



USPS Ruling on the use of non-profit automated standard postal rates that have giving history when used to encourage ongoing giving to a non-profit entity

From internet: <http://pe.usps.com/text/dmm300/703.htm#wp1113628>

1.6.7 Other Matter

An authorized nonprofit organization's material is not disqualified from being mailed at the Nonprofit Standard Mail prices solely because that material contains, but is not primarily devoted to:

- a. Acknowledgments of organizations or individuals who have made donations to the authorized organization.
- b. References to and a response card or other instructions for making inquiries about services or benefits available from membership in the authorized organization, if advertising, promotional, or application materials for such services or benefits are not included. For purposes of this section, descriptions of membership benefits available as a part of membership, including the use of adjectives, terms, conditions, and brand names, are permissible when they are a minor part of a solicitation or renewal request for membership payments. For purposes of this provision, "minor" is defined as "less than half." Measurement is made in accordance with [707.16.0](#) and [707.17.0](#). The solicitation or renewal request in which, to a minor degree, membership benefits may be promoted is considered to include only a printed letter to prospective members or current members whose membership is about to expire, and not to any separate, distinct, or independent brochure, circular, flyer, or other documents. Such separate documents will be considered advertising if they contain any advertising, promotional, or application materials. *Exception:* A separate document prepared by the qualifying organization, consisting of one sheet, will be considered to be part of the solicitation letter if it describes the organization's membership benefits and the solicitation letter does not describe the organization's benefits but instead refers the reader to the separate document.