

Nonprofit Mailing

Nonprofit Marketing Mail prices provide significant savings for authorized organizations. U.S. Congress authorized these reduced prices in 1951 and designated categories of eligible organizations.

Who is eligible

- Labor
- Philanthropic
- Religious
- Fraternal Scientific
- Educational
- Qualified Political Committees
- Agricultural
- Veterans
- Voting Registration Officials

Who is not eligible

- Automobile Clubs
- Business Leagues
- Chambers of Commerce
- Individuals
- Mutual Insurance Associations
- Trade Associations
- Political Organizations (*other than QPCs*)
- Social and Hobby Clubs
- Citizens' and Civic Improvement Associations
- Service Clubs (*Kiwanis, Lions, Optimist, Rotary*)

Qualified mailings Marketing

The mailing is comprised of Marketing Mail matter only, e.g., printed matter weighing less than 16 ounces.

The mailing meets the Marketing for presorted Marketing Mail

— i.e., it contains at least 200 pieces or 50 pounds of addressed mail presorted according to USPS Marketing in the Domestic Mail Manual.

An organization must:

- Ensure that only its own matter is mailed under its Nonprofit Marketing Mail authorization.
- Never use the nonprofit prices to send matter on behalf of, or produced for, an unauthorized organization or individual.
- Never delegate, lend, or rent its Nonprofit Marketing Mail authorization to any other person or organization.

In addition to basic eligibility requirements for Marketing Mail

- Mail must meet content-based restrictions: TIF (Transportation, Insurance, Financial), advertising restrictions (substantially related) and product rules.
- Must not be an improper cooperative mailing.



PRINT, MARKETING, & MAIL SOLUTIONS

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How and where to apply:

- » PS Form 3624 — *Application to Mail at Nonprofit Marketing Mail Prices*
- » Post Office where you intend to mail
- » Apply through *Postal One!* — easy and convenient
- » Submit supporting documentation:
 - Organization's primary purpose
 - Nonprofit status

Resources available to you:

- » Postal Explorer (DMM and Pub 417) — pe.usps.com
- » DMM Advisory — dmmadvisory@usps.com
- » MailPro — usps.com/mailpro
- » Customer Support Rulings — <http://pe.usps.gov/text/CSR/csrtoc.asp>
- » Pricing and Classification Service Center — pcsc@usps.gov
- » RIBBS — <http://ribbs.usps.gov/>

What may not be mailed

- These materials are “required” to be mailed as First-Class Mail: bills, statements of account, handwritten materials, personal correspondence
- Domestic Mail Manual (DMM) 233.2.3 provides that mailpieces containing personal information must be entered at First-Class Mail rates unless they are eligible for Marketing Mail or Package Services rates under the respective provisions.
- DMM 243.2.2 provides that personal information may not be included in a Marketing Mail mailpiece unless three conditions are met:
 1. Mailpiece contains explicit advertising for a product or service for sale or lease or an explicit solicitation for a donation.
 2. Personal information is directly related to the advertising or solicitation.
 3. Exclusive reason for inclusion of all of the personal information is to support the advertising or solicitation in the mailpiece.

There is a difference. . .

- Mailpieces containing verbiage that includes instructions to the addressee to “keep this notice as a receipt for tax purposes” is considered personal information (amount of the previous year’s donation.) This serves as “dual purpose” and is not allowed.
- Mailpieces that include verbiage such as i.e. “thank you for your continued support” or “thank you for your past contributions” would qualify as a nonprofit mailing.

Mailing Frequency

Revocation for nonuse:

- Must make at least one mailing at the Nonprofit Marketing Mail prices during a 2-year period to avoid revocation for nonuse.
- If an authorization pending revocation for nonuse is a primary authorization, the authorization will not be revoked if one or more nonprofit mailings have been made at an associated additional office of mailing within the last two years.