

CELEBRATING 60 YEARS OF THE PCC. PLEASE FORWARD THIS INFORMATION TO YOUR EXECUTIVE BOARD MEMBERS AND GENERAL MEMBERSHIP.

JULY 23, 2021

Marketing Your Special PCC Events with Pictorial Postmarks

PCCs have a great way to commemorate and enhance special events – Pictorial Postmarks.

If you are planning a special PCC event, consider commemorating it with a pictorial postmark. This unique special edition philatelic item will be available only at your event or by mail order. It will be a great hit with members who want a very special souvenir.

Consider the possibilities, Pictorial Postmarks can commemorate a wide variety of local PCC events such as:

- National PCC Day the time to start is NOW, we are approximately nine weeks away from September 22
- Golf tournaments
- Holiday luncheons
- Even your first "Back to Live" event!

You can create a cachet or envelope with a design in the bottom left-hand corner. This cachet would have the pictorial postmark and could be a source of generating revenue for your PCC.

Steps for planning your Pictorial Postmark event:

- 1. Ten weeks prior to the event submit PS Form 413 which contains:
 - Name and contact information
 - Description and dates of the event
 - Sponsor and artist release forms
 - Camera-ready artwork (see samples below) of postmark which must include:
 - The name of the temporary philatelic station
 - The word 'Station" or "Sta"
 - The City (spelled out)
 - The State (capital two-letter abbreviation) and zip code
 - The month, day and year when the postmark is offered
- 2. Submit to: PictorialPostmarks@USPS.gov

- 3. The request is reviewed by the program manager of pictorial postmarks. Then, it is forwarded and reviewed by the Postal editor of Postal Bulletin.
- 4. After it is approved the Postal Service, they will set up a temporary postal retail station in a secure, heavily traveled location that is easily accessible to customers. This station may consist of one or more tables, specially constructed booths or counters, or a mobile retail unit. The clerk applies your pictorial postmark to an item with sufficient First-Class mail postage. They may or may not be stocked to sell stamps.

For those who are unable to attend your event, the Postal Service provides mail-back service whereby customers can mail pre-stamped envelopes and cards to your designated Post Office to obtain the Pictorial Postmark cancellation. Requests must be made within 30 days of the event although the cancellation device must be kept for six months in case there are unforeseeable circumstances in which case PS Form 413 must be resubmitted with updated information. After that time the cancellation device must be destroyed.

Listed below are some ideas for PCC Day 60th Birthday Celebration Pictorial Postmarks and cachets. We invite you to copy and customize one of these designs for your PCC Day or feel free to create your own keeping in mind guidelines for PCC Logo use stated in the <u>PCC Identity</u> Style Guide located on the PCC BlueShare site.

Cachets are usually, but not required to be, created using a #10 envelope and can be produced by a local printer or inhouse. This may be a great sponsorship opportunity for one of your PCC members to make them for you. Cachets can be sold at your event or given out as a special "thank you".

Don't forget, we are just about 9 weeks away from September 22!

Celebrating 60 Years of the PCC Pictorial Cancellation





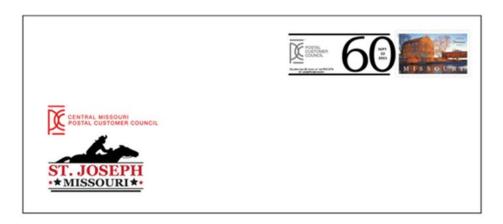








Examples of Cachets





*Refer to Publication 186 for a detailed guide for Pictorial Postmarks

https://about.usps.com/publications/pub186.pdf

If you need help or have questions: PCCMktg@usps.gvov

Stay Tuned......Get Connected and Grow!

Postal Customer Council Advisory Committee Communications and Marketing Sub-Committee

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Please visit us on the USPS <u>PostalPro</u> website.

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Industry Engagement & Outreach/USPS Corporate Affairs

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475 L'Enfant Plaza, RM 4411

Washington DC 20260

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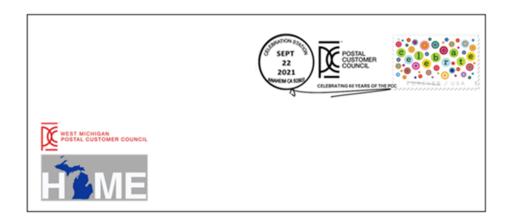






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