

National PCC Mailing List



❖ Why?

- *PCC mailings lead by example that mail is important*
- *Provides an opportunity for PCCs to communicate with a unified message*

❖ How?

- *Comprised of individual mailing lists from all PCCs*
- *Will only be used for PCC mailings, not shared or distributed*
- *Relies on mailing list hygiene*

❖ When?

- *Mailing lists should be purged and cleaned by the end of Q2 (3/31/21)*
- *Mailing lists should be updated quarterly*

Is your PCC growing or, are your monthly meetings dwindling in numbers? Most PCC's have not seen the numbers that we would like to see. How do you stimulate interest? Sometimes, it takes a refresher...a reminder...a word of encouragement...a trip to Hawaii on a golf course with other members...well, that one may not happen!

At least once a year in a Membership Drive make every attempt to get a speaker that can attract multiple industries.

Examples: We were able to bring in the Lieutenant Governor as a guest speaker and ask him to speak on the growth of Oklahoma City. We also had the Chief of Staff for the Mayor's Office to speak at another Membership Meeting.

Once you have the commitment, start sending letters that are specific to the individual's circumstance/situation.

Membership Tip of the Month



How to Retain and Grow PCC Membership

- ❖ Annual Membership Drive
 - **Speaker Selection is key**
 - **Promote to Target Audiences**
- ❖ Communicate with Members
 - Regular attendees
 - Occasional attendees
 - New recruits



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Frequent Attendees



Who are those that you can **count on almost for every meeting?**

Executive Board • Regular Attendees • etc.

(SAMPLE LETTER)

The month of May has been designated as the Greater _____Postal Customer Council (____-PCC) Membership Drive month. This event is an annual opportunity to highlight the many benefits of the ____-PCC and the essential role it plays in the mailing industry.

Whatever reason you attend the ____-PCC, tell someone else about this great organization.

*We are asking you to **commit to bringing at least one new person to our Membership Drive** Business/Luncheon on May 22, 2021 at Oklahoma Publishing Company. Encourage your guest to stop by our membership table and we will do the rest.*

Occasional Participants



Who are those members that make **1-2 meetings a year** or may not come at all anymore?

Where do WE fit in YOUR  puzzle?

*In the past year have you attended one or more of the Greater _____ Postal Customer Council business meetings or, educational seminars? If you have, “thank you” and, we want to extend an invitation for you to keep coming to every meeting you can. If you haven't, **you have missed out on a lot of valuable information that pertains to the mail industry.***

The month of May has been designated as the Greater _____ Postal Customer Council (____-PCC) Membership Drive month. This event is an annual opportunity to highlight the many benefits of the PCC and the essential role it plays in the mailing industry.

We believe you are a vital part of making this organization successful, so get back into the swing of things and make a point to be one of the first to know what is going on in the mail industry. You may also find ways to utilize the United States Postal Service that you had not thought of before.

New Prospects



Who can you contact for the first time? *Chambers List • LexisNexis • etc.*

We would like to invite you and your organization to be a part of the Greater _____ Postal Customer Council. The Council plays an essential role in the mailing industry.

The purpose of the Postal Customer Council is to strengthen the working relationship between the United States Postal Service and its Customers. The _____-PCC offers events throughout the year, which enables members to further their mailing knowledge and network with postal managers and key members of the mailing industry.

*Members are interested in joining the _____-PCC for a variety of reasons; **(GIVE THEM THE WHY!)***

- Networking opportunities with other industry and business professionals.*
- Industry-specific resources with access to special programs and tools to help you manage your mail center and your mail.*
- Voice to local, district, and headquarters postal managers.*
- Numerous events throughout the year where you can highlight your business services.*
- Educational seminars, business luncheons and much more.*

PCCAC Membership and Recruitment Sub-Committee



Goals for 2021

- ❖ Expand outreach with regular publications in the **Area Updates**
 - **Area Updates** circulate to over 600K USPS employees
 - Brings visibility to craft employees and additional USPS employees
- ❖ Leverage the 2020 PCC Promotional Video to recruit new members
 - All PCCs should feature the video on their websites
 - Encourage PCCs to show the video at events and webinars
- ❖ Support PCCs with maintaining mailing list hygiene
 - Mailing lists serve as a central part of PCC Communications
 - Mailing lists need to be current and accurate for maximum results

Questions

