PCC Membership Toolkit

Version 10.0, September 2020
Presented by: PCCAC Membership Committee

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Introduction

Membership is a vital aspect of any organization. It is and should always be the goal of the Postal Customer Council's® (PCC) to continuously look for ways to grow the organization.

We continue to explore ways to grow and add value to their membership. This Postal Customer Council Membership Toolkit is intended to help you with that effort. The toolkit contains best practices, templates, and more. These tools should assist you with your membership growth initiatives in ways that save time, money, and resources.

Do you have the need to write a letter to acquire new members; what about a new membership application; have you given thought to reaching out to your local Chamber of Commerce but do not know how to get started; and what about the need to provide the value of PCC membership to prospective new members? *Look no further!* You should review the content of this toolkit for help.

We hope all of you take advantage of this valuable resource to help grow your PCC membership.

Postal Customer Council Advisory Committee, Membership

Membership Definition

The Postal Customer Council Advisory Committee (PCCAC) defines membership as:
PCC membership consists of both Postal Service employees and representatives of the mailing industry. Membership is open to all business mailers who use the services of the Postal Service within the sponsoring Postal Service manager's geographic area. – Publication 286, Program Policies and Rules

It should be noted that it is optional to charge an individual or business a membership fee. Because of surveys conducted by the PCCAC in March of 2017, it is recommended that all PCC's consider structuring their PCC in a way that offer paid levels of membership.

PCC Advisory Committee, Membership

The PCCAC is to function as an oversight body, providing guidance on PCC practices and bringing PCCs together for mutual gain in accomplishing the PCC Mission.

The PCCAC Membership Subcommittee is responsible for this document and as such, we are open to suggestions and advice. It is a living document that will continue to grow and expand. So, please engage with us. You may contact the members of the PCCAC Membership Subcommittee by emailing pcc@usps.gov. You may also contact your PCC HQ Liaison. Information on how to contact your liaison is later in this document.

Mission Statement

It is important to always abide by the PCC Mission Statement. Make sure you regularly review the mission statement with your board of directors and that it is posted on your PCC website. The mission statement of every local PCC should mirror this mission statement:

- Promote local cooperation and support and to foster a close working relationship between the U.S. Postal Service and all businesses that use the mail to communicate and interact with their customers;

- Share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail; and

- Help PCC industry members and their organizations grow and develop professionally through focused educational programs.

Benefits of PCC Membership

There are benefits to connecting with a PCC. This nationwide network is a great way to get training, stay on top of mail innovations, and work hand-in-hand with a local Post Office to develop more effective, efficient, and profitable mailings.

Your local PCC offers these benefits...

- **Knowledge –** Gain knowledge about postal products, services, and tools to improve mail quality, as well as help grow your business

- **Innovative Ideas –** Learn about promotions and incentives that raise awareness of innovative mail uses

- **Expert Advice –** Hear about how to integrate and expand your marketing through the mail

- **New Sources –** Find new sources for acquiring mailing lists

- **Networking –** Network with other mailers, business mail service providers, and USPS executives and hear first-hand from others about how they use mail to be more efficient and profitable, as well as face the same challenges you face

- **Best Practices –** Leverage best practices to improve mailing effectiveness, efficiency, and profitability

PCC HQ Liaison

Each USPS Area has a liaison that you can use as a resource. Here are the names and contact information for each area.

2020 Postal Service Headquarters PCC Liaison Contact List

Area	Name	Email Address
Atlantic *(lead)*	Da Shiek Woodard	dashiek.f.woodard@usps.gov
Atlantic *(support)*	Judy Caldwell	judith.r.caldwell@usps.gov
Central *(lead)*	Sharon Barger	sharon.a.barger@usps.gov
Central *(support)*	Katrina Raysor	Katrina.r.raysor@usps.gov
Southern *(lead)*	Cathy Scocco	cathy.m.scocco@usps.gov
Southern *(support)*	Brian Corley	brian.corley@usps.gov
Western-Pacific *(lead)*	Lewis Johnson	lewis.l.johnson@usps.gov

Publication 286 and Bylaws

Every PCC board of directors must know and understand Pub 286 and the addendum policies that support it. Download it from https://postalpro.usps.com/pcc. If you have any questions about the document, reach out to the PCCAC Policy Committee by emailing pcc@usps.gov.

Equally as important to the success of your PCC is your own bylaws. Make sure each board member is aware and familiar with your bylaws.

It is recommended that you review Pub 286 complete with its addendums, plus your bylaws once per year with your board.

Value of PCC Membership

There is a very good PowerPoint presentation on PostalPro that speaks about the value of a PCC: https://postalpro.usps.com/pcc/valueofmembership. We recommend incorporating this presentation into your meetings once a year.

Another great audience for this presentation is your local USPS management who may not normally attend meetings or who may not know about the PCC. Make sure your local USPS Sales Team gets to see this presentation as well.

Board Commitment

It goes without saying that a business or an organization like a PCC cannot thrive, grow or be successful without great leadership. It is important to select individuals to be on your board that understand the commitment and privilege of being on a Board of Directors. You need people that are forward thinking and willing to donate their time.

See the appendix in this document for a copy of a "Board Commitment Letter". This can be modified to fit your PCC. Have each board member sign it each year. The Industry Co-Chair should keep all copies. This is a great way for board members to show their commitment to the PCC.

Membership Best Practices

A list of PCC best practices can be found at the best practices portal: https://postalpro.usps.com/node/4459 along with PCC Award winner submissions for the annual PCC Leadership Awards. The submissions are a great place to get best-in-class ideas for your PCC.

The following are Best Practices for a variety of membership initiatives.

Membership Committee and Chair

Every PCC should have a Membership Committee lead by a Membership Chair. The Membership Chair will work closely with all other committees and the Board to help develop strategies for membership growth.

Managing your Membership Database

Your mailing list IS your database.

You will find an excellent example of an Excel file of a membership database on PostalPro in the Best Practices link. It contains basic address information, but also allows you to capture more advanced information like membership levels, how long a particular company has been a member, email information, general comment info that may be useful down the road, like if someone offers to help at an event, and many more fields.   https://postalpro.usps.com/pcc

You can use multiple worksheets in your database to automatically calculate membership levels, which can be used to report membership growth at board meetings. Add useful comments about the person/business, track membership levels from previous years. Using this type of database gives you the power to grow your database and learn from previous years.

The following is an example of the record layout that all PCC's, at a minimum, should use for their database.

   a. PCC Name
   b. Primary First Name and Last Name
   c. Secondary First Name and Last Name
   d. Business Name
   e. Business Address 1
   f. Business Address 2
   g. City
   h. State
   i. Zip + 4
   j. Business Email
   k. Business Phone
   l. Industry Representation (Please associate one of the selections below to EACH company in your database).
        i. Automotive
        ii. Consumer Package Goods
        iii. Education
        iv. eCommerce
        v. Financial Services
        vi. Healthcare/Pharmaceuticals

           vii.   Government
          viii.   Mail Order/Catalogs
            ix.   Mail Service Provider
             x.   Manufacturing
            xi.   Printer
          xii.   Retail
         xiii.   Telecom/Utilities
         xiv.   Other, Explain with one or two words

   m. PCC Position - Indicate in your database who holds what Positions
             i.   Industry Co-Chair
           ii.   Industry Vice-Chair
          iii.   Postal Co-Chair
          iv.   Postal Administrator
            v.   Treasurer
           vi.   Secretary
          vii.   General Board Members
         viii.   Committee Members

Membership Growth Best Practices – QUICK TIPS

- **Reach out to your local United Way**: Offer to provide an annual session (no more than 1 hour) on Non-Profit Mailing 101. This session should focus on the definition of non-profit, the value of mailing to a clean list (increased your ROI, decreases waste, keeps donor and member information current), the incentives available (what they mean to them), EDDM, and even basics on size and shape options for maximum postage savings. It should be hosted by the United Way and include both an industry and postal speaker.

- **Use your local Chamber of Commerce**: Joining a Chamber of Commerce gives you access to a wide number of businesses – many of whom are not even aware of the power of the mail. Ask to speak at one of their events and use your time (about 15 – 20 minutes) to give them specific examples of how mail can work for businesses. Ideas could include package services, EDDM, list rentals, self-mailers, using a QR code, size and shape options, etc. Be sure to have handouts, including a sign-up sheet to join your PCC!

Membership Growth Best Practices – QUICK TIPS - Continued

- **Add value for your Sponsors and Mailers**: Survey your sponsors and mailers to determine what kind of programs their customers and prospects need. Arrange an event specifically for mailers to invite their customers and prospects to. The focus can be *Mailing Ideas for the Non-Mailer* and explain incentives, new mail piece design ideas, mail visibility and/or other applicable products and services. Invite your Sponsors and PCC members to contribute (not sell) through a panel discussion.

- **Enhance your mailings with a rented list**: When you have a specific topic for your program, you need to target specific mailers/businesses to attend. TIP: Sort your membership list by industry type. Do specialized training for specific industry.

- **Enhance your mailing lists by sending valuable information on programs to local newspapers, association newsletters, and business group websites**. This means you have planned in advance, as information usually needs to be submitted several weeks before an event.

- **Ask your sponsors to *link* to your PCC website**. Do not be afraid to ask your members to link their websites to your PCC website to enhance their website and provide opportunities for new mailers and businesses to find you.

- **Develop a flier, describing the benefits of your PCC, Your Business Mail Entry Units, Postmasters, Business Service Network Representatives and other PCC business members.** Review the Marketing Toolbox on our PostalPro website. https://postalpro.usps.com/pcc

- **Invite school participation.** Meet with local high schools, colleges and trade schools. If they have a design or business program, invite them to a special session on the value of the mail; ask the teachers/administrators to join the PCC, so their students learn about the industry. Use students to help with PCC committees, like communications; arrange to speak at local schools for a 20-minute presentation on a related topic – like *Business Mail – What is it; How to use it*.

- **Database Management.** Without routine maintenance, address databases deteriorate, at rate of over 2% per month - that's a 25% error rate in just one year! Always validate address accuracy at the *original point of data entry.* If you do not have software to accomplish this, you can use the Postal Service IMIM tool. Do not delay updating your database when you receive address corrections from your customers. *Diligence will save your PCC both time and money!*

Recognition Program

People like to be recognized for their accomplishments. Your audience will appreciate the recognition presentation and it may make a lasting impression on first time attendees to encourage them to come back to another PCC event. There are many ways to recognize people. Here are some suggestions:

- Recognizing PCC members that contribute to PCC efforts.
- Recognize board members publicly. Consider giving them a plaque or membership certificate at the end of each year.
- Recognize PCC "members" publicly.
- Recognize USPS "VIP's" to the audience. Remember, we are here to connect the USPS with the Industry. Introduce the BMEU Manager or the District Manager, etc. (anyone that you feel is important for the industry to know).
- Recognize community heroes. One particular PCC recognized a postal carrier who was on route when he saw a house on fire. He rescued the family inside the house, called 911 and waited till all was good. AND he finished his route. He was recommended and later included on the National Hall of Fame Wall at postal HQ's.

APPENDIX

Below are a variety of templates that you may find useful. All forms and document templates can be downloaded from PostalPro from the "Member's Portal" link or you may request any form from your PCC HQ Liaison.

These are recommended templates and can be modified to fit your PCC.

Generic PCC brochures have been created by USPS HQ and are currently available. They give a very good description of what a PCC organization is. To request some for your PCC, contact your PCC Liaison. Or download a PDF from http://postalpro.usps.com/pcc.

<PCC NAME> BOARD COMMITMENT LETTER

On this day_____(Date), I,_____(Name), with_____(Company) the undersigned, fully understand and do hereby agree that as an elected Executive Board Member of the <YOUR PCC> Customer Council, I will conform to and abide by the following:

1.   Attend all regular and special meetings of the Board when notified, unless prevented by circumstances outside my control.

    - Regular meetings are held on the_____of each month.
    - Membership on the board may be revoked if three consecutive board meetings are missed.

2.   Participate to the best of my ability in determination of policy and other matters coming before the Board; give full attention to issues and concerns of the <YOUR PCC> and vote on all issues submitted or proposed for Board action.

    - All recognized Board Members are eligible to vote including the Executive Board and all Directors from both the Industry and USPS.
    - Ad-hoc members can voice opinions, attend regular board meetings and events, however are not eligible to vote.

3.   Consider the business of the <YOUR PCC> and its members to be confidential in nature.

4.   Give all assistance possible to my fellow Board members and appointed officers of the <YOUR PCC> in the discharge of the duties of their offices.

5.   Should I ever find myself under obligation to any other group or organization, which is in conflict with the <YOUR PCC>, I shall disclose the conflict to the Board and refrain from voting on issues related to the conflict.

6.   Must actively serve on a PCC standing committee.

7.   I have read the <YOUR PCC> Bylaws and reviewed Publication 286 and acknowledge the purpose of each document.

8.   Acknowledge and support the PCC mission of helping to grow, not only the <YOUR PCC>, but ALL other PCC's locally as well as nationally.

Signed:_____Date: _____

USPS: ☐   Industry: ☐

PCC Goal setting Guide - GET OTHERS INVOLVED

Set Goals as an overall PCC and at a subcommittee level.

Set Goals of only 5 to 7 at a time

Make them specific:
Make sure they are aligned with goals and objectives of overall Mission statement
> Bad example: increase membership
> Good example: Add 50 new members

Make them measurable:
Quantify your results
> Bad example: Grew membership
> Good Example: Added 20 new corporate members

Make sure they're Agreed upon
Ensuring buy-in from both industry and postal is important

Make them Realistic:
Set goals just beyond a comfort zone. Take many small steps. Don't be over ambitious.
> Bad Example: Have headquarters speakers every month
> Good Example: Have educational events that include headquarter speakers once a Year.

Establish a Deadline:
Determine the date you will deliver on the goal.

Write them down:
This is Critical

Review Frequently:
Also critical, review at monthly board meetings. Always establish next steps.

Selectively Share: Share with team that's part of goal attainment. Possibly share with overall membership, may lead to recruitment of new board members.

Resources

- Postal Pro has replaced RIBBS. This is your source for all things PCC: http://postalpro.usps.com/

- Connect with other PCC's: http://about.usps.com/postal-customer-council/connect-with-a-pcc.htm

- National PCC Home Page: http://about.usps.com/what-we-are-doing/postal-customer-council/welcome.htm

- PCC Best Practices: Currently on Blue Share

- PCC Awards Criteria: Currently on Blue Share

- PCC Policies and Practices (Publication 286): http://about.usps.com/publications/pub286.pdf

- Industry Outreach: https://ribbs.usps.gov/index.cfm?page=industryoutreach

- MTAC Meetings and Presentations: https://ribbs.usps.gov/index.cfm?page=mtac

- Postal Explorer: http://pe.usps.gov/

- US Postal Service Business Mailing Pricing: http://dbcalc.usps.com

- Business Customer Gateway: https://ribbs.usps.gov/index.cfm?page=intellmailgateway

- USPS Service Alerts: https://about.usps.com/news/service-alerts/welcome.htm

- National Postal Forum: www.npf.org