

Dear Manager, Product Classification:

I am writing on behalf of **[your organization]** in response to the USPS notice in the August 23 *Federal Register*. The notice reveals the Postal Service intends to propose a rule saying "... no merchandise or goods ..." will be permitted in Marketing Mail. If such items were to be mailed, they would require First Class, or other more expensive, postage. **[SEE NOTE 1]** We strenuously oppose any such new rule.

[Insert brief description of your organization and mission]. As a nonprofit mailer, our organization uses front-end and back-end premiums **[Choose either or both]** to **[Insert purposes for which you employ them - SEE NOTE 2]**.

If the rule USPS contemplates were proposed and implemented, it would eliminate the use of premiums in nonprofit fundraising mail. To illustrate the consequence, **[Insert here one, two, or three examples of your premium mailings and the attendant Marketing Mail postage cost. - See Note 3]**. We've done the analysis to determine the per piece postage cost would increase approximately 169% which is .25 cents per piece for our Nonprofit letter mail when we compare current Marketing Mail to 1st Class rates. There is a 379% increase which is approximately an additional \$1.43 when we compare a 6 oz. Nonprofit Marketing Flat to the 1st Class rates. As is obvious, we believe, the drastic difference in postage cost would overwhelm the relatively slim margins that are now sufficient to encourage our use of premiums in Marketing Mail fundraising. A switch to First Class is simply not an option.

We have invested time and money to develop a mail fundraising program that meets current standards. Our mailings have been approved repeatedly by USPS as in compliance with Marketing Mail classification specifications and we have reasonably relied on stability from the Postal Service's classification system to make our investment in these efforts worthwhile. The sudden elimination of premiums would cripple our mailing programs. The USPS says that it partners with us mailers. Springing a wholesale and drastic change such as contemplated here does not demonstrate collaboration. It is not how partners treat each other.

In the short run, if not also the long run, we would suffer substantial lost revenue and consequential lost resources for our programs and those we serve. It is not a foregone conclusion that alternative approaches in the mail would replace our use of premiums in Marketing Mail. To the contrary, the use of premiums in our mail packages is one of the reasons hard-copy USPS mail outperforms many digital options. Ruling out premiums would greatly devalue our postal mail and inevitably lead to a further migration from mail to alternative means of fundraising and membership development. The mail works for us *now*. But, you would be forcing this Hobson's choice on us.

We, like other nonprofit mailers, have long relied on our partnership with the Postal Service. We urge you to justify our reliance by declining to move this proposal any further.

Sincerely,

[Insert name, title, and address]