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MEMBERSHIP

MEMBERSHIP DRIVES

It's the time of year to start thinking about your next membership drive!

How do you find new members? Do you host a membership luncheon? Do you mail applications to prospective members?

There is no right or wrong way to manage your membership drive. However, here are a few tips that you may not have considered:

1. Send a membership packet in the mail and explain the program in detail.
2. Be sure to include a cover letter in your packet that highlights the benefits of membership. Mention your mission statement and have both co-chairs sign the letter.
3. Include testimonials from key members about the value of being a PCC member. Positive testimonials can be powerful.
4. We all want new members. But don't forget your current members are important too. Review your list of current members and consider calling them to discuss renewal.
5. At every luncheon or event that your PCC sponsors, remind the audience about membership and keep applications on hand.
6. With every postcard you send, always mention membership. For example, "Go to our website to join." Repetition works.
7. Streamline the application process by using online registration programs. This will make it is easier to capture information and manage funds.
8. Make sure everyone on your board knows what the letters "PCC" stand for. This may sound silly, but it has been explained, incorrectly, in many different ways. Your PCC Executive Board members are your best sales force for your Postal Customer Council (not Postal Consumer Committee...). At board meetings, develop a standard sales pitch, one that everyone knows and feels comfortable using.
9. Make sure you have a membership committee. Challenge the committee to come up with other creative ways to retain and grow membership.

These are just a few ideas. For more brainstorming, check with other PCCs. Call the PCC co-chairs and/or postal administrators and ask how they handle membership duties. Or visit their PCC websites. There are a lot of PCCs out there with fantastic membership programs. Reach out and ask how they do it!

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EDUCATION

JANUARY 2017 PRICE CHANGES WEBINAR

One of the most popular requested webinar topics for the PCC Advisory Committee Education Subcommittee is regarding price changes. We took this feedback to heart and brainstormed the best way to present this material in a timely manner. Instead of giving you the postal perspective, we want you to hear directly from industry experts.

We have partnered with Mark Fallon and Jeffrey Jordan from the Berkshire Company, a consulting firm that specializes in mail and document processing strategies, to host a webinar that provides an industry perspective on the January 2017 price changes.

The new postal rates for Competitive and Market Dominant products go into effect Sunday, Jan. 22, 2017. In addition to the pricing changes, there will be preparation, classification and weight allowance changes taking place. Will you be ready?

The webinar will review these changes and offer tips and strategies to take advantage of the new price structures. The presentation also includes a checklist to help ensure a smooth transition.

Registration is required for participation.

Price Changes Webinar

Tuesday, Dec. 20, 2016

12 p.m. | Eastern Standard Time (New York, GMT-05:00) | 1 hr

[Register here.](#)

After your request has been approved, you'll receive instructions for joining the meeting.

[Join WebEx meeting](#)

Meeting number: 740 716 199

Meeting password: PCC2016

Join by phone:

Call-in toll-free number: 1-855-8607461 (US)

Call-in number: 1-678-3172063 (US)

Conference Code: 681 383 6497

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COMMUNICATION

PCC BOOT CAMP IN PHILADELPHIA



Participants at the PCC Boot Camp in Philadelphia.

More than 50 postal and industry PCC leaders recently participated in a PCC Boot Camp held in Philadelphia. The boot camps are designed to provide communications, policy, education and membership training for PCC leaders. The first one was conducted at the 2016 National Postal Forum in Nashville, TN. Since then, boot camps have been held in Tampa, FL, Washington, DC, Dallas, TX, and Boston, MA. They are ideal for postal leaders who are new to the PCC network — to help them become familiar with the intricacies of running a PCC. They also can assist experienced PCC administrators and managers looking for new tools and growth strategies.

The boot camp's keynote speaker, USPS Chief Operating Officer David Williams, challenged members to develop strategies to increase their PCC participation levels. "To ensure the continuing success of your PCC, I am encouraging all of you to identify key focus areas for your PCC, and to have a call-to-action with your executive boards and members to ensure you're providing the type of educational programming that appeals to them." Dr. Joshua Colin, Eastern Area VP, who hosted the boot camp, added, "The partnership gives the PCC industry members a channel to express their thoughts and views about how the Postal Service can enhance the customer experience, and make mailing with the Postal Service seamless and easy."

Boot camps are hosted by the National PCC Advisory Committee members, both postal and industry, and are managed through the Office of Industry Engagement and Outreach in Marketing at Headquarters. The sessions allow time for attendees to ask questions and to share experiences. There also is a PCC self-assessment that attendees complete to help them determine their specific training goals, establishing a baseline to help PCCs excel to the next level. After completing the boot camp, attendees become certified PCC boot camp professionals. Judy de Torok, manager, Industry Engagement and Outreach, stated, "The ultimate goal of the PCC Boot Camps is to provide a platform for the mailing industry and the Postal Service — to improve communications and knowledge about USPS services and products, so that we can all grow the mail."

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POLICY
ADMINISTRATION

GUIDELINES FOR PCC CHARITABLE ACTIVITIES

The holiday season is 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 (PS Form 3337-A, *Community Service Participation Pre-event Evaluation*) should be submitted to the Area Vice President (AVP) through the Postal co-chair only. 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, and/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., work hours, 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. (See [Publication 286, PCC Program Policies and Rules, Charitable Endeavors, page 15.](#))

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

CSAP Application link: <http://blue.usps.gov/formmgmt/forms/ps3337a.pdf>

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NOTICES

PCC BOOT CAMP SCHEDULE

Day	Date	Area	Location
Thursday	Feb. 9, 2017	Northeast	New York, NY
Thursday	Feb. 16, 2017	Pacific	Sacramento, CA
Thursday	March 23, 2017	Pacific	Los Angeles, CA
Wednesday	April 12, 2017	Great Lakes	Carol Stream, IL
Tuesday	April 25, 2017	Capital Metro	Charlotte, NC
Wednesday	June 14, 2017	Western	Denver, CO
Wednesday	July 12, 2017	Western	Seattle, WA

PCC POSTAL CUSTOMER CAFE – DECEMBER 2016

Wednesday, EDUCATION 1 p.m. EST [Register here](#)
Dec. 21 3 p.m. EST [Register here](#)

PCC WEEK 2017

- **Sept. 25-29, 2017**

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YOUR LINKS TO MAILING RESOURCES

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

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

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

Questions? Comments? [Send email](#) to pcc@usps.gov

[Sign up](#) for PCC Insider

[Sign up](#) for PCC National Database