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## **Postal Service Broadens Nonprofit Fundraising Opportunities**

WASHINGTON - The U.S. Postal Service today published a final rule change in the Federal Register that enables nonprofit organizations better access to nonprofit mail rates for fund-raising.

"Smaller nonprofit organizations will benefit from this rule change," noted Steve Kearney, Vice President, Pricing and Classification. "Nonprofit organizations that lack resources or in-house expertise to carry out fund-raising campaigns will now have more options in working with outside professional fundraising organizations without jeopardizing eligibility for Nonprofit Standard Mail rates." This action modifies the "Cooperative Mail Rule" that was established in the 1970s and amends the Domestic Mail Manual.

Responding to suggestions that the Postal Service add protections for nonprofits, the Postal Service will require that nonprofit organizations know who donated to their fundraising mailing and how much was collected, unless the nonprofit waives this condition.

The rule change exempts only fundraising mailings seeking monetary donations by organizations authorized to mail at nonprofit rates. Mailings that include solicitations for products or services are not exempt from the Cooperative Mail Rule.

The Postal Service will work with representatives of the nonprofit and fundraising industry to educate nonprofits against potential abuse. If unintended consequences occur after its adoption, the rule change will be revisited.