

# Membership Tip of the Month



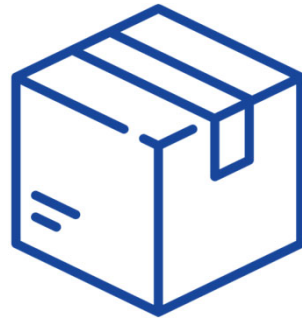
## How Do You Spell Postal Customer Council? B-M-E-U !

### ❖ Value of the BMEU

- Consistent Interaction with Customers
- Trustworthy Reputation
- Gateway to the Industry

### ❖ Ways to Promote

- Membership Applications
- Fish Bowl / Business Card Box
- Flyers/Promotional Items
- Feature BMEU Managers at events



Business Mail Acceptance

If your BMEU team isn't promoting the PCC to its customers on a regular basis, it is a missed opportunity. This group interacts with large and small mailers and shippers, as well as new customers, providing a consistent touchpoint to grow your local PCC's membership. The BMEU is a valuable aspect of growing your district's PCC(s) because of their trustworthy reputation making them a gateway to potential new members from their unique position in the USPS organization.

BMEUs have several ways to effectively promote PCCs:

1. Have PCC **Membership Applications** on file for interested prospects.
2. Have a **fishbowl** or **small box** on site for customers to leave their business cards when interested in knowing more info.
3. Keep **flyers** and **promotional** items available for mail drivers to bring back to the company owners and value decision makers.
4. Let BMEU Managers **speak at events**, even if they aren't the keynote speaker, just a few moments for them to interact is invaluable.

Leveraging your BMEU for PCC promotions can be a very effective way to see a boost in attendance at PCC events and increased membership.

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## Membership Letter Templates

The Membership Letter Templates are revised and posted on PCC *BlueShare* in the Resources Folder.

❖ Letters can be used for:

- Membership Drive (Recruiting New Members)
- Where are You? ( Occasional Attendees)
- Challenge Members (Bring a New Guest)

Customize the letter to match your PCC and your initiative

<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

Membership Letter templates provide a framework for PCCs to communicate with new members and existing members. Tailoring the message when communicating with specific membership groups improves response rate, and increases engagement as well.

Templates can be found on the BlueShare page under the PCC Resources tab (navigate to “Building a Successful PCC,” and open the “General Membership” folder to find the “Membership Recruitment Letters” folder), link as follows:

<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>