

**PCC Boot Camp: Best Practices**

**Policy:**

* Use recommitment letter for executive board members
* Use the USPS tax ID number (41-0760000) on your PCC banking accounts
* Select the appropriate person to be your postal co-chair (does not have to be the postmaster)
* Review by-laws annually
* Utilize board recognition letters (template on BlueShare)
* Host executive board meeting at an industry members place of business
* Conduct an annual financial audit

**Education:**

* Invite local postal leadership to be on a panel and answer PCC member’s questions (Town hall)
* Have a PCC member give an overview of highlights from the most recent National Postal Forum
* Host plant tourand have Postmaster/District Manager/Plant Manager cook/grill-out for lunch
* Consider hosting an event geared to a specific audience and advertise to them (e.g.,have a package workshop) instead of a one size fits all event
* Host Mail Design Professional (MDP) certification locally by your own PCC members
* Check the stamp First Day of Issue (FDOI) and see if you can host a PCC event in conjunction
* Host a “mail crawl” (visit different industry members businesses to see how mail is processed)

**Membership:**

* Consider offering tiered level sponsorships for companies who are members of your PCC
* Use a service to manage your PCC email account (opt-out)
* Have different committees in your PCC that focus on peoples strengths (e.g., table arrangement committee, public relations committee)
* Reach out to local colleges to get graphics art design assistance
* Host a “USPS Only” PCC meeting

**Communication:**

* Incorporate a game into your PCC event [e.g., Kahoot (or a similar program) allows you to play a game live with audience participation on your smartphone]
* Send out an annual sponsorship report
* Send a “ride along” mailpiece. Send a PCC invite to your member but include an extra invitation for them to send to a non PCC member
* Survey your membership after each PCC event to find out what information they want
* Make sure all of your communication has the same logo and look so people know it is from “the \_\_\_\_ PCC” (PCC branding)