

NONPROFIT MAILINGS

The United States Postal Service has regulations regarding bulk mailings which affect local League bulletins and other mailings. There are two types of designations: Standard Mail (formerly Third Class/Bulk – now Nonprofit Standard and Standard) and Periodical Publications (formerly Second Class).

Characteristics of each:

(1) **Nonprofit Standard Mail**- This mail designation is for mail matter from nonprofit organizations not requiring expedited or First-Class service nor entered as Periodicals mail.

Must weigh less than 16 ounces; minimum volume of 200 pieces or 50 pounds
Application to post office is necessary with an annual permit fee of \$175; must be mailed at the same post office with payment through an advance deposit account and submission of Form 3624

- An authorized organization can mail only its own mail
- Prohibitions on advertising and promotional materials. Non-eligible advertising includes credit cards, insurance policies, travel arrangements, and products which are not substantially related to one or more of the qualifying purposes of the organization
- Rates are cheaper than Periodicals. Automating your mail and folding it differently can save even more money; have to allow more time for delivery (up to 2 weeks).

(2) **Standard Mail**- Some of the same characteristics of Nonprofit Standard Mail; however, advertising can be included in this category. Rates are higher than Nonprofit Standard Mail but less than Periodicals.

(3) **Periodicals**- Generally used for publications whose primary purpose is transmitting information to an established list of subscribers or requesters.

Cheaper than First Class and more than Standard; rates vary based on in-county or outside county addresses

- Regular issues at a stated frequency (4 times per year minimum)
- Must apply to post office and pay one-time application fee of \$450; additional fee if you change post offices
- Printed sheets only; all pieces must be of same processing category
- Regulations govern mail preparation; automated mail with bar codes go cheaper; slower delivery time than First Class
- No advertising content restrictions; cannot exceed 10% of total space

(OVER)

Sponsors and donors to the organization can be thanked in your publications, but there can be no free advertisement in the bulletin or program nor can you extol the virtues of the sponsor's product or service.

Sources available from the Post Office:

Publication #417: *Nonprofit Standard Mail Eligibility*

Publication # 95: *Quick Service Guide*

The first publication provides the rules and regulations for the categories; the second one gives rate information and mail preparation guidance.

The Post Office web site for information is www.usps.com or www.usps.gov. The 24-hour telephone information line is 1-800-ASK USPS.