



The *Addendums* are not meant to replace *Publication 286: Postal Customer Council Program Policies and Rules* (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this addendums document conflicts with Publication 286, Publication 286 governs and controls.

Publication 286 Addendums

Table of Contents

Fundraising Guidelines	2
Meeting and Event Sponsorship Guidelines.....	4
PCC Access to and Use of Mailing Lists and Other List Data.....	6
Use of PCC Logo and Other Postal Service Intellectual Property.....	8
PCC Network Branding.....	10
Guidelines for PCC Charitable Activities	11



This *Fundraising Guidelines Addendum* is not meant to replace *Publication 286: Postal Customer Council Program Policies and Rules* (“Publication 286”). *Publication 286* is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by *Publication 286*. To the extent that anything in this Addendum conflicts with *Publication 286*, *Publication 286* governs and controls.

Publication 286 Addendum

Fundraising Guidelines

(October 2008)

*This summary of guidelines for fundraising of Postal Customer Councils (PCCs) is qualified by and subject to the Program Policies and Rules set forth in **Publication 286**.*

Sources of PCC Funds: Sources of PCC funding include membership fees, sponsorship donations of cash, goods and services, and fees collected through educational seminars and vendor shows.

The following are highlights of some of the rules pertaining to PCC fundraising:

Solicitation: Postal Service employees may not participate in the solicitation of cash, goods, services or any other gifts (a) on behalf of the PCCs or (b) in connection with any event held, sponsored or organized by the PCCs.

Membership fees: PCCs may charge reasonable annual membership fees. Postal Service employees are not subject to membership fees.

PCC Mission Related: PCCs are not intended to operate as profit-making organizations. Each PCC is to function on a break-even basis. PCC funds may be used only for activities directly related to the PCC Mission. All PCC activities must be approved by the PCC Executive Board in accordance with the bylaws.

Types of Events: Acceptable types of events include: educational workshops for local mailers, special event fund-raisers such as group outings or team sporting events connected to networking, and vendors shows where PCC members are invited to set up booths for a fee and display their products and services that have a relationship to Postal Service products and services and the PCC Mission. Competitors may not be exhibitors or speakers at PCC events, shows and activities.

Prize Drawings, Raffles, etc.: Prize drawings and raffles may only be conducted if participants are not required to pay any sort of fee or amount to enter and, if conducted through the mail, must comply with postal lottery and sweepstakes laws, 18 U.S.C. §§1301-1302 and 39 U.S.C. §§ 3001, 3005. Postal employees who participate in PCC events are not eligible to receive awards, prizes, free admission, or other gifts unless such awards, prizes, etc. are paid for in their entirety with Postal Service funds.

Contests or Gambling: Contests, casino nights and any other forms of gambling **are not** permitted at PCC events and functions or as a fundraising mechanism for PCCs.

Prohibited Use of PCC Funds: A PCC may not use its funds or solicit cash or monetary contributions to fund charitable causes, scholarships, relief or assistance funds, insurance programs, hardship loans, political activities, gifts, or other causes or activities not directly related to the PCC Mission.

Acceptance of Donations: Industry members of the PCC may accept donations of cash, goods and services for the use of the PCC in fulfilling its Mission, if the donations are for the benefit of the PCC as a whole, are voluntarily offered, and if the donor receives no special consideration or favor in return for such donation. However, donations and sponsorships to the PCC offered by competitors may not be accepted. Because Postal Service employees are subject to the Standards of Ethical Conduct for Employees of the Executive Branch, they are not authorized to accept any gifts, donations or otherwise, on behalf of the PCC.

Acknowledgement of Sponsorships and Donations: Acknowledgment of sponsorships and donations may take the form of a listing of business names and/or business logos, or individual names accompanied by basic contact information (physical address and mailing address, if different, general phone number, email address, and/or web site address) and must include the following statement: "No endorsement by the Postal Service or the PCC is given or implied by this acknowledgement." Additionally, prior to publication of the acknowledgement, donors/sponsors must, in writing, confirm that the PCC has permission to use any business name and/or business logo, etc. and must warrant as to certain other matters. The agreement is available through the PCC website. Appropriate acknowledgment of donations or sponsorships may appear in PCC publications, mailings, materials or other communication media, including PCC event signage or individual PCC web sites.

This Meeting and Event Sponsorship Guidelines Addendum is not meant to replace Publication 286: Postal Customer Council Program Policies and Rules (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this Addendum conflicts with Publication 286, Publication 286 governs and controls.

Publication 286 Addendum

Meeting and Event Sponsorship Guidelines

(December 2008)

*This summary of guidelines for sponsorship of Postal Customer Councils (PCCs) meetings is qualified by and subject to the Program Policies and Rules set forth in **Publication 286**.*

Meetings and events of the PCCs may not be jointly sponsored. Please read on for a more detailed explanation of why **not** and of what PCCs **can** do to foster collaboration among members and business customers.

Meeting Presentations: A PCC meeting or event often includes subject matter experts from the mailing industry. Many of the best PCC presentations discuss the postal and industry side of the issues and challenges that both the Postal Service and its business customers face. These types of meetings and presentations are appropriate and encouraged. However, the PCC must be careful not to endorse a company or its products during these presentations, other than the Postal Service or its products and services. Also, eligible event speakers must not use the PCC function for personal gain or to promote their individual products, services or business. PCCs must also avoid showing preference by using the same non-postal subject matter expert repeatedly to the exclusion of others who would also be eligible to speak on relevant topics.

Acceptance of Donations: Industry members of the PCC may accept donations of cash, goods and services for the use of the PCC in fulfilling its Mission, but only if the donations are for the benefit of the PCC as a whole, are voluntarily offered, and if the donor receives no special consideration or favor in return for such donation. A jointly sponsored meeting or event would provide a select donor or sponsor with unauthorized special benefits and status (for example, being publicly named as the joint sponsor), and the rules clearly prohibit this. So, although appropriate donations in support of a meeting or event are acceptable and may be acknowledged as discussed below, joint sponsorship of a meeting or event is not acceptable.

Acknowledgement of Sponsorships and Donations: As a reminder, acknowledgment of sponsorships and donations may take the form of a listing of business names and/or business logos, or individual names accompanied by basic contact information (physical address and mailing address, if different, general phone number, email address, and/or web site address) and must include the following statement: “No endorsement by the Postal Service or the PCC is given or implied by this acknowledgement.” Additionally, prior to publication of the acknowledgement, donors/sponsors must, in writing, confirm that the PCC has permission to use any business name and/or business logo, etc. and must warrant as to certain other matters. Logo display must be the same size. Appropriate acknowledgment of donations or sponsorships may appear in PCC publications, mailings, materials or other communication media, including PCC event signage or individual PCC Web sites.



One final cautionary note is that *Publication 286* makes it clear that competitors of the Postal Service are not eligible to be event speakers or to exhibit at vendor shows or other PCC functions, and competitors may not make donations or be sponsors of PCC events. Such competitors may be members of the PCCs.

If you have any questions about these guidelines, please refer to *Publication 286* or send an email to pcc@usps.gov.

This PCC Access to and Use of Mailing Lists and Other List Data Addendum is not meant to replace *Publication 286: Postal Customer Council Program Policies and Rules* (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this Addendum conflicts with Publication 286, Publication 286 governs and controls.

Publication 286 Addendum

PCC Access to and Use of Mailing Lists and Other List Data

(March 2017)

Summary

This article will outline the rules regarding use and disclosure of mailing lists by PCC members and other name and address data of PCC members and potential PCC members. It is important to note that, for the purposes of this section, a PCC is distinct from the individual third parties that are members or potential members of the PCC. PCCs must fully adhere to the legal restrictions regarding name and address data and mailing list publication and use. Proper handling of this data is essential to maintaining the trust and confidence of Postal Service customers. If such lists are not properly protected or are used inappropriately, the Postal Service may be liable under federal law or have contractual liability to a supplier. Both the Postal Co-Chairs and those PCC members who have been granted access to such lists must be aware of these restrictions and adhere to procedures designed to protect this data from unauthorized disclosure or use. In addition, postal personnel are responsible for: (a) providing proper privacy notices when collecting information from PCC members or potential PCC members; (b) ensuring that PCC members sign nondisclosure agreements (NDAs) covering these mailing lists; and (c) documenting each PCC’s strict adherence to all NDA requirements.

The PCC Membership List

The PCC membership list, consisting of name, address, and other data for PCC members, is a Postal Service list and is subject to postal privacy policies, including the Privacy Act of 1974, and other restrictions on disclosure contained in the Postal Reorganization Act and in the Handbook AS-353, *Guide to Privacy, the Freedom of Information Act, and Records Management*, § 5-2d.

All PCC membership lists must be protected from unauthorized disclosure and may only be used for the purpose authorized. A PCC membership list must always be maintained on an information system (e.g., computer or database) under the control of the Postal Service, except when the list is maintained by a PCC member pursuant to an NDA. PCC members who are maintaining a list pursuant to an NDA must take care to safeguard the list and must not import the list into databases that they maintain for purposes other than PCC business exclusively. The PCC membership list may be used only for PCC business, such as newsletters and meeting notices. PCCs and PCC members are prohibited from disclosing membership lists to the public. If you receive a request for a PCC list from a member of the public, please contact the PCC Program Office as soon as possible.

In order to ensure that the list remains protected from public disclosure, a PCC member must sign a nondisclosure agreement (NDA) before being given access to the list to use for PCC business. Additionally, an NDA must be signed by any outside source that uses the list (e.g., a list provider or similar mailing industry entity with whom an industry PCC member contracts for PCC business). The approved nondisclosure agreement is available at <https://postalpro.usps.com/pcc#section-4>. Note that a PCC industry member cannot execute any document on behalf of the Postal Service or the PCC. A valid NDA is one signed by a duly authorized Officer of the Postal Service (or a Postal Service employee to

whom the Officer is permitted to delegate his or her authority) on behalf of the Postal Service, and by the PCC industry member on his or her own behalf. If the PCC member plans to share the data with other individuals at his or her company, including maintaining the list on a company system, the company, through its authorized representative, will also have to sign the NDA.

Other Postal Service List Data

The Postal Service may not share lists of names and addresses that are maintained by the Postal Service with PCC members, with the exception of the PCC mailing (membership) lists as set forth above. Thus, no other Postal Service customer lists (for example, permit lists) may be shared with PCC members or accessed by them.

Restricted Use of Non-Postal Service Lists

The Postal Service may from time to time make other non-Postal Service data available to the PCC members for the sole purpose of mailings designed to attract new PCC members. The Postal Service may receive name and address data from outside sources (for example, data that comes from list providers) that, by the terms of the relevant contract with the supplier, the Postal Service is permitted to share with the PCCs. In such cases, the information may only be made available to the PCCs by the PCC Program Office, who will first confirm with the Privacy and Records Office and Corporate Law that such sharing is permissible.

In these approved cases, the Postal Service will need to ensure that any PCC member who obtains access to this data understands that it may only be used for legitimate PCC business purposes and may not otherwise be disclosed or used. This requires that the PCC member enter into a separate nondisclosure agreement with the Postal Service that confirms the confidential nature of the data, sets forth its limited use, and otherwise requires compliance with the relevant supplier contract limitations. Note that this supplier-related nondisclosure agreement is a separate and distinct nondisclosure agreement from any NDA used in connection with a USPS PCC membership list (as discussed above). This special version NDA must be obtained through the PCC Program Office whenever it is needed.

Duties of Postal Personnel

Postal personnel (either the Postal Co-Chair or other Postal Service employees) must ensure that PCC members strictly comply with the terms of each nondisclosure agreement; simply obtaining a signature on the NDA is not enough. Ongoing record keeping of such compliance will work to protect the confidential nature of these lists, and (in the case of supplier-provided lists) protect the Postal Service from contractual liability. Record keeping activities will include:

- Keeping copies of all signed NDAs;
- Reviewing the terms of the NDA with the PCC participant or member who signs it, to ensure that the PCC participant or member understands all of the restrictions that are contained in the NDA (including, for example, restrictions against disclosure of the list information to others and restrictions against using the list information for any purpose other than the PCC business specified in the NDA); and
- Directing that the list information be returned to the PCC Program Office or the Postal Co-Chair after the contemplated uses have expired and that all copies of the list be destroyed.

Note that the PCC Program Office may, from time to time, request documentation that the duties listed above are being continually carried out. If you are in doubt about whether it is appropriate for a PCC member or participant to have access to list information or whether a particular use of list information is appropriate, you should always contact the National PCC Program Office for advice before taking any further action.



This Use of PCC Logo and Other Postal Service Intellectual Property Addendum is not meant to replace Publication 286: Postal Customer Council Program Policies and Rules (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this Addendum conflicts with Publication 286, Publication 286 governs and controls.

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Use of PCC Logo and Other Postal Service Intellectual Property

(July 2009)

The Postal Service brand is much more than a logo or a word. It’s the sum of all the tangible and intangible characteristics in verbal and visual messaging that makes Postal Service products and services unique to consumers, employees and other stakeholders. The brand is not only the image that the Postal Service projects but also how customers perceive the Postal Service.

The Postal Service and the PCCs must protect the legal interests that the Postal Service has in the national PCC logo and in other Postal Service intellectual property, such as the Postal Service Corporate Signature, by following the *Postal Service Postal Customer Council Graphic Guidelines*, as well as the *Publication 286* rules, both of which are available at <https://postalpro.usps.com/pcc>.

Every PCC should take time to review with its membership the Graphic Guidelines. The Graphic Guidelines are not just written rules about usage of the national PCC logo. The Graphic Guidelines contain illustrations of, and templates for, exactly how the logo can be used on letters, on envelopes, and on shirts, hats and souvenir items. The Graphic Guidelines also contain valuable information on PCC web site standards.

In general, all PCC publications, mailings, materials, and other communication media, including individual PCC web sites that are linked <https://postalpro.usps.com/pcc>.

, must be consistent in theme and purpose with the PCC Mission and are subject to approval by the local PCC Executive Board. Additionally, PCC materials must: (1) be consistent with the Postal Service’s intent to maintain neutrality on religious, social, political, legal, moral or other public issues; (2) not be obscene, deceptive, or defamatory of any person, entity, or group, nor advocate unlawful action; and (3) not harm the public image, reputation, or good will of the Postal Service nor otherwise be derogatory or detrimental to the interests of the Postal Service. Any questions about whether a proposed publication is consistent with this policy must be referred to the PCC Program office.

PCCs shall not, without the prior written permission and consent of the Postal Service, use any Postal Service intellectual property, including, but not limited to, the use of trademarks, service marks, logos, icons, trade names, trade dress, and materials subject to copyright protection, including, text, content, illustrations, photographs, stamps, and other images, owned by the Postal Service or originating from a Postal Service source. PCCs may use the PCC logo on a limited number of materials pursuant to a license provided in the Graphic Guidelines. However, PCCs must seek permission to use all other Postal Service intellectual property, such as the Postal Service Corporate Signature, from USPS Rights and Permissions, which can be found at: <http://about.usps.com/doing-business/rights-permissions/welcome.htm>.



All of the PCCs should maintain a practice of properly using and displaying the national PCC logo and must avoid using other Postal Service intellectual property without first obtaining permission as required. Please refer to the Graphic Guidelines and the *Publication 286* (03/07 version) for more detailed instructions. If you have questions, please the PCC Program Office at pcc@usps.gov.

This PCC Network Branding Addendum is not meant to replace *Publication 286: Postal Customer Council Program Policies and Rules* (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this Addendum conflicts with Publication 286, Publication 286 governs and controls.

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PCC Network Branding

(February 2011)

According to *Wikipedia*, “**Corporate branding** refers to the practice of promoting the [brand name](#) of a corporate entity, as opposed to specific products or services. The activities and thinking that go into corporate branding are different from product and service branding because the scope of a corporate brand is typically much broader. It should also be noted that while corporate branding is a distinct activity from product or service branding, these different forms of branding can, and often do, take place side-by-side within a given [corporation](#). The ways in which corporate brands and other brands interact is known as the corporate [brand architecture](#).” *Wikipedia*. (Source: (2017, February 1). In *Wikipedia, the Free Encyclopedia*. Retrieved 15:25, April 26, 2017, from https://en.wikipedia.org/wiki/Corporate_branding.)

As United States Postal Service (USPS)-sponsored organizations, each Postal Customer Council (PCC) is responsible for building and sustaining the USPS / PCC Network brand. The USPS brand is the sum of all the tangible and intangible characteristics in verbal and visual messaging that makes its products and services unique to consumers, employees and other stakeholders.

The PCC logo is a symbol of the PCC and presents a certain look and feel for the organization to customers. As such, the PCC logo may be used only on PCC envelopes, PCC postcards, PCC letterhead, PCC business cards, PCC newsletters, PCC websites, PCC clothing, and PCC office items. With that in mind, the National PCC Program Office and the USPS’ Brand Equity and Design Office are requesting all PCCs to review their stationery, documents, products and other items to ensure the correct PCC logo is being used.

PCCs should be using the Registered ® symbol instead of the Common Law ™ symbol following the national PCC logo. If needed a copy of the correct logo may be obtained from the PostalPro/PCC Portal at <https://postalpro.usps.com/pcc>. To learn more about the various uses of the national PCC logo and other USPS intellectual property, please go the PCC Graphic Guide at <https://postalpro.usps.com/pcc>. The guide also provides specific instructions for the use of the national PCC logo in both small and large sizes including font, dimensions, color, and placement of the logo on envelopes, postcards, Microsoft Word templates, newsletters, etc. PCC logos The national PCC logo should always be the same size as other displayed logos.

We know that we can count on each of you to make sure your PCC is using the correct national PCC logo on all applicable materials, including your local website.

This *Guidelines for PCC Charitable Activities Addendum* is not meant to replace *Publication 286: Postal Customer Council Program Policies and Rules* (“Publication 286”). Publication 286 is the authoritative document governing the Postal Customer Councils, and this Addendum is subject to and qualified by Publication 286. To the extent that anything in this Addendum conflicts with Publication 286, Publication 286 governs and controls.

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Guidelines for PCC Charitable Activities

(November 2016)

Prior to the holiday season it is 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 PCC *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 2016, 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>