



POSTAL NEWS

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USPS OFFERS HELP TO NONPROFITS

The Postal Service today released a new Customer Support Ruling designed to provide qualified nonprofit mailers with examples of how the clarification to Standard Mail Eligibility that takes effect June 1, 2005, will apply to the types of mail they typically deposit.

"Nonprofit mailers have become very creative in their solicitation mailings, and we want them to be as confident as possible in their understanding of our mailing standards," said Anita Bizzotto, USPS Chief Marketing Officer. The new ruling, CSR 323, comes after several other initiatives by the USPS to ensure consistency in the application of mailing standards, including the establishment of the consolidated Pricing and Classification Service Center in New York, new National Customer Rulings, the new Domestic Mail Manual 300, Mailing Standards of the USPS, and the email notification service called DMM Advisory.

"Mail is one of the most effective and efficient ways to reach and engage members, donors and customers, and we have been working hard to make it as easy to use as possible. This clarification of specialized non-profit solicitation issues and examples will go a long way to further that goal," said Bizzotto.

The new CSR augments an easy-to-use decision-tree flow chart on Standard Mail eligibility. It's available at <http://pe.usps.com>. Interested parties can click on DMM Advisory and select the May 2nd Advisory. CSR 323 and the flowchart were emailed to all DMM Advisory subscribers today.

Bizzotto said the USPS listened to representatives of nonprofit mailers about mailing practices and how the clarified standard applies to them. She said the USPS had the benefit of analyzing hundreds of mail pieces and speaking with many nonprofit mailers. The Postal Service took this input and created a new approach, a comprehensive Customer Support Ruling, addressing all of the mailers' issues. "Four mailer groups, the Free Speech Coalition, Association of Direct Response Fundraising Counsel, the DMA Nonprofit Federation, and the Alliance of Nonprofit Mailers provided helpful review and suggestions for the draft USPS CSR," Bizzotto said.

The new CSR incorporates USPS policy on this issue, and is expected to give clear guidance to non-profit organizations as well as acceptance personnel well before the June 1 implementation date of the Standard Mail eligibility clarification.