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MEMBERSHIP

ENGAGEMENT: WHAT DOES IT REALLY MEAN?

If you look for synonyms, you get words like *Participation*, *Involvement*, *Attachment* and *Belonging*. All of these are action words — designed to give you something (membership) by your own actions.

Here's what you can do to help yourself and your Postal Customer Council (PCC) to grow:

Participation: Attending programs, networking events, and even reading the materials you get from your local PCC or National PCC emails means that you're participating in your own education and growth. Now, take it one step further and try forwarding these materials to others who could also benefit.

Involvement: Have you ever considered helping your local or national PCC? There is always room for a good speaker, facilitator, committee person, leadership volunteer or business sponsor. Do you know an industry leader with expertise on a specific topic who would benefit your group? Would you consider serving on a PCC Executive Board, reaching out to other groups to speak on behalf of the PCC, or even joining a Mailers Technical Advisory Committee (MTAC) User Group? Involvement starts with saying *Yes* and reaching out to those who have a need. A great way to start is with your local PCC Industry and Postal Chairs. Go [online](#) to find their contact information and get involved today!

Attachment: Do you walk into a meeting and feel a little lost because you don't know anyone? Or are you the one who knows everyone in the room? Either way, the ability to network at events can help you connect with others. If you're the type who knows everyone, you can use that great skill to find people who don't have a network. Better yet, for postal members, you can reach out to invite new mailers — and introduce them to others with similar stories and issues. For those who don't feel comfortable coming into a new experience, may we give you one tip? Try asking the first person you see if she is a PCC member. If yes, you can ask why she joined. If no, ask why she hasn't joined. Either way, you've just started a conversation. And the more questions you ask, the more you'll learn and grow. By the next meeting, you'll definitely have new friends to become "attached" to. (Just talk to some long-time PCC members — those

friendships have lasted through jobs, kids and life.)

Which brings us back to that final synonym: **Belonging**. We all want to belong to something — why not make it your goal to truly *belong* to your PCC in the year ahead?

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EDUCATION

WHAT WE DO TO HELP YOU

The primary role of the Postal Customer Council Advisory (PCCAC) Education Subcommittee, along with the PCC Program Office, is to provide value to PCC members and their companies through targeted education and training programs.

One way the subcommittee determines what educational content is released to PCCs is through education and training surveys, as well as the Postal Customer Cafes. The committee received over 590 responses to the April 2015 survey — and the results are being used to help prioritize subcommittee projects.

One of the survey questions asked what type of presentations the PCCs preferred? Workshops (PowerPoint presentations) given in person by a speaker was chosen by 75 percent of respondents. The Education Subcommittee has been working diligently to continue releasing workshops-in-a-box that are beneficial to PCCs. Some of the upcoming workshops include *Business Mail 101*, *Mailpiece Design* and the *Mailability of Lithium Batteries and Hazardous Materials*.

The committee is beginning to develop workshops tailored to nonprofit mailers and colleges and universities. They're also looking to incorporate local issues into educational content.

If you'd like to become a member and share your creative ideas with the PCCAC Education Subcommittee, please send an email to the PCC mailbox at PCC@usps.gov and describe your role in your local PCC.

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COMMUNICATION

CHANNELS AND KEY RESOURCES

The Postal Customer Council Advisory Committee (PCCAC) Communications Subcommittee is primarily responsible for facilitating communication between Headquarters and PCCs — and providing PCCs with the resources to communicate with their local membership and other PCCs. We have reinstated monthly PCC Customer Cafés, established a PCC calendar of events, and are currently working on a PCC microsite where PCC Executive Council members can access important information and high-value collaterals that had previously been available only on BlueShare.

An important new feature this year is the [PCC tab](#) on the RIBBS home page, where you can access information on the PCCAC, the PCC Charter and [Publication 286](#). You will also find links to past issues of *PCC Insider*, information on the LinkedIn PCC Pilot Discussion Group, and a link to subscribe to the PCC National Database. The PCC tab is updated frequently and represents your best one-stop shop for current information on PCCs. We encourage you to bookmark the site and check back often.

This month we would like to introduce you to another group featured on RIBBs: the **Industry Engagement and Outreach Team**. If you want to talk about your *one-stop shop*, these guys have it all. The mission of the Industry Engagement and Outreach Team is to provide communication and education for the mailing industry. As part of that mission, they publish the [Industry Resource Guide and USPS Area and Headquarters Contacts Guide](#). Let's take a quick look at these resources:

The *Industry Resource Guide* is an up-to-date list of contacts on just about any subject that you could imagine. It has links and phone numbers to nearly every group with an interest in mailing: Area Focus Groups, MTAC, PCCs, *Domestic Mail Manual* (DMM) Advisory and Office of the *Federal Register*. It also contains links to advisory groups with expertise in technical areas like Barcode Certification, Business Mail Acceptance, and the Automated Business Reply Mail (ABRM) Tool.

The Industry Engagement and Outreach Team is also responsible for coordinating Area Mailing Industry Focus Groups that “*serve as a vehicle for communications between customers and the Postal Service, advocating issues and supporting the needs of the First-Class, Periodicals and Standard Mail industries.*” If, as they say, “all politics is local,” then the mailing equivalent would be our Area Focus Groups, because they bring a national connection home to you. Area Focus Groups keep the lines of communication open between districts, local mailers and headquarters on important issues that impact USPS and the mailing industry. If you want to get involved and make a difference, then attend an Area Focus Group meeting. Additional information can be found here: [Area Mailing Industry Focus Group Calendar](#) and [Focus Group Co-Chairs and Coordinators](#).

On behalf of the members of the PCCAC Communications Subcommittee, we would like to thank everyone who has participated in the PCC Customer Cafes. Please let us know how we're doing and what else we can do for your PCC.

We are excited about our journey. If you have any ideas or suggestions, please let us know at PCCFeedback@usps.gov.

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POLICY

PCC GUIDELINES TO CHARITABLE ACTIVITIES

With the Holiday Season fast approaching, it's a good idea for PCCs to review federal regulations governing charitable activities.

With certain limitations, PCCs may engage in charitable activities, as follows:

All charitable activities must adhere to the Postal Service's Community Service Activities Policy (CSAP). A completed CSAP application should be submitted to the Area Vice President (AVP) through the Postal co-chair. PCCs should note that the AVP cannot approve activities that are otherwise prohibited by federal regulations, such as the Standards of Ethical Conduct for Employees of the Executive Branch, the Combined Federal Campaign (CFC)* regulations, or the Conduct on Postal Property regulations. For more information on federal regulations, interested PCCs should contact the PCC National Program Office.

If a charitable activity is approved by an AVP, industry members of the PCC may solicit and collect in-kind contributions only. PCCs must organize and conduct all related activities on non-postal property and industry members must avoid making any representation that they are acting on behalf of the Postal Service.

Postal Service employees may participate in related activities to the extent their participation is approved through the CSAP program. Likewise, the use of postal resources (i.e., workhours, vehicles, etc.) for such activities is limited to those resource allocations approved by an AVP. Postal members of a PCC may also make voluntary personal contributions of goods to an approved CSAP program.

In addition to the prohibition against soliciting or collecting cash, the CSAP will not permit a PCC to redirect PCC funds to finance any charitable cause, scholarship, relief or assistance fund, insurance program, hardship loan, political activities, gifts or other causes or activities not directly related to the PCC Mission. (Publication 286, Charitable Endeavors, page 15.)

SPECIFIC DEAR SANTA PROGRAM GUIDELINES

The Dear Santa program was designed as a letter writing program. PCCs wishing to participate in a Dear Santa program should make application to the AVP through the CSAP program as set out above.

To learn more about PCC charitable activities, PCCs should go [HERE](#) for complete information.

***CFC is the only authorized solicitation of employees in the federal workplace on behalf of charitable organizations.**

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NOTICES

NATIONAL POSTAL FORUM 2016 MONTHLY HIGHLIGHT

Plan now to attend the National Postal Forum (NPF) in Nashville, TN.

- ✓ **Dates:** March 20-23, 2015
- ✓ **Theme:** *Tune in to Success*
- ✓ **PCC Opening Session:** Sunday, March 20
- ✓ **PCC Reception:** *It's back!*
- ✓ **NPF Registration:** Register today at npf.org to take advantage of early savings.

NEWLY RELEASED PCC WORKHOPS-IN-A-BOX

- ✓ Every Door Direct Mail (EDDM)
- ✓ Lithium Battery and Hazardous Materials

Note: All PCC workshops-in-a-box are posted on RIBBS [HERE](#).

PCC members participating in programs such as Executive Mail Center Manager and Mail Design Professional have earned the following certifications:

PCC CERTIFICATION PROGRAMS

Participating PCC Members Earning Certification (Fiscal Year 2016 Year-to-Date)

- | | |
|---------------------------|----|
| ✓ Washington Metropolitan | 11 |
| ✓ Greater St. Louis | 33 |
| ✓ Greater Oklahoma | 6 |
| Total | 50 |

YOUR LINKS TO MAILING RESOURCES

[U.S. Postal Service](https://usps.com): usps.com

[National PCC Network](https://usps.com/pcc): usps.com/pcc

[RIBBS](https://ribbs.usps.gov): ribbs.usps.gov

Questions? Comments? [Send an email](mailto:pcc@usps.gov) to pcc@usps.gov

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