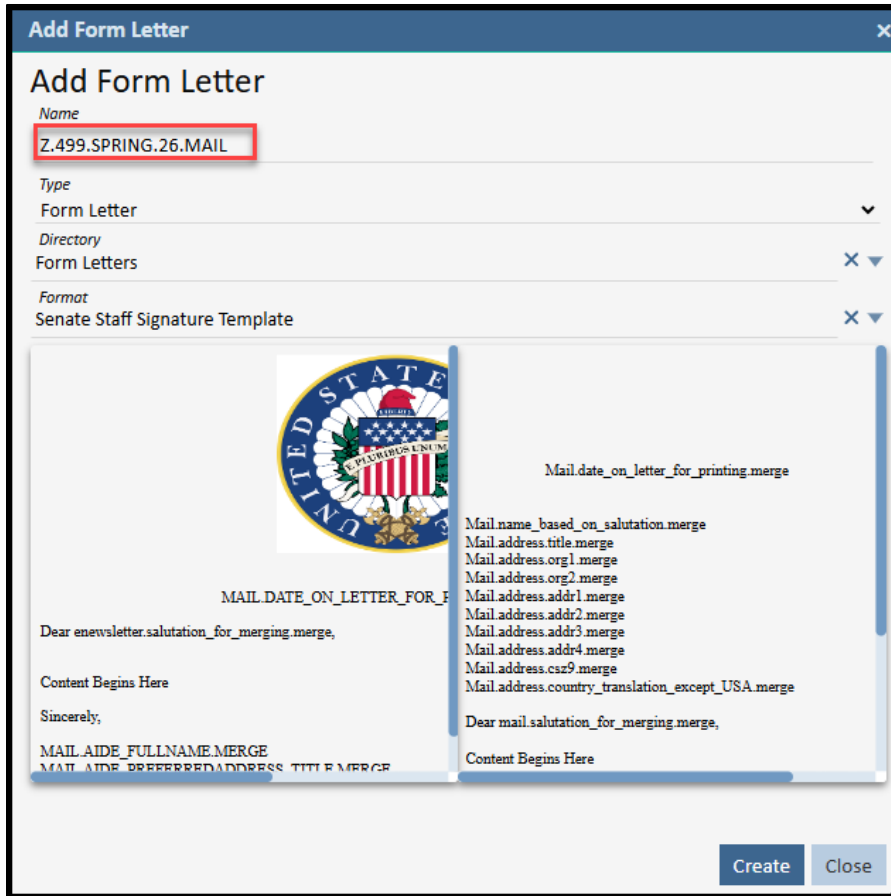


- Click **Yes** in the confirmation window. Your list will display in the **My Search Views** list.

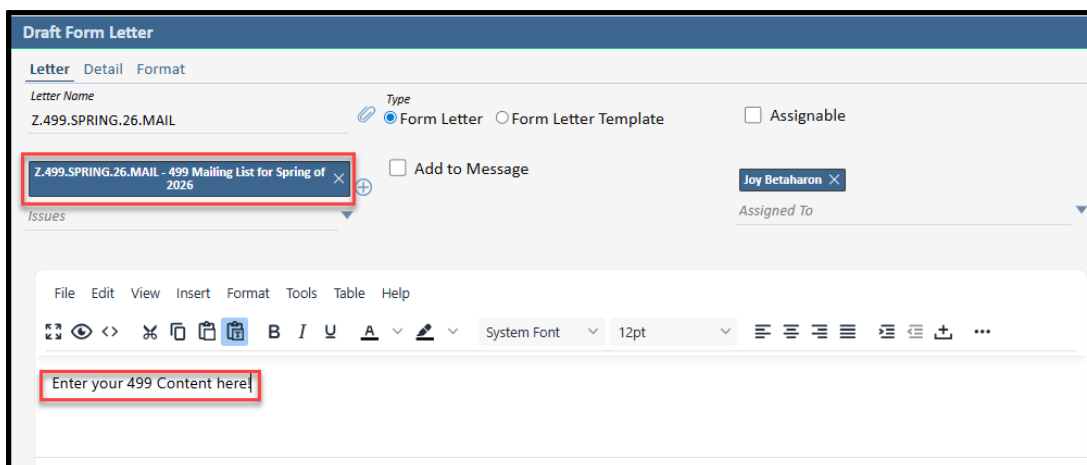
### Create and Set Up the Form Letter

#### Option 1: Create the Form Letter for the Campaign

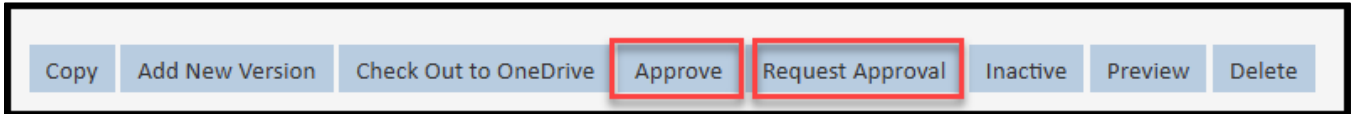
- Go to **Library > +New > Form Letter**.
- In the **Add Form Letter** window, add the **Name** of the Form letter using the same name of the issue code created for this 499. Select the appropriate values for the other drop downs and click **Create**.



3. Click **Edit**.
4. In the **Issues** field in the **Draft Form Letter** window, enter the appropriate **Issue code** (use the same issue code that was created earlier.) Then, draft the form letter using the menu and toolbar options.



5. Click **Approve** or **Request Approval** based on account permission and office procedures.

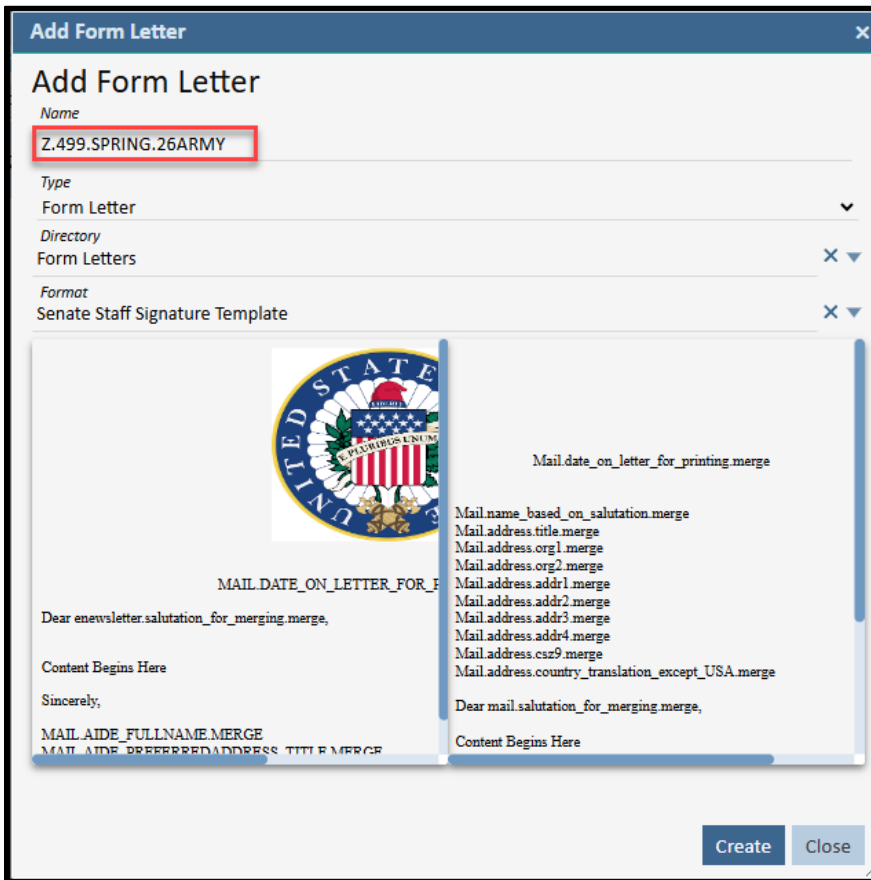


6. Click **Save**.

Option 2: Create Form Letters for a Different Mailing List of the Campaign

1. Go to **Library > +New > Form Letter**.
2. In the **Add Form Letter Name** field, use the same naming convention but add the affiliation codes related to the target mailing list.

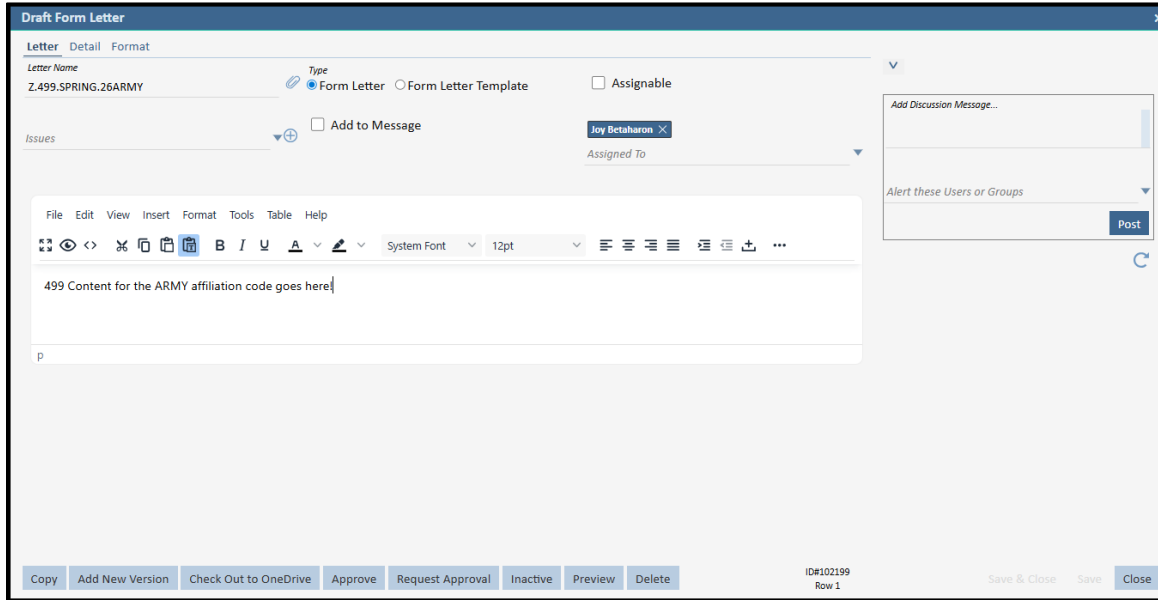
For example, these Form Letters are used for the 499s scheduled during the Spring of 2026 but for different audiences:



- a. Z.499.SPRING.26ARMY
- b. Z.499.SPRING.26NAVY
- c. Z.499.SPRING.26AIRFORCE

3. Click **Create**.

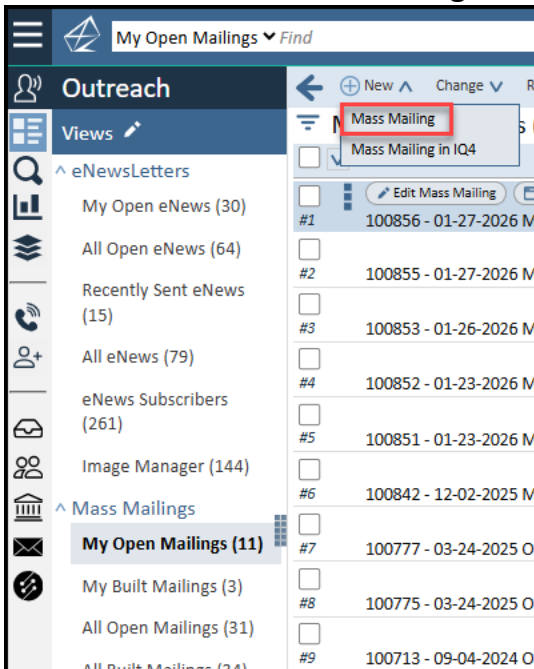
4. The Draft Form Letter window appears. Click **Edit** to modify information within the Form Letter.



5. Click **Approve** or **Request Approval** based on account permission and office procedures.

### Create the Mass Mailing

1. Go to **Outreach > Mass Mailings > My Open Mailings > +New > Mass Mailing**



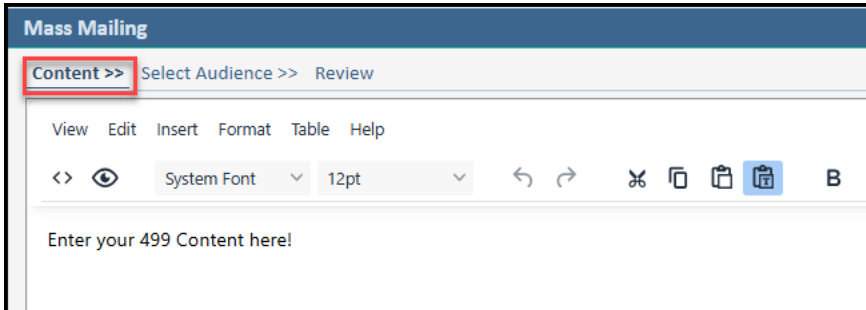
2. Select **All Form Letters**.



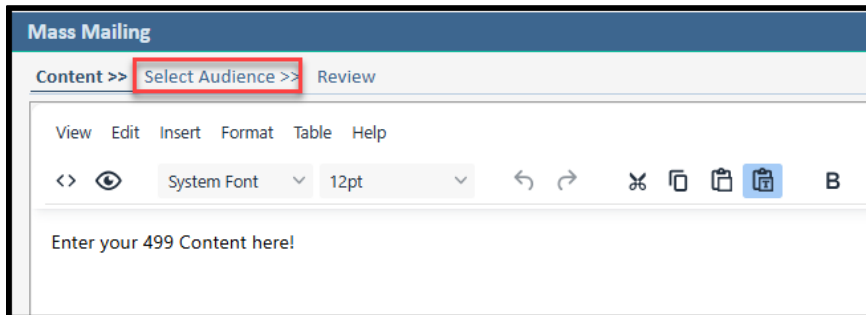
3. Scroll down the list and find the Form Letter created above. You will see a preview of the letter in the right-side reading pane. Click **Select**.

[Z.499.SPRING.26.MAIL v.1](#)

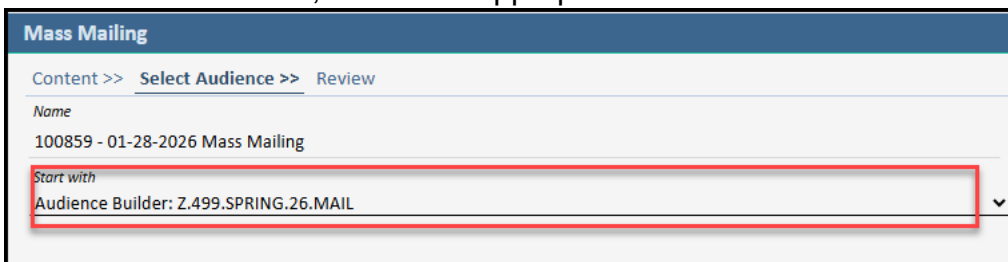
4. The Setup page is displayed. Click the **Edit Mass Mailing** button.
5. The Mass Mailing wizard is displayed on the screen. You will be on the Content Step. Add content and utilize the menus and toolbars. Click **Save** when you have finished making changes.



6. Click **Select Audience**.



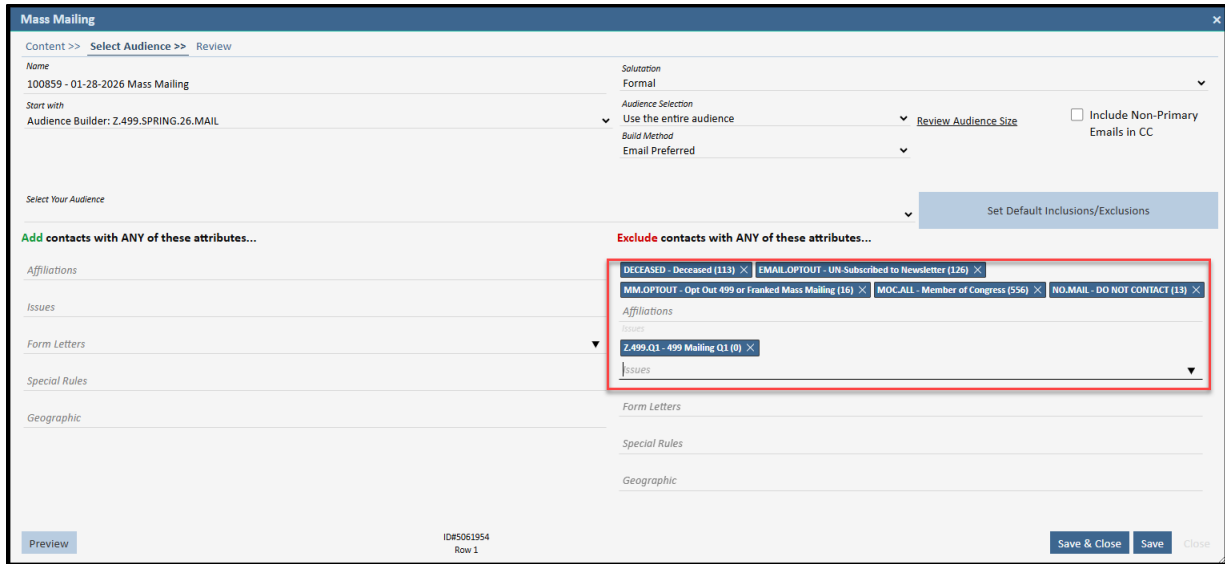
7. In the **Start With** field, select the appropriate Audience Builder list.



8. Complete the other fields as needed
  - a. In the **Audience Selection**, select Randomly Select from Audience. **Audience Size** will auto populate with 499.
  - b. In the **Build Method** field, make your selection. IQ will build the mailing and split into Email and Print based on the contacts preferences.  
In the Exclude column:

**Affiliations:** Insert affiliation codes for subscribers who opted out of mailing list.

**Issues:** Insert issue codes for past 499 mailings with similar audiences.



9. Click **Save**.
10. Click **Review**.
11. Complete the fields in the Review step. In the Issues field, add....
12. Once finished, click the **Build** button to receive a summary of the results.



13. You may name this mass mailing batch for easy reference in the future. Click the **Build** button again to build the mailing and send.
14. Repeat the process with additional audience lists.