

Creating and Sending 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 mailings, issue codes, audiences 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.

Use the following links to jump to specific sections:

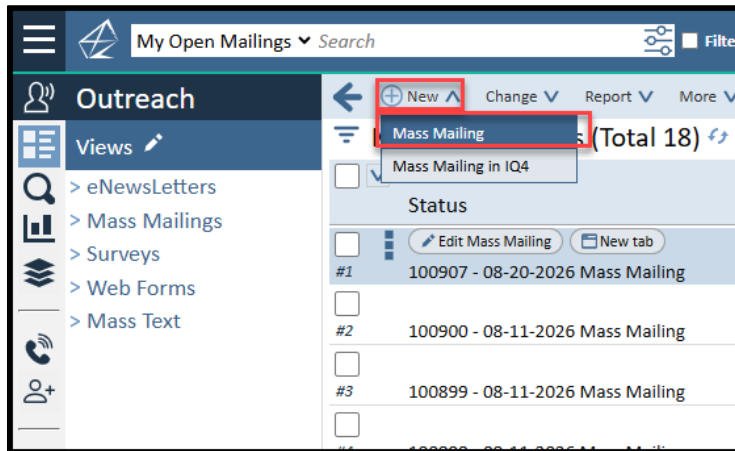
[Create the Mailing](#)

[Select the Audience](#)

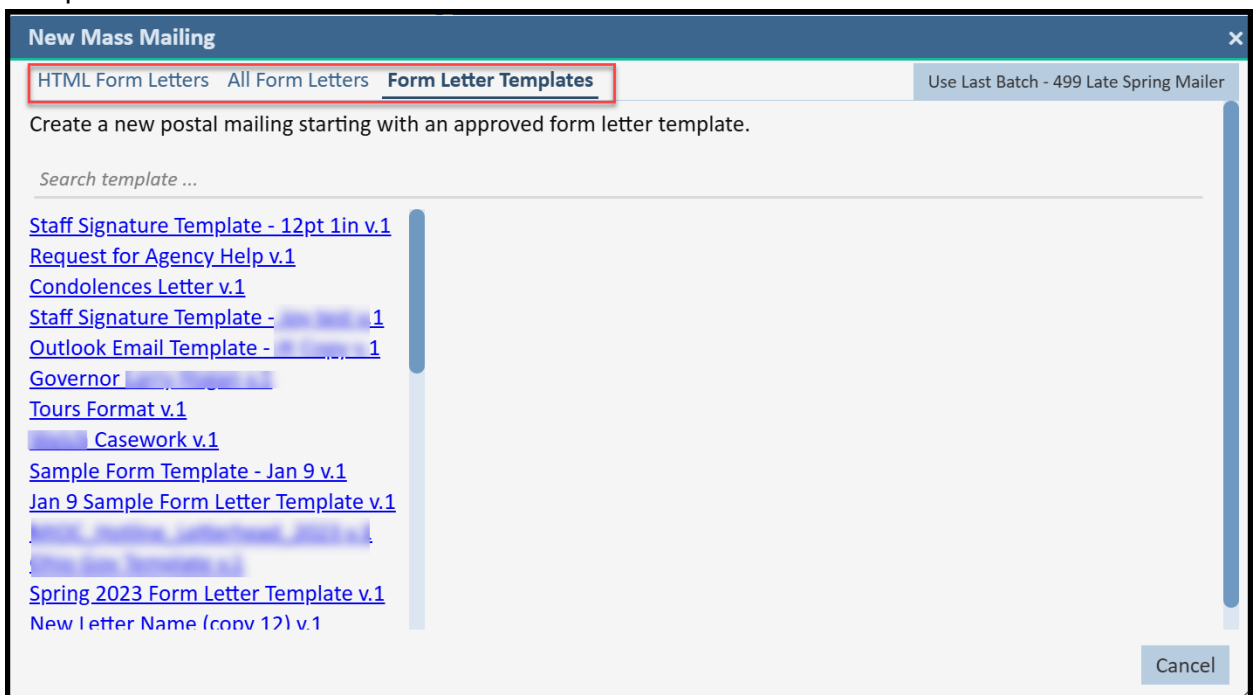
[Review & Create an Issue Code](#)

Create the Mailing

1. Go to **Outreach** > **Mass Mailing** > **+New**



2. Choose an existing Form Letter or create a new none by selecting Form Letter Templates. Then click **Select**.



3. From the Setup page, select **Edit Mass Mailing** to edit the mailing.
4. In the Content step, create the content for the mailing.



Select the Audience

5. Once you've entered the content, click the Save button and then click on the Select Audience Step in the wizard.



6. Complete the necessary fields:
 - a. **Start With** – select the larger set of contacts you wish to begin with
 - b. **Audience Selection** - select **Randomly Select from this Audience**. In audience size, the value “499” will default
 - c. **Build Method** – choose if you would prefer to email to available contacts and print for those we can't email, or specifically choose to print or email
 - d. If you will build the audience, select the correct criteria in the **Select Your Audience** field.
 - e. Make your selections in the **Add/Exclude** sections.
 - i. NOTE: In the Issues drop down in the Exclude section, exclude contacts who have previously been sent a 499.
 - f. Click Save.

Review & Create an Issue Code

7. Click on the **Review** step in the Wizard.



8. Review and update fields as necessary.
9. In the **Issue Code** field, click the + button to create a new issue code. enter a meaningful title for the issue code in the
10. In the **Add Issue Code** window, complete the fields:

Note: For 499 activities, a recommended approach is to use a naming convention similar to this example – Z.499.SPRING.26.MAIL – for the code.

 - a. **Z:** simply pushes this code to the bottom of an alphabetized list
 - b. **499:** refers to the type of mailing category
 - c. **SPRING:** refers to the season of the campaign. In this example, it is during Spring
 - d. **26:** refers to the campaign year
 - e. **MAIL:** refers to the activity

Add Issue Code

Issue Code

499 Mailing List for Spring of 2026

Code

Z.499.SPRING.26.MAIL

Translation

499 Mailing List for Spring of 2026

☐ Archived

Assigned

Default Approver

Suggested Phone Script

☐ Also Add Pro/Con/Neutral Issues (with .P, .C and .N extensions)

Save

Close

11. Click **Save**.
12. Click **Build**.
13. Accept or enter a new Mass Mailing Batch Name and click **Build**.

Build into Print and Email Mailings

Mass Mailing Batch Name

499 August Mailer

There are total 133 contact records in the Audience selection.

There are total 61 contact records used for this Email Preferred build.

It will generate one emailed Mass Mailing to 17 emailable contacts.

And it will also generate one printed Mass Mailing to 44 printable contacts.

Build

Cancel

14. You will see the built mailing. Go to each and email or print as necessary.

My Built Mailings

Search

Filter Result

New Change Report More

Quick Search for "5063853,5063871" (Total 2)

By Date Created (Desc)

	Name	Created	Status	Assigned	Audience
#1	100910 - 08-24-2026 Mass Mailing	8/27/2026	Approved		44
#2	100910 - 08-24-2026 Mass Mailing	8/24/2026	Approved		17

Row 1 - ID 5063871

Approved

100910 - 08-24-2026 Mass Mailing

Outreach US Mail message to 44 contacts.

Created On 8/27/2026

Status - Approved US Mail 0 unsent

Content Audience Logs

Assigned

Subject Test 499

Response 100910 - 08-24-2026 Mass Mailing v.1

Salutation FORMAL

Edit Mass Mailing

Assign Letter

Print