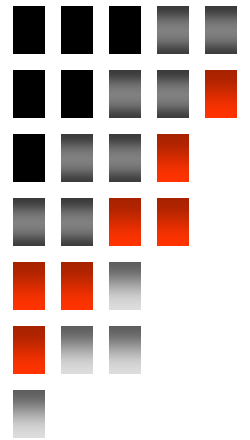
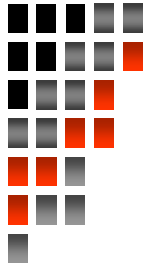




# Nonprofit Standard Mail Content Requirements

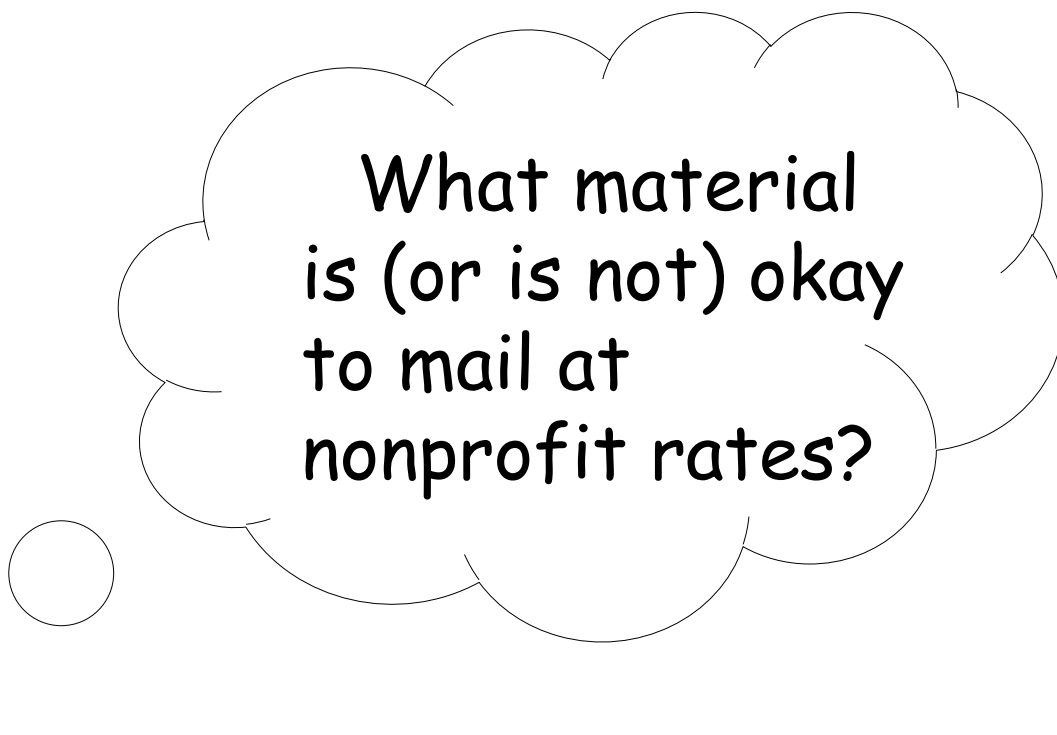
**Presented by: Don Dease**  
**Mailing Standards Specialist**  
**Suncoast District**



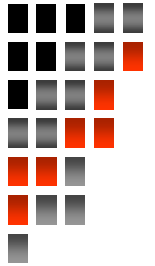


## What This Session Will Cover

- This session focuses on content rules for Nonprofit Standard Mail (**nonprofit mail**)



What material  
is (or is not) okay  
to mail at  
nonprofit rates?



# Agenda

## ● Seminar


- Background/basic standards for nonprofit mail
- Cooperative mailings (including special provisions related to fund raisers)
- Travel, insurance, and financial instruments (credit, debit, and charge cards) advertising prohibitions/restrictions
- “Substantially related” advertising standards
- Mailings by voter registration officials

## ● Questions and Answers



## Background

- **Nonprofit mail standards are based on Federal laws (statutes)**



Why are there  
so many rules for  
mailing at  
nonprofit rates?



## Basic Standards

- ***Domestic Mail Manual (DMM<sup>®</sup>)*** provides ***Mailing Standards of the United States Postal Service*** for all classes of mail
  - **DMM 703.1.0 & Pub 417 (Nonprofit Standard Mail Eligibility)** provide the requirements for Nonprofit Standard Mail
    - View the DMM & Pub 417 online at Postal Explorer<sup>®</sup> at <http://pe.usps.com>



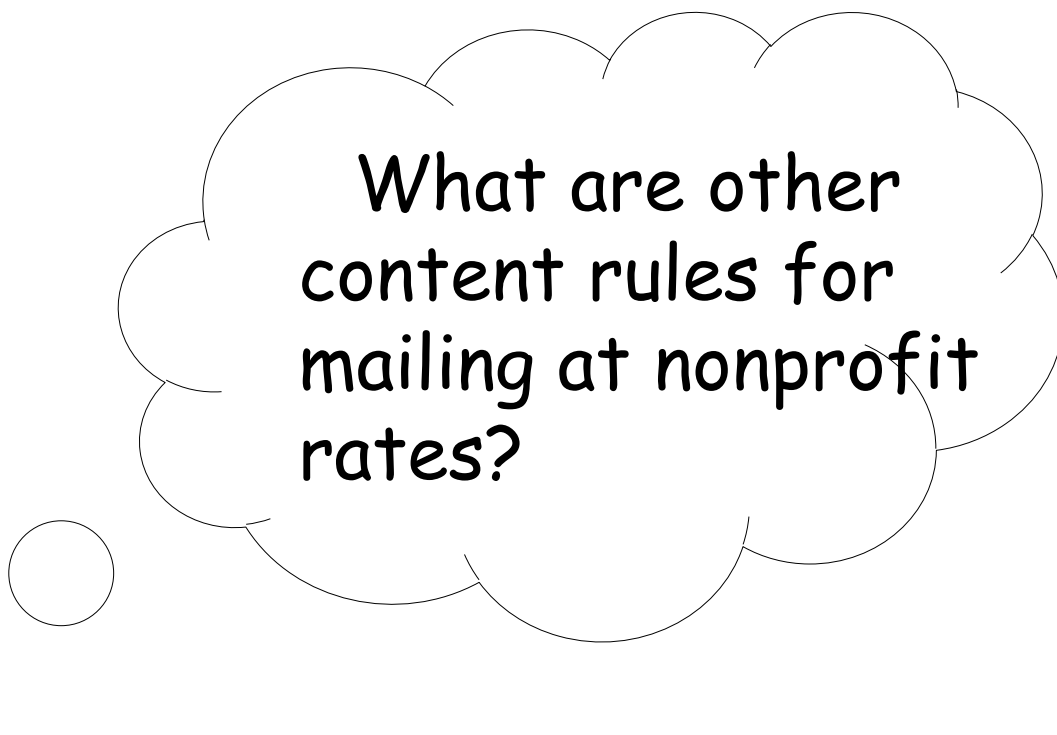
## Basic Standards

- **Customer Support Rulings (CSRs)** clarify rules and provide examples
  - There are many CSRs specifically related to nonprofit mail
    - View CSRs online at <http://pe.usps.com> under the Customer Support Rulings link on the Postal Explorer home page.



## Material Must Be Standard Mail

- **First-Class Mail matter is not mailable at nonprofit rates**



What are other content rules for mailing at nonprofit rates?



## Organization's Own Material

- **An organization authorized to mail at nonprofit rates**
  - May mail only its own material at nonprofit rates
  - May not delegate or lend use of its nonprofit authorization to any other person or organization

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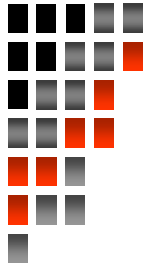
**DMM 703.1.6**





## Cooperative Mailings

- **A *cooperative mailing* occurs when an authorized organization cooperates with one or more organizations to share the costs, risks, or benefits of the mailing**
  - Two (or more) organizations may enter an *eligible cooperative mailing* at nonprofit rates if each of the parties is authorized to mail at nonprofit rates at the entry office

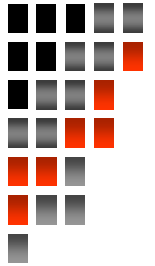


## Cooperative Mailings

- **An *ineligible cooperative mailing* occurs when not all of the cooperating parties are authorized to mail at nonprofit rates at the entry office**
  - Postage for ineligible cooperative mailings must be paid at Regular Standard Mail rates

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**DMM 703.1.6.3**



# Cooperative Mailings

- To decide if a mailing is cooperative, we must determine the relationship between all participating parties.

Who devised,  
designed, prepared,  
and paid for the  
mailpiece?

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**CSR PS-209**



## Exception For Fundraisers

- **Some fundraising mailings are exempt from the cooperative mail rule**
  - Limited to solicitations for monetary donations
    - Not for fundraising events
  - For-profit fundraising company must provide nonprofit organization with a list of donors and contact information
    - Nonprofit organization may waive right to receive list

---

**DMM 703.1.6.3**



# Prohibited/Restricted Advertising

- Prohibited or restricted advertising may not be mailed at nonprofit rates

What's "TIF"?

What's "TIC"?



## Prohibited/Restricted Advertising

- **1990 statute prohibits or restricts mailing at nonprofit rates if material contains advertising for:**
  - Travel arrangements
  - Commercial insurance
  - Credit, debit, or charge cards or similar financial instruments or accounts

**DMM 703.1.6.4**



# Prohibited/Restricted Advertising

- These advertising prohibitions and restrictions are commonly referred to as **TIF** – **T**ravel, **I**nsurance, **F**inancial Instruments
  - Sometimes called TIC (for credit) but we're going to call it **TIF**



## Restricted Advertising: **T** Travel

- **Advertising for a travel arrangement may be mailed at nonprofit rates if**
  - Organization promoting the arrangement is authorized nonprofit rates at entry office and
  - Travel contributes substantially to one or more of the nonprofit organizations qualifying purposes

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**DMM 703.1.6.4c**



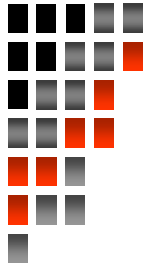


# Restricted Advertising: **T** Travel

- **A travel arrangement has three elements**
  - Transportation
  - Destination
  - Accommodations

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**CSR PS-298**



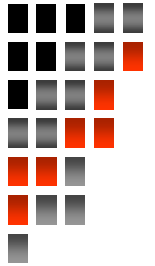
## Restricted Advertising: **T** Travel

- Advertising for a day trip that doesn't include accommodations may be mailed at nonprofit rates in a periodical publication

*Tour Old Town with Us!*

**TBD Transportation Services**

Three two-hour tours depart City Centre at 10:00 and 12:00 and 2:00 every Thursday.



## Restricted Advertising: **T** Travel

- **Business-card-style advertising for a travel agent** – the agent’s name and address, phone number, email address, etc. – **is advertising for a travel arrangement**

**Travis Dargent**

***"World's best travel agent!"***

Email me if you want to go places

[Travel@arrangements.com](mailto:Travel@arrangements.com)



## Restricted Advertising: **I**nurance

- **Advertising for insurance may be mailable at nonprofit rates if:**
  - Organization promoting insurance is authorized nonprofit rates at entry office
  - Policy is designed for and primarily promoted to organization's members, donors, supporters, beneficiaries [members]
  - Coverage is not generally commercially available

---

**DMM 703.1.6.4b & 1.6.5**



## Restricted Advertising: **I**nurance

- **Standards clarify that insurance is not considered “generally commercially available” if:**
  - Coverage is provided by the nonprofit organization (i.e., the nonprofit organization is the insurer, or...)

---

**DMM 703.1.6.5c(1)**



## Restricted Advertising: **I**nurance

- Coverage not “generally commercially available” if a nonprofit organization provides or promotes coverage to its members [etc.] so that members may make tax-deductible donations to the nonprofit organization of their proportional shares of any income in excess of costs the nonprofit organization receives from purchase of the coverage by its members.

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**DMM 703.1.6.5c(2)**



## Prohibited Advertising: **F**inancial

- No exceptions to advertising prohibitions for credit, debit, charge cards (etc.)
  - However, advertising for banking services other than prohibited credit cards (etc.) IS okay at nonprofit rates in material that meets content requirements for a Periodicals publication.

*Open your new  
Savings Account at  
**ABC Bank** today!*

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**DMM 703.1.6.4a**



## Substantially Related

- **Advertising for products or services (other than TIF) mailable at nonprofit rates if . . .**
  - Sale of the product or providing of the service is *substantially related* to the exercise or performance of a purpose the organization used to qualify for the nonprofit rates or
  - *Unrelated* advertising is in a periodical publication

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**DMM 703.1.6.4d & 1.6.8**





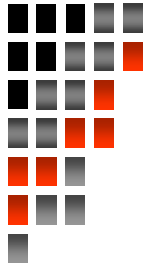
## Advertising In A Periodicals Pub

- ***A periodical publication must***
  - Have a title
  - Be formed of printed sheets
  - Have at least 25% non-advertising in each issue

### *Holistic Hospital Health News*

June 22, 2005. Vol. 1 Issue 1. *Holistic Hospital Health News* is published once a year by Holistic Hospital, 1 Heart Pl., Healdsburg,

DMM 703.1.6.8

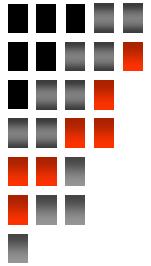


# Advertising In A Periodicals Pub

- ***A periodical publication also must have***
  - ID statement on one of first 5 pages
    - Title
    - Issue date and issue number
    - Frequency
    - Name and address of authorized organization

## *Holistic Hospital Health News*

June 22, 2005. Vol. 1 Issue 1. *Holistic Hospital Health News* is published once a year by Holistic Hospital, 1 Heart Pl., Healdsburg,



# Mailer's Certification

- Mailers *certify* that advertised products and services are substantially related by signing the postage statement.

**Certification**

The mailer's signature certifies that: (1) the mailing complies with DMM E670; (2) the income derived from the sale of any products or services advertised in the mailing is not subject to the Unrelated Business Income Tax (UBIT) and any products and services advertised are substantially related to the nonprofit organization's authorized purpose within the meaning of 39 U.S.C. § 3626(j)(1)(D)(ii)(I) and 26 U.S.C. § 513(A); (3) the mailing, if made by a voting registration official, is required or authorized by the National Voter Registration Act of 1993; and (4) it will agree to pay, subject to appeal, any revenue deficiencies assessed on this mailing. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control.

The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and that the mailing qualifies for the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation.

I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment. *Privacy Notice:* For information regarding our Privacy Policy visit [www.usps.com](http://www.usps.com).

Signature of Mailer or Agent	Name of Mailer or Agent	Telephone
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## Mailer's Certification

- **Certification also specifies (in part) that income derived from the sale of products or services advertised in the mailing is not subject to Unrelated Business Income Tax (UBIT).**



## Mailer's Certification

- **Mailing accepted at nonprofit rates based on mailer's certification, unless material is ineligible for other reasons**
  - Must be Standard Mail (not First-Class Mail)
  - Must not be ineligible cooperative mailing
  - Must not contain **TIF**

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**DMM 703.1.6.6f**



## Mailable Low-Cost Products

- **Low-cost products are mailable at nonprofit rates**
  - Maximum value of a low-cost item is established each year by IRS
    - 2011 maximum “low-cost” value is **\$9.70**

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**DMM 703.1.6.11a**



## Mailable Low-Cost Products

- **Value is actual cost to authorized nonprofit organization**
  - Donated or contributed items do not have to meet definition of a low-cost item
  - Organization's publication that meets definition for a Periodicals publication mailable at nonprofit rates

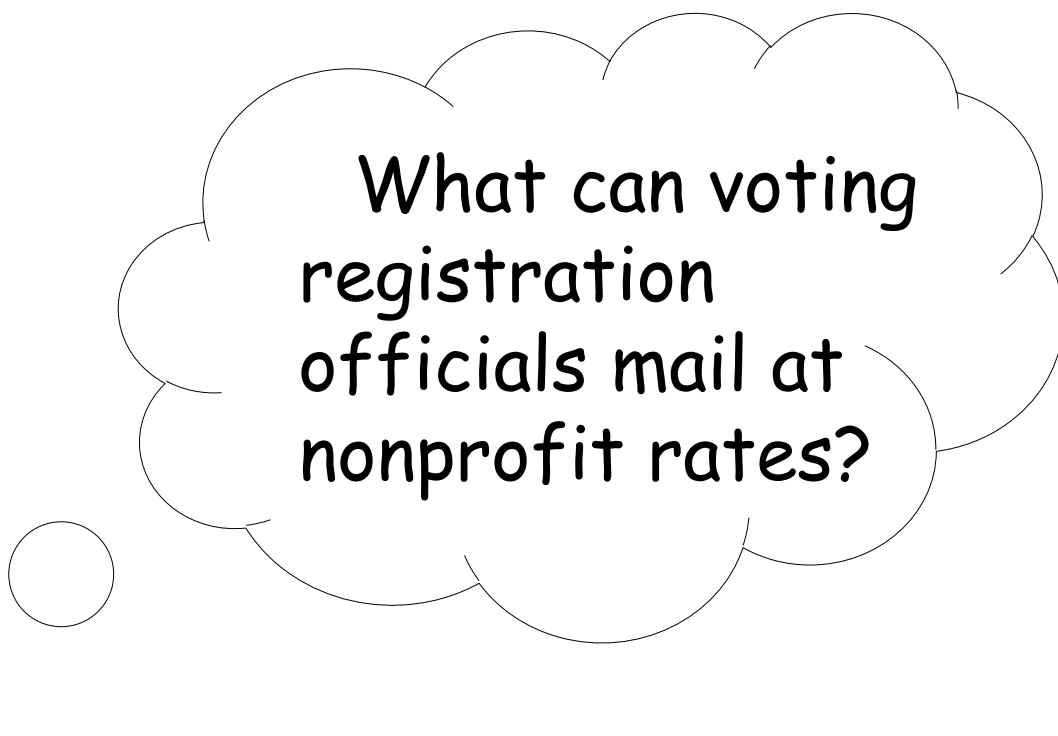
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**DMM 703.1.6.11b & c**



# Voter Registration Officials

- **1993 legislation extended nonprofit eligibility to state and local voting registration officials**



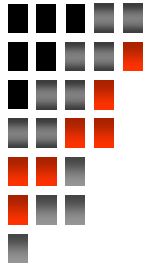
What can voting registration officials mail at nonprofit rates?





## Voter Registration Officials

- **CSR PS-310 discusses what materials voting registration officials may mail at nonprofit rates**
  - Must meet same standards that apply for other authorized nonprofit mailers
    - Must be Standard Mail
    - Must not be ineligible cooperative mailing
    - Must not contain **TIF** and
  - The mailing must be required or authorized by the National Voter Registration Act of 1993



# Voter Registration Officials

- **Voting registration officials *certify* that the mailing complies with the Act by signing the postage statement**

**Certification**

The mailer's signature certifies that: (1) the mailing complies with DMM E670; (2) the income derived from the sale of any products or services advertised in the mailing is not subject to the Unrelated Business Income Tax (UBIT) and any products and services advertised are substantially related to the nonprofit organization's authorized purpose within the meaning of 39 U.S.C. § 3626(j)(1)(D)(ii)(I) and 26 U.S.C. § 513(A); (3) the mailing, if made by a voting registration official, is required or authorized by the National Voter Registration Act of 1993; and (4) it will agree to pay, subject to appeal, any revenue deficiencies assessed on this mailing. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control.

The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and that the mailing qualifies for the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation.

I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment. *Privacy Notice:* For information regarding our Privacy Policy visit [www.usps.com](http://www.usps.com).

Signature of Mailer or Agent	Name of Mailer or Agent	Telephone
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**DMM 703.1.6.12 & 13**



# Questions?

***Thanks for Attending!***

