

# HOW to QUALIFY FOR NONPROFIT STANDARD MAILING



**NONPROFIT ORGANIZATIONS MAY MAIL AT THE NONPROFIT MAIL RATE, WHICH IS GENERALLY ABOUT 40 PERCENT LOWER THAN POSTAL RATES FOR COMMERCIAL MAILERS.**

To qualify for this preferred postal rate, the U.S. Postal Service must approve an organization as Nonprofit. Please note that recognition of Nonprofit status by the USPS does not qualify your status with the federal government, and vice versa.

Nonprofit organizations must serve any of the following missions:

- Religious
- Agricultural
- Educational
- Labor
- Scientific
- Veterans
- Philanthropic
- Fraternal

Application for Nonprofit authorization is a separate process from applying for a mailing permit. Organizations can mail as Nonprofit Periodicals or Nonprofit Standard, but must apply for each classification separately.

A few basic steps will help you sort out the process. First, submit USPS Form 3624 with required documentation for authorization to mail at the Nonprofit Standard Mail Rate.

Once you are approved for the Nonprofit rate, you must apply to get a mailing permit and then make a payment which includes an annual mailing fee.

The tips below will help you maintain your Nonprofit status:

1. Complete a bulk mailing at least once every two years in an authorizing facility.
2. Consider mailing issues when designing pieces to be mailed to make sure the pieces comply with Nonprofit rate standards.
3. Check the accuracy of ZIP Codes at least every year.
4. Mail from the post office where your Nonprofit Standard mailing permit is held, or submit an application to mail at an additional mailing office (USPS form 3623).
5. Presort the mail by ZIP Code.
6. Adhere to the strict content rules for Nonprofit Standard mail, such as excluding advertisements for travel, insurance, and financial institutions.

More specific information for Nonprofit Standard rates can be found in Pub 417 (updated version to come online at [www.usps.com](http://www.usps.com) as of April 2006), in the USPS Domestic Mail Manual, or by visiting the Alliance of Nonprofit Mailers online at [www.nonprofitmailers.org](http://www.nonprofitmailers.org). Your Regional Sales Manager or Print Specialist at Publishers Press will also be available to find answers to your questions regarding Nonprofit mailing.