



Direct Effect Overview and Ambassador Training

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Agenda



Total FY2025 USPS Mail Volume:

108 Billion pieces

Source: <https://about.usps.com/newsroom/national-releases/2025/1114-usps-reports-fiscal-year-2025-results.htm>

Direct Effect Overview

Direct Effect is a free public service educating the next generation of marketers on the value of direct mail through events, coursework, and more.



Image Source: Direct Effect

Direct Effect Programming

Image Source: iStock



Complete **online courses and certifications** on mail and integrated marketing topics.

E-Learning & Certification

Image Source: Direct Effect



Develop real-world marketing campaigns through **experiential learning**.

Direct Effect Innovation Challenges & Events

Image Source: iStock



Learn about marketing industry concepts, players, and innovations with engaging course curriculum.

Classroom Resources

Direct Effect By The Numbers



BEEN ADOPTED
..... BY
250+ SCHOOLS



WORK WITH

KEY INDUSTRY
PARTNERS



.... HOSTED
18
COMPETITIONS

Image Sources: Direct Effect



DIRECT EFFECT AMBASSADOR PROGRAM



DIRECT[®]
EFFECT

Image Source: Adobe Stock Extended

NATIONAL POSTAL FORUM | PHOENIX, AZ



Direct Effect Ambassador Program

Direct Effect Ambassadors will:

- Be experts in the mailing and shipping industry
- Spread the word about the Direct Effect program to their network
- Share content on LinkedIn and other channels
- Present to academia and other target audiences



Image Source: Adobe Stock Extended

Why It Matters

Benefits to being an ambassador:

- Facilitate future growth in the mailing and shipping industry
- Join a network of bright students, industry leaders, and professors across the country
- Educate the next generation of marketers on the value of mail

Process of Becoming An Ambassador

1

Learn the Direct Effect Program

- Schedule an introductory meeting with the team
- Take Direct Effect trainings on the Thinkific platform

2

Begin to Engage

- Shadow a speaking engagement or watch a recorded event
- Share Direct Effect content on social platforms such as LinkedIn
- Connect individuals to the Direct Effect program

3

Educate the Next Generation

- Advocate for the program
- Continue to refer potential participants to the program
- Conduct speaking engagements
- Provide content for use in Direct Effect materials

Becoming an Ambassador – Step 1

- Learn the Direct Effect material which teaches students the value of direct mail and more
- Meet with the Direct Effect team to setup expectations
- Brainstorm members of your network who could benefit from Direct Effect



Image Source: Direct Effect

Becoming an Ambassador – Step 2

- Begin to share content with your network and reach out
- Attend a Direct Effect event
- Connect the team with clients, professors, and more



Image Source: Direct Effect

Becoming an Ambassador – Step 3

- Speak at industry events or directly to students at colleges across the country
- Create content for the program
- Educate the next generation of marketers



Image Source: Direct Effect

Flexibility

Contribute at your own pace:

- No minimum required number of events to participate
- Leverage your strengths to benefit the program where you see fit
- Limited time commitment

Next Steps - Interest Form

Become an ambassador today!

- Fill out the provided survey
- Meet with our team to discuss opportunities to support
- Share Direct Effect content
 - [Direct Effect LinkedIn page](#)
- Support the next generation of marketers

Sign Up Today!



Thank You!