



Membership Cafe

July 25, 2018

Moderator: Leila LeVan PCCAC Industry Co-Chair Membership Committee



Is this how you and your board feel about increasing membership?





Topics for Today are:

- Recruitment
- Retention
- Reward



When thinking about increasing PCC membership, always remember:

“Any business is a potential mailer as mail is the #1 tool to help grow your business. It has a higher retention rate than email and other just visual offers.”



Recruitment: Who

- National/Regional companies with a presence in your area:
 - Manufacturers, Mailing Equipment Dealers, Envelope and Paper Suppliers, Software Companies, Direct Mail Companies, Temporary Personnel Agencies, Advertising Agencies
- Locally owned companies
- Utilities
- Government Agencies
 - Board of Elections, DMV
- Non-profits and associations
- Universities
- Companies who use mail (you will need the PO help with this)



Recruitment: Where

- Other PCCs – check their websites for ideas and if needed ask for referrals
Examples: Greater Dallas, Greater Boston, Greater Portland, Greater Baltimore, Northeast Florida, Central Missouri, and Heart of Illinois (each website has contact information)
- Chamber of Commerce
- Your local Non-Profit Associations
- Other business groups: Small Business Association, Rotary, Kiwanis, Toastmasters
- Your local business newspaper
- LinkedIn
- PO managers and large mailers for leads and introductions



Recruitment: How

- Face to Face Meetings (including presentations to business & non-profit groups)
- Direct Mail Solicitation
- Marketing Materials at the BMEU
- Marketing Materials for Postal Sales and Marketing employees
- Create incentives for board members and regular attendees to bring a guest. EX: Bring a Buddy Campaign
- Targeted marketing based on your topics and speakers



Greater Portland's Membership Brochure

Side 1

PPCC MISSION STATEMENT

Our mission is to create a network between business mailers, the U.S. Postal Service and vendors to enhance and improve mail operations and services in the Portland metropolitan area.

Becoming a member of the Greater Portland Postal Customer Council has privileges and benefits. Our organization strives to:

Foster and maintain a close working relationship between mailers and the United States Postal Service.

Share information about new and existing Postal Service products, programs, regulations and procedures.

Facilitate the interchange of ideas among mailers and Postal Service officials.

Help members and their organizations grow and develop professionally through focused educational programs.

Promote cooperation and support between members and others who are dedicated to quality and efficiency in the mailing industry.

Provide an enjoyable and rewarding opportunity to learn, network and grow.

OFFICERS

Industry Co-Chair, Scott Brenton Pacific Office Automation	503-367-7905 scott.brenton@pacificoffice.com
Postal Co-Chair, Joseph Yuson USPS	503-294-2203 joseph.a.yuson@usps.gov
Membership Chair, Marilyn Webber Natural	503-220-2355 marilyn.webber@nwnatural.com
Education Chair, Ellen Koch Key Bowes Presort	971-806-9029 ellen.koch@pb.com
Communication Chair, Katie Mandzij PacifiCorp	503-813-7496 katie.mandzij@pacificorp.com
Secretary, Andrez Posada Multnomah County	503-988-3533 andrez.posada@multco.us

US POSTAL SERVICE

Joseph Yuson 503-294-2203
Postmaster Fax 503-294-2248
PCC Postal Co-Chair

Lynn Yut 503-294-2338
Postal Liaison Fax 503-294-2304
PO Box 4029 ryutram@usps.gov
Portland OR 97208-4029

USPS SHIPPING SOLUTIONS

Brooke Hillard 503-294-2335
District Sales Manager

Michael Choate 503-294-2337
Shipping Solutions Specialist

Gail Halladay 503-294-2591
Senior Sales Executive

BUSINESS MAIL ENTRY

PO Box 2229 503-294-2417
Portland OR 97208-2229 Fax: 503-294-2596

Silvia Selden 503-294-5722
Mailing Standards Specialist

MONTHLY MEETINGS

General membership meetings are held the 2nd Thursday of each month from 9:00 am to 10:00 am.
Everyone is encouraged to attend!

Scan to discover the value of membership at www.gppcc.com



2018 MEMBERSHIP INFORMATION & BENEFITS

Strengthening our Mailing Community through Education, Networking and Industry Enrichment!

*2014 PCC of the Year
2009 PCC of the Year*

National award winning PCC achieving Education, Communication and PCC Excellence!

PO Box 2245 • Portland, OR 97208-2245
503-294-5730



WWW.GPPCC.COM



BENEFITS OF MEMBERSHIP

PCC EDUCATION

Behind the Scenes Tours Opportunity to tour other mailers and Postal Service operations and facilities.

Lunch and Learn Presentations about Postal products and services to help build your business.

Get Connected Webinars Providing educational enrichment right from your desk.

Professional Certification Program
Customized programs providing a certificate of completion.

MAIL SERVICE PROVIDER PROGRAM

Find a Mail Service Provider through the Greater Portland PCC Prepare and send your mail with the help of a mail service provider.

Enroll as a Mail Service Provider
Help connect customers mail-related services by enrolling in the PCC mail service provider program.



JOIN US!

Become part of the GPPCC mailing community. Take advantage of the benefits of membership. Give your business the advantage of knowledge, ideas and connections.



BENEFITS OF MEMBERSHIP

LEADERSHIP PROGRAMS AND BEST PRACTICES

PCC Recognition Programs Adding value and recognition to continuing education through nomination guidelines and forms.

Industry Enrichment Presented at monthly meetings offering real world experience and practical applications from those in the mailing industry.

PCC Best Practice Find out what other PCCs are doing to be successful. Share your best practices with others.

POSTAL NEWS AND COMMUNICATIONS

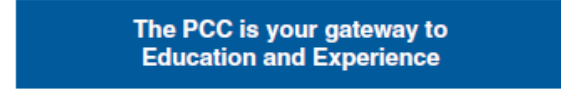
PCC Insider National electronic newsletter providing the latest in products, services and technology.

MailPro Free bimonthly publication for mail professionals.

Mailers' Technical Advisory Committee (MTAC) Advice and recommendations from mailers on mail-related products and services.

USPS National News Easily access national news and announcements on gppcc.com.

For questions regarding the GPPCC or membership, contact Lori Southwick at 503-294-5730 or email at lori.a.southwick@usps.gov.



2018 GREATER PORTLAND POSTAL CUSTOMER COUNCIL MEMBERSHIP APPLICATION:

Membership must be renewed annually – Please make checks payable to GPPCC
 General Membership
 Corporate Sponsor – \$150 annually *Contributing sponsorship is from January to December*
 Other Contribution \$ _____
 Corporate Sponsorships can be paid via Pay Pal from our website. Simply go to www.gppcc.com to make your payment today!

MEMBERSHIP INFORMATION

Name _____ Company Name _____
 Mailing Address _____ City _____ State _____ Zip+4 _____
 Phone _____ E-mail _____
 Additional contacts you would like to add:
 Name _____ Company Name _____
 Mailing Address _____ City _____ State _____ Zip+4 _____
 Phone _____ E-mail _____
 Name _____ Company Name _____
 Mailing Address _____ City _____ State _____ Zip+4 _____
 Phone _____ E-mail _____

Mail completed form with corporate sponsorship or other contributions to Greater Portland PCC, PO Box 2245, Portland, OR 97208-2245
 If an invoice is required to process the renewal please email teamu@psps.org with your request.



Heart of Illinois Mailing Campaign to Increase Membership

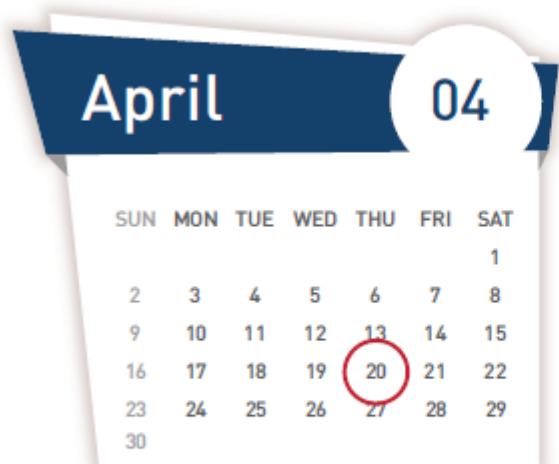
The Postal Service and the Mailing Industry definitely know the impact of direct mail so we felt our best option was to use the mail to reach potential new members. Through much discussion with our Heart of Illinois Executive Board, we came up with the idea of a “Pass It On” invitation.

- A workshop was selected that would benefit all types of businesses, using the EDDM Workshop-In-A-Box presentation.**
- In keeping with our standard and recognizable invitation design, we mailed two copies of the invitation in one envelope to our membership, which outlined the details of our workshop.**
- The mailing panel section of the first invitation simply had instructions to the current HOIPCC member to manually address the second invitation to a non-member and drop it in the mail.**
- The mailing panel of the second invitation was left blank to be filled in by that member.**
- The G-10 permit was used to simplify the process of passing it on – simply fill out the address section of the name and address of the new invitee and drop it in the mail stream.**

The following four slides are the mail piece described above.



Mark Your Calendar



PASS IT ON

Enclosed you will find a second invitation to our April workshop. This is your opportunity to invite someone new to experience the benefits of our PCC. Please address the second invitation and be sure to include your name under the calendar so they know who sent it.

The postage is prepaid, so drop it in the mail today!



www.hoipcc.org

Mark Your Calendar

Thursday, April 20th, 2017

8:00 am

Peoria Post Office

95 State St

Peoria IL



visit www.hoipcc.org

Printed by **bopi** print+

Heart of Illinois Postal Customer Council

April 2017 Workshop

FIND THE CUSTOMERS THAT MATTER MOST.

Join us for a discussion on Every Door Direct Mail (EDDM) where we will discuss a cost-effective way to saturate a localized area and get your marketing messages directly into the hands of consumers. Use this service to promote sales and events, announce grand openings, send coupons or special offers and so much more.

Please register at your first convenience

website: <http://www.hoipcc.org>

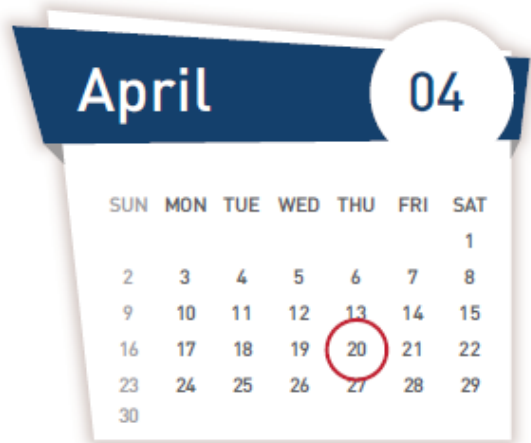
phone: 309.671.8857

email: boardmembers@hoipcc.org



First-Class Mail
Postage & Fees Paid
USPS
Permit No. G-10

Mark Your Calendar



Invitation compliments of:



www.hoipcc.org

Mark Your Calendar

Thursday, April 20th, 2017

8:00 am

Peoria Post Office

95 State St

Peoria IL



visit www.hoipcc.org

Printed by **bopi** print+

Heart of Illinois Postal Customer Council

April 2017 Workshop

FIND THE CUSTOMERS THAT MATTER MOST.

Join us for a discussion on Every Door Direct Mail (EDDM) where we will discuss a cost-effective way to saturate a localized area and get your marketing messages directly into the hands of consumers. Use this service to promote sales and events, announce grand openings, send coupons or special offers and so much more.

Please register at your first convenience

website: <http://www.hoipcc.org>

phone: 309.671.8857

email: boardmembers@hoipcc.org



Retention: Add Value

- Create membership levels
 - General membership is always *free*.
- Corporate Membership* can have a cost which includes perks.
 - Cost could range from \$250.00 to \$1000.00 depending on your market.
 - Examples: Give 2 free tickets to major events, gift, discounted tickets to all events.
- Individual Membership is less expensive with less costly perks.
 - Cost could range from \$100.00 to \$200.00 depending on your market.

*Bragging Rights: Your company is on display.



THE BENEFITS OF MEMBERSHIP

The GDPCC offers four membership levels. Each level offers specific advantages. Regardless of each level, all members receive the following BASE BENEFITS:

- Company-wide membership plan, not per employee
- Luncheon discounts per attendee (can be applied to multiple employees from a member company)
- Receive all newsletter and postcard mailings
- Receive “urgent” industry news email alerts
- Discount to Annual National Postal Forum
- Direct link to USPS managers
- Direct link to other mailers and industry peers



THE BENEFITS OF MEMBERSHIP

- Networking opportunities at social events like annual golf tournaments
- Access to USPS training facility
- Education – seminars, luncheons, round table discussions
- Mail Center Management Training Course
- Customer service and leadership training
- Learn “new” mailing, shipping, sorting and logistic practices
- Learn about emergency and disaster planning



Home	About Us	Leadership	Membership	Contact Us	Calendar
----------------------	--------------------------	----------------------------	-----------------------------------	----------------------------	--------------------------

Platinum Level: \$500	Gold Level: \$250	Silver Level: \$100	Bronze Level: \$50	Luncheon Sponsor: \$150
------------------------------	--------------------------	----------------------------	---------------------------	--------------------------------

Along with the BASE BENEFITS, Platinum Level Members receive:

- Advertisement in ONE Highlight Newsletter during the year. Your company will be featured in each newsletter
- Member Listing in ALL Highlight Newsletters
- Special recognition at ONE Luncheon during the year & "Booth" at ONE luncheon near registration table
- Seat at head table at ONE Luncheon
- VIP at GDPCC National PCC Day conference
- First choice of booth space
- First choice of sponsorship options
- VIP recognition at GDPCC Golf Tournament
- Recognition at ALL Luncheons
- Engraved membership plaque
- Listed on GDPCC website (home page and on Platinum Level page with hyperlink to company website)



Corporate Sponsors	PREMIERE Membership: \$40 annual fee, individual member. Receives reduced cost on educational sessions and industry events, will receive both print and electronic version of newsletter, invitations to events and networking opportunities with industry experts and postal officials, and earns points for professional certification. Will also receive membership certificate, name listed on website, and priority registration to all event. Additionally Premiere members will receive invitations to "member only events".
Events	
Membership	
Membership Levels	CORPORATE Membership: \$150 annual fee, unlimited members. Receives reduced cost on educational sessions and industry events, print and electronic version of newsletter, invitations to events, networking opportunities with industry experts and postal officials, and earns points for professional certification. Will also receive membership certificates, names (unlimited) listed on website, and priority registration to all events. Additionally, Corporate members will receive invitations to "member only events".
Online Registration - PayPal	
Offline Registration - Mail In	
Membership Directory	
Help	
Newsletter	CORPORATE Sponsorship: \$250 annual fee, unlimited members. Corporate sponsors will be recognized at all events, and their company logo will be on Greater Boston PCC website with a link. Receives reduced cost on educational sessions and industry events, print and electronic version of newsletter, invitations to events, networking opportunities with industry experts and postal officials, and earns points for professional certification. Will also receive membership certificates, names (unlimited) listed on website, and priority registration to all events. Additionally, Corporate Sponsors will receive invitations to "member only events".
News/Links	
Photos	
Presentations	
Contact	



Retention: Communication

- Calendar of events
- Direct Mail of each event
- Email reminder one week prior to the event
- Include a RSVP and payment vehicle on your website



EX: Calendar of Events

GBPCC

GREATER BALTIMORE POSTAL CUSTOMER COUNCIL

The Greater Baltimore Postal Customer Council (GBPCC) is a postal-sponsored organization that promotes a business partnership between mailers and the U.S. Postal Service. To find out more about the GBPCC and member and sponsor opportunities please visit greaterbaltimorepcc.org!

Join the GBPCC at these events so you can become a mailing expert too! The GBPCC helps members stay up-to-date on the latest changes and developments at the USPS and offers tips and guidance on how to mail smarter. Reserve your seat at these exciting events today!

2018 CALENDAR OF EVENTS

<div style="background-color: #4F7942; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">MARCH</p> <p style="font-size: 10px; margin: 0;">Mon. 3/5 • 11AM-12PM</p> <p style="font-size: 8px; margin: 0;">Seamless Acceptance & the Mailers Scorecard & Plant Tour of Baltimore's Processing & Distribution Facility</p> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">APRIL</p> <p style="font-size: 10px; margin: 0;">Thurs. 4/5 • 11AM</p> <p style="font-size: 8px; margin: 0;">Webinar - Mail Piece Design presented by Stanfod Gibbs, USPS Mail Piece Design Analyst</p> <p style="font-size: 10px; margin: 0;">Wed. 4/18 • 9:30AM</p> <p style="font-size: 8px; margin: 0;">Plant Tour of H.G. Roebuck & Son Printing to see Heat-Set Web Presses and how FlatsMail is printed!</p> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">MAY</p> <p style="font-size: 10px; margin: 0;">May 6-9</p> <p style="font-size: 8px; margin: 0;">National Postal Forum, San Antonio, TX</p> <p style="font-size: 10px; margin: 0;">Thurs. 5/15 • 11AM</p> <p style="font-size: 8px; margin: 0;">Webinar - The Check is in the Mail - Tracking Response & Reply Mail with Informed Visibility presented by Dave Lewis, President of SnailWorks</p> </div>
<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">JUNE</p> <p style="font-size: 10px; margin: 0;">Fri. 6/1</p> <p style="font-size: 8px; margin: 0;">Annual Spring Membership Meeting at Conrad Ruth Villa</p> <p style="font-size: 10px; margin: 0;">Fri. 6/15 • 7:05PM</p> <p style="font-size: 8px; margin: 0;">Networking Night at the Baltimore Orioles vs Miami Marlins, Camden Yards</p> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">JULY</p> <p style="font-size: 10px; margin: 0;">9AM</p> <p style="font-size: 8px; margin: 0;">Breakfast with the Postmaster, Sponsor Appreciation. Please visit our website for details as they become available.</p> <p style="font-size: 10px; margin: 0;">July 17-18</p> <p style="font-size: 8px; margin: 0;">PCCAG Bootcamp, Baltimore, MD</p> <p style="font-weight: bold; margin: 0;">AUGUST</p> <p style="font-size: 8px; margin: 0;">Summer break, no events scheduled</p> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">SEPTEMBER</p> <p style="font-size: 10px; margin: 0;">September 25-28</p> <p style="font-size: 8px; margin: 0;">National PCC Week Event, Johns Hopkins</p> </div>
<div style="background-color: #D9534F; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">OCTOBER</p> <p style="font-size: 8px; margin: 0;">Networking Event Please visit our website for details as they become available</p> </div>	<div style="background-color: #D9534F; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">NOVEMBER</p> <p style="font-size: 10px; margin: 0;">9AM</p> <p style="font-size: 8px; margin: 0;">Breakfast with the Postmaster. Please visit our website for details as they become available.</p> </div>	<div style="background-color: #0070C0; color: white; padding: 5px; text-align: center;"> <p style="font-weight: bold; margin: 0;">DECEMBER</p> <p style="font-size: 10px; margin: 0;">Friday 12/7</p> <p style="font-size: 8px; margin: 0;">Annual Fall Membership Meeting at Martin's East</p> </div>

For additional information or to register for these events, please visit our website at www.GreaterBaltimorePCC.org or contact Lisa Sparrow at lisa.x.sparrow@usps.gov or call **(410) 347-4493**



EX: Postcard

A postcard for a golf tournament. The background is a blurred image of a golf club head. The central text is contained within a white oval. A red circular callout on the right side of the oval contains promotional text. The bottom of the postcard features a blue box with contact information.

13TH ANNUAL
Richard J. McKillop
MEMORIAL
GOLF TOURNAMENT

PRESENTED BY  **NORTHEAST FLORIDA**
POSTAL CUSTOMER COUNCIL

FRIDAY May 4th
TEE OFF: 8 AM
SHOTGUN START

\$100
HOLE SPONSOR SLOTS!
GET YOUR NAME ON
HOLE SIGNS AND ALL
PRINTED MATERIAL

COST: \$75 PER PLAYER
This includes range balls and practice area; lunch; green and cart fees; and full use of the club's facilities. (Those who don't wish to play golf can enjoy lunch at \$20 per person.)

FORMAT: CAPTAINS CHOICE
(All players hit a shot; select the best one, then everyone hits again from that spot, continuing until the ball is putted in the hole.) There will be 3 flights with 1st & 2nd place winners in each.

MULLIGANS: 3 FOR \$10.00
(Mulligans allow you an extra shot.) Available for purchase at the door.

ST. JOHN'S GOLF & COUNTRY CLUB
205 St. Johns Golf Drive
St. Augustine, Florida 32092
Phone: 904-940-3200

Take Exit 329 off I-95, onto County Road 210 and head west turn left at the second light, approximately 1 mile.

SPONSOR OPPORTUNITIES

- Door prizes: Everyone attending will be given a ticket and be eligible for drawings. Your company will be recognized as the donor of the prize or prizes.
- Goody bags: Provide items such as pens, golf tees, golf balls, memo pads, candy, gum, etc. (Products with your name and logo are welcome.)
- Longest drive: Two winners, one for men and one for women.
- Closest to the pin: Two winners, one for men and one for women.
- Dixon Golf special challenges: win golf balls; drivers; discount coupons; & more!

CONTACT: Dan Lawlor, Proforma at 904-759-2165 or dplawlorsr@gmail.com, for more information on how to become a sponsor. Make checks payable to NEFLPCC, 1100 Kings Road, Room 309, Jacksonville, Florida 32203-9000 or PayPal is available on our NEFLPCC website.

We are very excited about this event! Your support and participation is greatly needed and appreciated.



EX: Follow-up email reminder.



Join us at St. John's Golf & Country Club for a fantastic day of golf, networking, great food, and prizes galore! For those whose "swinging" days (clubs, that is) are over – then still join the group for lunch – but don't just show up for lunch. Come early and enjoy the grounds, relax and network. Monday, April 30th is the deadline for all payments and registrations. You definitely want to attend this premier event. More info below including Event Coordinator Dan Lawlor's contact info. See you there! <http://www.northeastflpcc.com/event/13th-annual-mckillop-memorial-golf-tournament/>



Retention: Events

- Provide: Postal Knowledge, Professional Development and Personal Growth
- Interesting speakers and topics
- Education
- Networking and appreciation events
- Variety: your membership is varied so must be your topics
- Location and time should be consistent and convenient
- Create excitement



Retention: Follow-up

- First time guests should be recognized.
- First time guests should leave with a calendar of events and a marketing piece and a small gift.
- A designated board member should be responsible for sending a quick thank-you note after a guest's visit.
- Be sure to capture their contact information so that they are included in your mail list and email list.
- If a member has missed two meetings, find out why.



Reward: Recognize

- Board members, Postal employees and first time guests should be recognized at every meeting.
- Board members, corporate members and sponsors should be recognized in print and on your website.
- Personal and professional achievements should be highlighted at events.
- Spotlight a member/company at your meeting.



Reward: Appreciation

- You need members who will donate goods and services so show them appreciation with recognition in marketing and awards.
- Create awards for years of service as well as above and beyond (Companies like to put their awards on display).
- Remember that thank-you cards, get well cards and/or flowers, congratulations cards, and sympathy cards and/or flowers are always appreciated (and remembered).



Valuable Resources

- PCCAC Committee Members
- Other PCCs both around your area and throughout the country
- <http://postalpro.usps.com/> - Here you will find:
 - Previous Cafes
 - Membership Toolkit
 - Generic PCC marketing materials
 - Workshops-in-a-Box
 - PCC best practices

Remember you do not have to reinvent the wheel. We are here to help!



PANELISTS

- PCC Industry Member of the Year, Co-Chair Cheryl Oltman, Heart of Illinois PCC
- Large Market PCC of the Year, Vice-Chair Glen Sawyers, Greater Charlotte PCC
- Large Market PCC of the Year, Industry Co-Chair Scott Brenton, Greater Portland PCC
- Large Market PCC of the Year, Judy Antisdell Industry Vice Chair PCCAC and Industry Co-Chair Greater Baltimore PCC
- Jean C Lovejoy, District Manager, Western New York USPS