



Progressive Victory

Turning Data Into Power

July 2008

Dear Nonprofit Leader:

It's not a major policy change. But for many nonprofits, it cuts right to the bottom line.

This November, the postal service will start insisting as a condition of keeping their discount for service that nonprofit mailers update their recipients' addresses within the past 3 months.

A MESSAGE FROM THE U.S. POSTAL SERVICE
Important change regarding nonprofit mail rates

Eligibility Standards (343.7.0)

Effective November 23, 2008, addresses on all pieces must be updated within 95 days before mailing through a USPS-approved address update method (e.g., ACS, NCOALink, or the appropriate ancillary service endorsement) in order to qualify for the discount for nonprofit mailers (except Forwarding Service Requested) under 507.1.5.3).

<http://pe.usps.gov/text/QSG300/Q340b.htm>

What can you do to prepare?

The list enhancement service provided by Progressive Victory includes NCOA (change-of-address) updates. Taking advantage of the secure, confidential, and low-cost service will allow your organization to continue receiving the discounted nonprofit mail rate.

The above regulation is not the only reason to get change-of-address updates through list enhancement. Our estimates show that use of change-of-address updates saves between 8% and 11% of mailing costs for most organizations each time you mail. And it helps maintain key membership revenue. If your organization relies on the postage discount provided by the United States Post Office, you can't afford *not* to enhance your list.

We look forward to being in touch soon and serving you.

In Solidarity,

Hans Johnson
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