

For Your Information

(No. 60)

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Subjects: USPS round-up; Partners event; Board members; 2007 solicitations; IRS online workshop; Founding member honored; Website update; State updates

Postage Rate Changes, Shipping Service Changes, Intelligent Mail Barcode, and Online PostalOne!

There is much to report in the realm of USPS news! As we reported previously (*IB 75*), May 12th brings another postal increase – first class letters will go up in price 1¢ to 42¢, and nonprofit Standard mail rates have a range of changes (a few decreases included). Also coming May 12th are changes involving shipping service prices. Of note: Express Mail will be switching to a zone-based system, and both Express and Priority mail shipments will have discounts for those using electronic postage. Also, there is a new edition of the Nonprofit Postage Statement (3602-N). It is available at www.usps.com/prices/postagestatements.htm.

The second piece of news is about the upcoming Intelligent Mail barcode system, proposed to be implemented May 2009 (originally scheduled for January 2009). This system will require mailers to use one of two new bar-coding method options to receive automation pricing on mailings and will start the phase-out of the Postnet Barcode.

Finally, the *PostalOne!* online system (available at www.usps.com/postalone/) will soon be usable by nonprofit mailers. The system *will allow nonprofit mailers to apply for authorization to mail at nonprofit rates and add additional mail entry sites electronically*. The pre-requisite is to be a registered *PostalOne!* user. The system is not yet operational but, when it is, will be a boon for nonprofit mailers that need authorization to enter mail at a new entry site quickly. ADRFCO staff and Partners attended a technical briefing on the new *PostalOne!* nonprofit applications. We will update you when we have more information on *when* you can expect *what* changes.

Enclosed (blue paper) is a sampling of some of the rate changes that will be of interest to our Members and Partners and a summary of the proposed Intelligent Mail Barcode system.

January Event in D.C.

This year's ADRFCO Partners lunch was held at the Tabard Inn in Washington, DC on January 23rd. We are pleased to report that it was a great success, with representatives from 28 Member and Partner Firms attending. We were delighted to have so many of our Member and Partner firms represented at this luncheon; each year it gives our Members and Partners the opportunity to meet and greet each other, as well as learn more about each other's services. We look forward to having even greater participation at our next event!

Directors, Officers, and Committee Chairs

Please find enclosed (yellow paper) a 2008 board roster with complete contact information for the entire ADRFCO board. It also lists officers and committee chairs for the year. If you have questions, suggestions, or would just like to thank these volunteers for their service, any of them would be pleased to hear from you. Member volunteers for any of the listed committees will be enthusiastically welcomed, especially on the *currently vacant* Member Services committee. One of the primary functions of the Member Services committee is to plan and shape our lunch discussions.

Who's Mailing What to Lyon Park

Each year, we invite you to share the bounty of our editor's harvesting of fundraising solicitations. Here they are: one large shopping bag full, more or less, of *The Solicitations of 2007*. They are yours for the asking.

Included are all the prospecting solicitations delivered to the editor's home from January 1 to December 31. Whatever your motivation, the lot -- tidily boxed -- is ready for shipping. Just call, fax, or email the office (adrfco@msn.com). First come, first served. Your only obligation will be to pass them along to any subsequent requester.

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Client Education

As part of its education and outreach activities, the tax-exempt division of the IRS has provided an online version of the Exempt Organizations workshop that covers tax compliance issues for small and mid-sized tax exempt organizations, titled "Stay Exempt". See www.irs.gov/charities/article/0,,id=166625,00.html for more information. Users can complete the modules in this workshop as many times as they would like. Refer your clients to this website as you see fit.

FundRaising Success Honors Ray Grace

FundRaising Success magazine awarded Ray Grace, founder and Chairman of Creative Direct Response Fundraising Group, its 2008 Lifetime achievement award. Margaret Battistelli, *FR Success* editor-in-chief wrote, "We're honoring Ray here for his enduring attitude that fundraisers need to live the art and act of fundraising – rather than just work it – and embrace a philanthropic lifestyle and charitable heart." The article is enclosed.

Of course, there are some things the *FR Success* reporters and editors could not know. They reported, accurately, that CDR was a founding member firm of ADRFCO. But they did not report that Ray was a founding *force* of ADRFCO -- he was. Ray was persuaded that a responsible voice was necessary not only for his business but also for the well being of the direct response fundraising community. And he lent his industry experience, moral support, and financial support to create that voice. He did the same -- maybe more -- for his clients' voice through the NonProfit Mailers Federation (later the National Federation of Nonprofits, later still a merger partner of the DMA Nonprofit Federation). By our lights, Ray Grace walks the walk.

Website Research Section

We've added a new section to the ADRFCO website. In addition to our other sections of the ADRFCO webpage, we've created an individual page for "Research" – this page will include articles and information that the ADRFCO staff has gathered that may be of interest to our Members and Partners. Please see www.adrfco.org/index_files/adrfco_research.htm.

One of the research items you can find posted here is the American Express Charitable Gift Survey (Executive summary plus the full study text). Conducted in September 2007 and released in November 2007, the survey looked at two issues in the charity world: 1) How much people give at any one time and 2) Do online and offline donations differ in size? It also examined why people gave (or not) online.

The new section also contains several articles and documents related to our February 13th teleconference on fundraising during a recession, as well as many other documents.

Information from the States

Enclosed find 2007's "annual survey" of state laws, compiled and produced as part of the *Giving USA* series by the American Association of Fundraising Counsel. Publication of the 2007 edition was seriously delayed, giving us little incentive to get it to you quickly. We understand the 2008 edition is on track and should be available soon.

The In Brief section of the ADRFCO web site contains new forms and information on reporting formats from North Carolina and Rhode Island, respectively. The latter is a rather brusque notice (to put it gently) from the RI registration agency that, after April 1, all filed documents must be submitted on CDs. NC released a new set of forms in January.