

# **NONPROFIT ELIGIBILITY**















- Explain the application process for authorization to mail at the Nonprofit Marketing Mail prices
- Determine if a mailing meets nonprofit eligibility requirements
- Define the term "Cooperative Mail" as it applied to the nonprofit mailings
- Define the standards for Nonprofit Marketing mail, including content-based restrictions



# **Obiectives**

 Identify the organizations that are eligible and those that are not eligible to mail at the Nonprofit prices



Nonprofit is a reduced Presorted Marketing Mail *price* for eligible organizations who applied for and received authorization from the Pricing & Classification Service Center (PCSC) in NYC, NY

Nonprofit mail has the same preparation and minimum volume requirements as regular Presorted USPS Marketing Mail

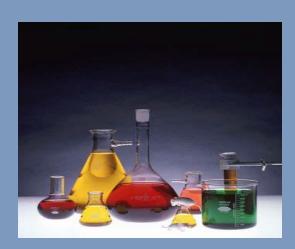
Publication 417

Nonprofit Standard Mail Eligibility



# **Eliqible Organizations**

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







# **Ineligible Organizations**

- Automobile Clubs
- Business Leagues
- Chamber of Commerce
- Citizen's and Civic Improvement Associations
- Individuals





# **Ineligible Organizations**

- Mutual Insurance Associations
- Political Organizations
- Service Clubs
- Social and Hobby Clubs
- Trade Associations





# **Responsibilities**

 Nonprofit prices are a privilege reserved by law to nonprofit organizations

 Authorized organizations may mail only their own material at the nonprofit prices

 Authorized organizations must not send matter on behalf of or produced for an unauthorized entity



### Identification

# The authorized nonprofit organization must be identified

- If the piece bears any name and return address, it must be an address of the authorized organization
- The identification must be shown either on the outside, or in a prominent location on the material being mailed

Pseudonyms or bogus names may not be used

Well recognized alternative designation or abbreviation are permitted

March of Dimes (Easter Seals)

AFL-CIO (Am. Fed. of Labor-Con. Ind. Org.)

 Authorized organizations may not delegate or lend the use of their authorization to any other person or organization

Organizations must mail at least once every 2 years



# Nonprofit Use

If an organization's nonprofit eligibility is revoked for cause other than for nonuse, all authorizations that are based on the original authorization are revoked





#### **Revoked Authorization**

- The PCSC revokes an authorization if no mailings are made by the authorized organization during a 2-year period
- The PCSC notifies the organization of the revocation for nonuse
- The organization may appeal the revocation with proof of mailing within the last 2 years



# **PS Form 3624**

# Original Authorization submitted by the customer to the Post Office of mailing



PS Form 3624, April 2012 (Page 1 of 3) PSN 7530-02-000-9014

#### Application to Mail at Nonprofit Standard Mail Prices

PRIVACY NOTICE: See our privacy policy on www.usps.com

#### Section A - Application (Please read section B on page 2 before completion.) Part 1 (For completion by applicant) All Information entered below must be legible so that our records will ■ The applicant named in Item 7 must be the individual submitting the show the correct information about your organization. application for the organization and must be a responsible official of the organization. Printers and mailing agents may not sign for the organization. ■ The complete name of the organization must be shown in Item 1. The name shown must agree with the name that appears on all No additional organization categories may be added in Item 9. To be documents submitted to support this application. eligible for the Nonprofit Standard Mail prices, the organization must qualify as one of the types listed. A complete address representing a physical location for the organization must be shown in item 2. If you receive mail through a The applicant must sign the application in Item 15. Post Office™ box, show your street address first and use alternate The application must be submitted to the Post Office in item 14 and on the No application fee is required. (All information must be complete and typewritten or printed legibly.) 1. Complete Name of Organization (if voting registration official, include title 2. Street Address of Organization (Include apartment or suite number) 3 City State 7IP+4® Code 5. Alternate City, State, ZIP+4® Code 4. Alternate Malling Address 6. Telephone (Include area code) 7. Name of Applicant (Must represent applying organization) 8. Email Address 9. Type of Organization (Check only one) (01) Religious (D3) Scientific (07) Veterans (05) Agricultural (10) Voting registration official (06) Labor (08) Fraternal (02) Educational (04) Philanthropic Not all nonprofit organizations are eligible for the Nonprofit Standard Mail prices. Domestic Mail Manual® 703.1 lists certain organizations (such as business leagues, chambers of commerce, civic improvement associations, social and hobby clubs, governmental bodies, and others) that, although nonprofit, do not qualify for the Nonprofit Standard Mall prices. 10 is this a for-profit organization or does any of the net income 12. Has this organization previously mailed at the Nonprofit Yes inure to the benefit of any private stockholder or individual? Standard Mall prices? (If 'Yes,' list the Post Office locations where mailings were most recently deposited at these prices and provide the nonprofit authorization number, if known.) No No 11. Is this organization exempt from federal income tax? (If 'Yes,' attach a copy of the exemption issued by the internal Revenue Service (IRS) that shows the section of the IRS code under which the organization is exempt. Required if Has your organization had Nonprofit Standard Mall privileges denied or revoked? (If "Yes," list the Post Office (city and exempt. Do not submit State tax exemption information.) Has the IRS denied or revoked the organization's federal tax state) where the application was denied or authorization was exempt status? (If 'Yes,' attach a copy of the IRS ruling revoked and provide the nonprofit authorization number. If to this PS Form 3024.) known.) From your IRS exemption letter, check off the box corresponding to the section under which the organization is exempt: 501(c)(3) 14. Post Office (not a station or branch) where authorization 501(c)(8) 501(c)(19) requested and bulk mailings will be made (City, state, ZIP Code™). Other 501(c) (\_\_\_\_\_) (See statement in Item 9 above) I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties). I further understand that, if this application is approved, a postage refund for the difference between the regular Standard Mall and Nonprofit Standard Mail prices may be made for only mallings entered at regular Standard Mail prices at the Post Office identified above while this application is pending, provided that the conditions set forth in Domestic Mail Manual 703.1 and 703.1.0 are met. 15. Signature of Applicant 17. Date 1. Signature of Postmaster (Or designated representative 2. Date Application Filed With Post Office (Round stamp)



# **PS Form 3624**

#### Line 9 is the type of organization

9.	Type of Organization (Chec	k only one)							
	(01) Peligious	(03) Scientific	(C	05) Agricu	Itural	(07) Veterans	(09)	Qualified political co (Go to item 12)	ommittee
	X (02) Educational	(04) Philanthropic	(C	06) Labor		(08) Fraternal	(10)	Voting registration of (Go to item 12)	official
	Not all nonprofit organizations are eligible for the Nonprofit Standard Mail prices. Domestic Mail Manual® 703.1 lists certain organizations (such as business leagues, chambers of commerce, civic improvement associations, social and hobby clubs, governmental bodies, and others) that, although nonprofit, do not qualify for the Nonprofit Standard Mail prices.								
10.	Is this a for-profit organization or does any of the net income inure to the benefit of any private stockholder or individual?			Yes		12. Has this organization previously mailed at the Nonprofit Standard Mail prices? (If `Yes,' list the Post Office locations			Yes
	<b>4</b>			No	W	where mailings were most recently deposited at these prices and provide the nonprofit authorization number, if known.)			
11.		from federal income tax? (If	,	Yes					

#### Line 10 the answer MUST be "NO"

PS Form 3624 is authorized by the Pricing and Classification Service Center located in New York City, New York



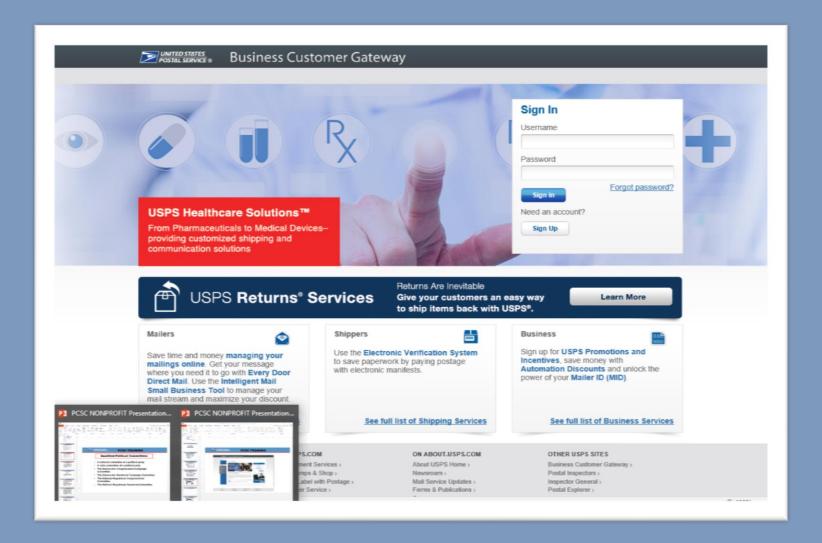
#### **Authorization**

- Organizations will be issued a national Nonprofit Marketing Mail application number upon applying and if approved, the same number will be their authorized Nonprofit number
- Mailers must display this number in the appropriate space on each postage statement that accompanies a mailing at Nonprofit Marketing Mail prices

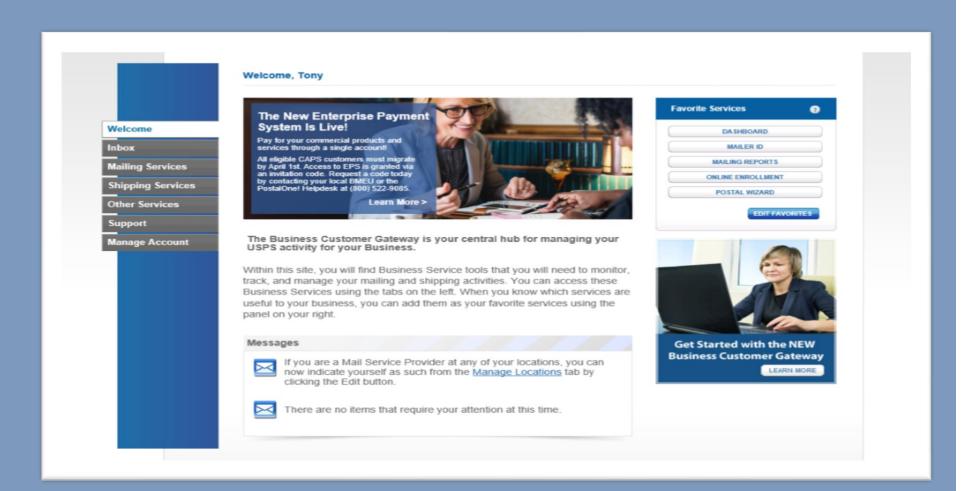
	Permit Holder's Name and Address and Email Address, if Any	Telephone
Mailer		
$\geq$	USPS Nonprofit Auth. No.	
	CAPS Cust. Ref. No.	

# Applying Online through the Business Customer Gateway (BCG)

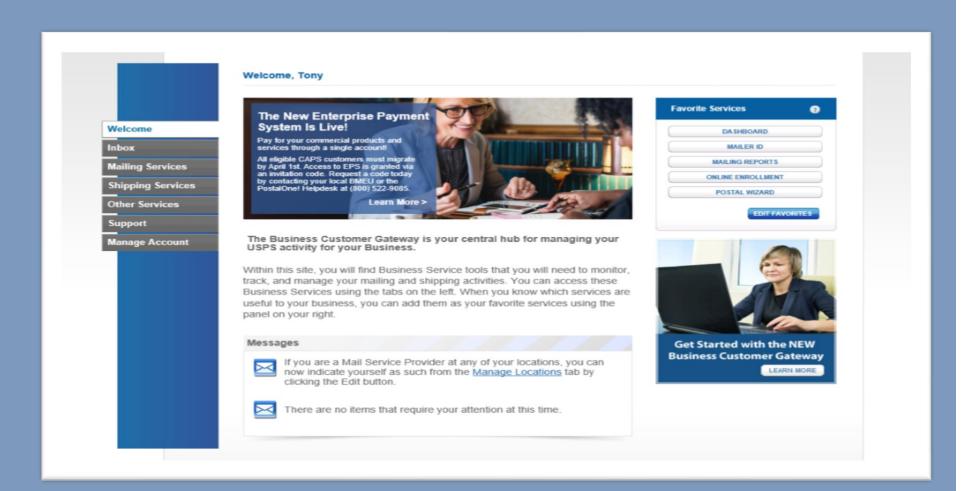




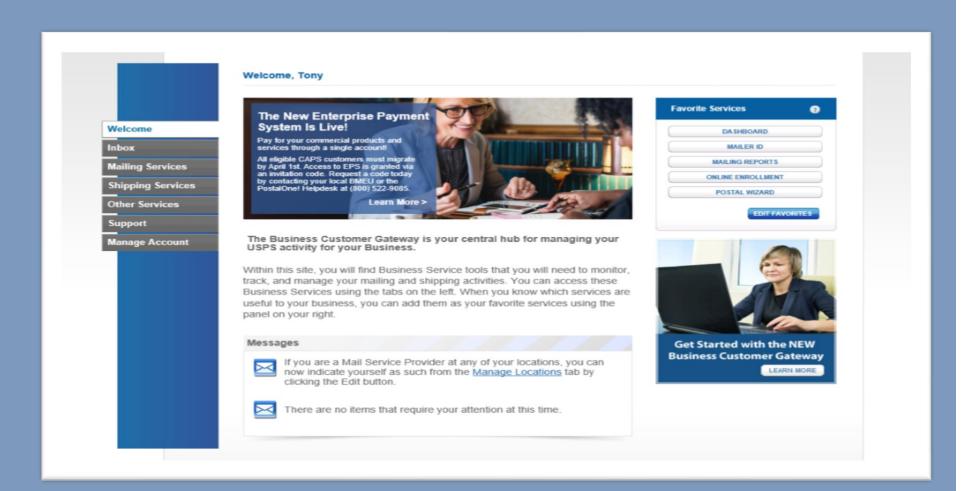




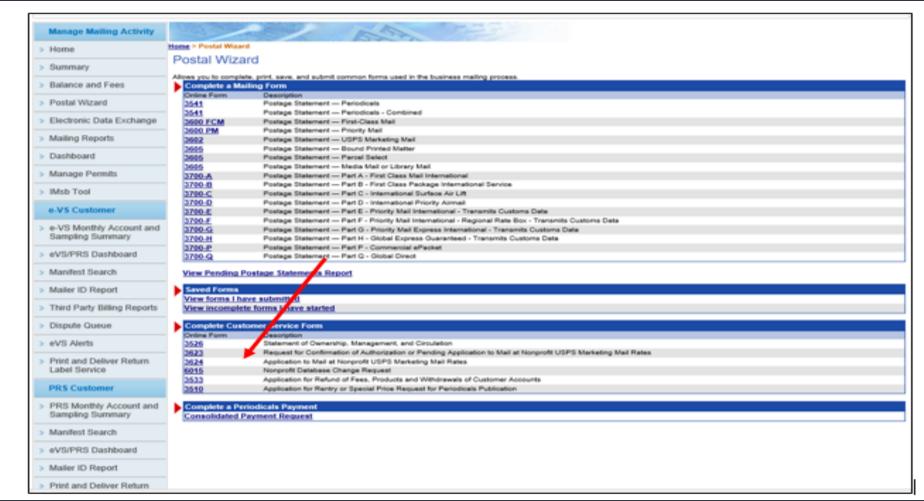


















POSTAL SERVICE®		Home   Help   Customer Care   Sign Ou					
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Gateway Home > Submit a Form > 3624							
Nonprofit USPS Marketing Mail Rate A	pplication						
General Information > Specifics > Supporting	Documentation > Review > Confirmation						
General Information							
Please fill in the following information. * Requir Learn about organization eligibility and application	ed Fields on procedures.						
Name of Applicant (Name of applicant must be the individual submitting the application for the organization and must be a responsible official of the organization. Printers and mailing agents may not sign for the organization.)							
* First Name	Jane Middle Initial J						
* Last Name	Doe						
<ul> <li>Job Title of Applicant</li> </ul>	President						
<ul> <li>Complete Name of Organization</li> </ul>	Nonprofit Organization						
	□ Do not standardize my address						
* Address 1	90 Church Street Suite 3100						
Address 2							
* City	New York						
* State	NY V						
* ZIP+4 Code <sup>nv</sup>	10007 -						
Alternate Address							
	☐ Enter Alternate Address						
* Phone Number	2123305300 Ext						
(Use 10-digit format (555) 111-1111)							
* E-mail of Applicant (Required for electronic	nonprofit.org						
(Required for electronic submission)							



# **Cooperative Mailings**





# **Cooperative Mailings**

 Mail produced by an authorized organization that cooperates with one or more organizations to share the cost, risk or benefit of the mailing

 All of the cooperating organizations must be authorized to mail at nonprofit prices at the Post Office of mailing to receive the price





# **Cooperative Characteristics**

- Different names or logos
- Paper stock or inserts that appear to be from some other source
- Reply cards addressed to another organization



# **Cooperative Characteristics**

- Magazines or other publications that state they are published by someone other than the authorized organization
- "Paid for by"...someone other than the authorized organization
- A tip from a competitor



# **CONTENT RESTRICTIONS**





# Advertising is...

All material for which a valuable consideration is paid, accepted or promised that calls attention to something to get people to buy it, sell it, seek it or support it.



- An advertisement of organization's services
- Advertising and advertisement mean anything that advertises, promotes, offers or, for a fee or consideration, recommends, describes or announces the availability of any product or service





# **Advertising Restrictions**

Advertising is not allowed in mailings entered at the Nonprofit Marketing Mail prices unless:

- The advertised product or service is substantially related to one or more of the purposes that constitute the basis for the organization's authorization to mail at the nonprofit prices
- If not substantially related, the mailpiece must meet the content requirements for a Presorted USPS Marketing Mail Periodicals publication



# **Substantially Related**

- The sale of the product or the provision of the service must contribute importantly to the accomplishment of one or more of the qualifying purposes of the organization
- A mailer's signature on the postage statement asserts that all advertising content included in the mail is substantially related to the primary purpose of the authorized organization
- This includes sale of space advertising in the mailpiece where all the money of the sale goes back to the organization.



# **Announcements of Activities**

Announcements of activities - dinners, auctions, performances, etc., are considered substantially related advertising if the majority of the work in conducting the activity advertised is done by the organization's members or supporters without

compensation





# **Periodical Format**

Advertising (except restricted advertising) appearing in a nonprofit mailpiece is considered substantially related if it meets requirements for periodical content format

- Have a title
- Formed of printed sheets
- Consist of at least 25% non-advertising
- Contain an ID statement on 1 of first 5 pages of mailpiece



# **Periodical Format**

An ID statement is required within the first five pages of the mailpiece and must include:

- Title
- Issue date
- Issue number
- Statement of frequency
- Name & address of authorized organization
- Subscription price if applicable



## Travel, Insurance & Financial Instruments

Travel arrangements (restricted)

Insurance (restricted)

Financial instruments such as credit, debit or charge cards (prohibited)

(TIF)



The organization promoting the travel is authorized to mail at the nonprofit prices at the office of mailing if:

 The travel is designed for and primarily promoted to the members, donors, supporters or beneficiaries of that organization and





## **Travel**

The travel contributes substantially to one or more of the purposes that constitutes the basis for the organization's authorization to mail at the Nonprofit Marketing Mail prices





## Travel advertising includes:

- Transportation
- Destination
- Accommodations (stated or implied)



A day trip which includes *transportation* and a *destination...but does not include accommodations...*would not be considered a travel arrangement



- The organization promoting the insurance, whether it's a policy or agent or agency, is authorized to mail at the Nonprofit Marketing Mail prices at the office of mailing
- The policy is designed for and primarily promoted to the members, donors, supporters or beneficiaries of that organization
- The coverage provided by the policy is not generally otherwise commercially available



## **Financial Instrument**

Advertising of a credit, debit, affinity or charge cards are prohibited at nonprofit prices

Any credit, debit, charge card or similar financial instrument or account, provided by or through an

arrangement with any person or organization is not authorized to mail at Nonprofit Marketing Mail prices at the entry post office





## Permissible Reference

A minor portion of a membership solicitation or renewal may contain descriptions of membership benefits including:

- adjectives
- terms
- conditions
- brand names





## **Sponsor/Contributors Names**

## NOT CONSIDERED ADVERTISING IE:

- The names appear under a heading such as sponsors, contributors or donors
- No promotional material is included (such as addresses or telephone numbers)
- The names are not labeled as advertising elsewhere in the mailpiece



# PRODUCT RESTRICTIONS









## Products are eligible for nonprofit prices if:

- Low cost item (\$11.10)\*
  - This amount increases annually in January
  - Donated
- Periodical pubs meeting certain requirements



If the product meets these provisions, the product must be examined to determine if it contains advertising and if content-based restrictions apply



## Pub 417

Decision Tree Section 6-2 in Pub 417 Product and Advertising Steps STEP 2 STEP 1 RODUCT ls mailpiece a product low-cost, product or does donated, or it contain a periodical? product? STEP 3 STEP 4 Does mailpiece YES. contain one or more prohibited advertisements? (financial)? The cooperative is any ad mailing rules still Do all restricted restricted apply and must be ads meet special (travel or considered conditions? insurance)? separately. ADVERT STEP 5 mailpiece ġ meet periodical Are there any content other ads? equirements Ň G NO STEP 6 Are all advertised products or services substantially related?

28 Publication 417 47

Ineligible

for Nonprofit

Standard Mail rates

Eligible

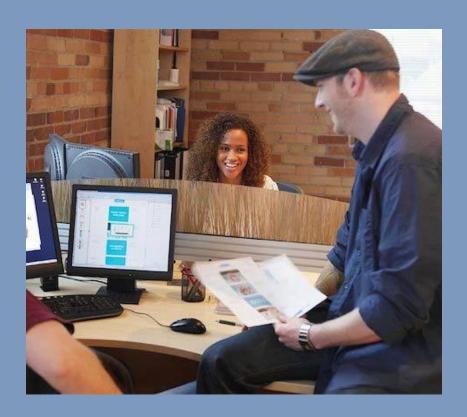
for Nonprofit

Standard Mail rates.



## **Nonprofit Marketing Mail**

- Review mailings in pre-production stage for nonprofit eligibility
- The local acceptance office or the Mailing and Shipping Service Center can review a sample mailpiece and advise mailers





# Nonprofit Marketing Mail

# Exercise



## Church of IDM Purley Gates Lane NCED, OK 73070-9001

January 31, 2007 Mr. H. E. Goodman 9876 S 54th ST NCED OK 73070-3210

Dear Mr. Goodman,

Please complete the enclosed pledge card for next year and return it at your convenience. Your generous support is appreciated. Your records from last year are listed below to assist

in the completion of the pledge card.

Member ID	Quarter	Pledged	Donated	YTD
1776	1	\$1,300.00	\$1,300.00	\$1,300.00
	2	\$1,300.00	\$1,300.00	\$2,600.00
	3	\$1,300.00	\$1,300.00	\$3,900.00
	4	\$1,300.00	\$1,300.00	\$5,200.00
	other		\$1,000.00	\$1,000.00
	Totals	\$5,200.00		\$6,200.00

If you have any questions regarding this information please contact Mr. C.P. Austin, our treasurer, at the church office. His direct number is 567-6869. In blessed fellowship,

Kelly Jones



BACK

#### ALL STUDENTS are invited to the

FIRST DANCE of 2013...

#### MARDI GRAS IN FERRMAY

- > Friday, February 9, 2013
- ➤ Admission is \$3
- ➤ Live DJ
- > Brought to you by your Student Council

FRONT

Nonprofit MKT U.S. Postage Paid Norman OK Permit No. 43

James Student 1 Academic Center Norman, OK 73071-1198 3



Back

#### ALL STUDENTS are invited to the

First dance of 2013

4

#### MARDI GRAS IN FEBRUARY

- ➤ Friday, February 10, 2013
- ➤ Admission is \$3
- ➤ Live DJ
- > Brought to you by your Student Council

#### FRONT

Norman High School 2701 East Imhoff Rd Norman, OK 73071-1198 Nonprofit MKT U.S. Postage Paid Norman OK Permit No. 43

James Student 1 Academic Center Norman, OK 73071-1198



Omaha Children's Museum 500 S. 20<sup>th</sup> St Omaha, NE 68102

Nonprofit STD U.S. Postage Paid Omaha, NE Permit No. 1500

Ę

Patty Chim 1240 Ape Land Omaha, NE 68102-8888

BACK

# Go APE in Omehe. this spring!

Visit Discovering Chimpanzees: The remarkable World of Jane Goodall

Feb 4 – May 7, 2013





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## THE OKLAHOMA CHRISTIAN

A Ministry of Your Regional Church

www.ckel/sc/p/es.org

Sponsors or Teachers, but through the

**Title** 

Volume & Issue number

#### Annual Fund Kick-off is Coming!

Seeding March S, under the "official" good.

Shieft off of the 2004 Amend Pared Linet year consequence occupation. We gave (Contain in his torse of The Office has no of the 2004 Amend Pared Linet year consequence occupation. We gave (Contain on a pill one) year many are to which principle in here is Board Chair or a driveforthe Ontain Charles (Dadgles is total of \$104,485 ld., almost conflicted purplifor Maccoling year Modernic, Eden, Descope, York el Christiin Oldsbane.

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> 2001, the gut-Addations

\$4,500.00 more than our goal of isloanted to page 9.

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source BETTER." While this would care held for earny til sectors and many reco-All of as are greedy to each of you - minty his as inschargate way to chance - refers. Oklahama Disciples Women has always: who period pated in ministry through your: twice the printers of the grade and chands, spersor Previous that take I realize and these premisery artivities that reflectable introduces outstoulens. We accomplish



Reconciliation Grant Proposals Due

that helps to final projects that peck to 2005: eliminate racion and bigotry, propose <u>Project Propise</u> a conserr program

The Pairt in Action Commission of

The Oklahurus Respectitation: the Christine Check in Oldshouse to Program is a ministry of the Chaletian conduct amploa-wide Discrete Planning Clearth (Disciples of Childright Oktobers) Regregs, which was held in Ornsher

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1006 Londowskip Training School

In This Issue mayor Population 2 January Ordenties B

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Directory THE DELMICAL

Prima Cafe



- Pair Trade Organic, R Conventional Nilsto-Rounce Coffee.
- Visito Order Al Vinebroombroom
- Fleeze cell for our special who hade printing. Yes take per meetly line failurely of our smeath-intering refilters do not recovery one office or should.

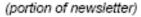
Val Sandlin www.clergytaxokc.com

(405) B42-2422 dargytaxoko@sboglobal.net()

The Oldshorm Carteline painting of the Carteline Carteline (Section 1)

**ID Statement** 

The Oklahoma Christian Is published bi-monthly by the Christian Church (Disciples of Christ) 3600 N. Shartel Ave. Oklahoma City, OK 73118

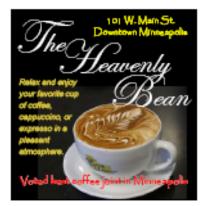




#### Reaching OUT

Expanding Faith In Other Countries Is Challenging

Reaching Out is a free publication published by the Church of Saint Matthew, 1000 N. Heaven St., Minneapolis, MN, on a weekly basis. Volume 1 Issue 15



On the edge of the Sahara Desert, church growth and discipleship strategies come down to one simple command: Stay alive.

The sub-Saharan African country of Niger is one of the poorest in the world. physically and, from a Christian perspective. spiritually. And with Christians making up less than 1 percent of the population, the survival of each congregation is a constant concern. Unpredictable rain patterns threaten what meager crops are grown. For Nigerien church leaders, "Give us this day our daily bread" is not just a metaphor. (continued on page 6)

#### 7

#### Congratulations!

One of our newest members, John Doe, just passed the Minnesota Insurance Board Exam!
Be sure to visit his office, A.L.L. State Insurance at 123 Main Street, or call 555-9876, for Auto, Life and Health coverage!!

Church of Saint Matthew 1000 N. Heaven St. Minneapolis, Minnesota 54909-0001 1-800-MATTHEW (1-800-628-8439) www.stmatthew.com

Church of Saint Matthew 1000 N. Heaven St Minneapolis, Minnesota 54909-0001 Nonprofit STD U.S. Postage Paid Church of Saint Matthew

Sam Smith 201 S Midland Ave Anywhere, MN 55304-0002





#### **UNITED STATES SENATE**

December 14, 2006

8

Dear Mr. Voter,

When I was in high school, Ronald Reagan said that our government had grown beyond the consent of the governed. His statement is as true today as it was when he was President. While our economy continues to grow, we still face the problem of big government and deficit spending. I believe it's time to apply our home town values to issues in Washington and work hard for you in the US Senate.

I'm writing to you today to ask you to help me take our home town values to Washington, D.C.

As your next Senator, I'll work with the President to make our state and America stronger.

Growing up my parents taught me respect for hard work and the importance of faith, family and responsibility to others. They also taught me to face your problems head-on, make the tough decisions, and work hard to succeed.

When I joined the family business, I started off at the bottom like any new hire and had to work my way up to Chief Operating Office. Our company is one of the top firms in the nation. This success is a result of constantly innovating, accepting challenges, persevering, working hard and remembering the values we share.

I'm asking you to be an important early member of my Home Town Values Team. Will you please consider making a contribution of \$1,000, \$500, \$ 250, or \$100 today?

Thank you for your support.

Sincerely,

I.B. Runnin

#### www.IBRunnin.com

PO Box 2345 Home Town, OK 73071-1198 · 405- 123-4567

Paid for by Home Town Families for IB Runnin, Inc.



**Angel Mission Church** 1000 Heaven Lane Edmond, OK 73083

Nonprofit STD U.S. Postage Paid Edmond, OK Permit No. 1

Mary Haven 4500 Lucky Lane Edmond, OK 73034



Like to Travel in Christian Fellowship?

Tulip Festival Tour





Tulip Festival in Wamego, KS Dinner Theater 'Camelot', Abilene and Salina attractions Price (\$295) covers bus transportation, meals and admissions. Other 1, 2 and 3 day tours planned!

Contact Helen for more details! 405-715-5834 PO Box 3126 Edmond, OK 73083



