

# MTAC UG#8 Meeting Notes

June 10, 2014

## Earned Value 2014

- Due to change in Postal One release date credits will be released on August 25<sup>th</sup>
- Credits will expire on Jan. 31<sup>st</sup>, 2015. Original date was December 31, 2014
- Participants will be informed via email and other communication vehicles

## Color in First Class Mail Transactions promotion

- Reviewed CCR codes and dates
- Do companies need to obtain approval of each message if running multiple messages?  
Is a mock up ok?
  - suggested that they send in everything for review (want to check placement and messaging) but will have the program office write response
  - Elke told them that the Program Office only needed to see the message

## Mail Drives Mobile Commerce

- USPS is seeking customers planning to participate in the Priority Mail rebate to act as testers for tracking (contact Krista if interested)

## UG8 survey

- Survey being sent today from [mailingpromotions@usps.gov](mailto:mailingpromotions@usps.gov) Includes questions about post promotion surveys, full service requirement and UG 8 meetings
- shortened Branded Color survey

## Proposed 2015 Promotions

- 2015 calendar is in the development phase and has not been presented for executive approval
- Proposed list will be added to presentation and sent to the group
- Group comments:
  - Interest in opening promotions to more FCM participation
  - need more lead time to encourage FCM participation
- 1<sup>st</sup> Class Fundraising Promotion
  - developed internally—soliciting industry feedback
  - For FCM letters sent solely for fundraising.
    - Must also include BRM or CRM
  - leaning towards 15% discount
  - USPS plans to touch base with political mailers
  - **QUESTIONS and Comments**
    - Nonprofit only? could be for profit as well
    - Is this for political fundraising only or can missing kids or cancer organizations participate? All of the above are included
    - Concern about costs to mailers who are not currently using BRM/CRM, what is the cost of BRM and insertion/preparation? Is the cost offset by the discount amount?
    - Can this promo and Earned Value be claimed at the same time? A: yes
  - USPS has concern about interest – price jump from Nonprofit Standard Mail to FCM letter rate. Comments from group:
    - 15% would probably gain interest

- nonprofit sometimes like their pieces to arrive first class
  - open to shapes and flats if enough interest
  - not tying use of BRM or CRM to promotion
- Can donate through online or phone as well but must have enclosure
- Discount is upfront discount on the outbound mailpiece (the BRM/CRM mail is not discounted)
- Q: Would a college catalog fundraiser that solicits donations where proceeds would be used to fund charitable cause be eligible? A: the USPS would need more information to make a determination
- Color Trans promo 2015
  - Comments from group:
    - Personalized color messaging is difficult
    - Adding addition promo requirements in 2015 may be a stretch