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**Additional Items Included With This Guide:**

**Quick Service Guide**

concise explanations and helpful graphics on most Postal Service requirements

**Publication 417: Nonprofit Standard Mail Eligibility**

**Mail Flow Planning System**

free interactive software on how to benefit by conforming to USPS automation standards

**Letter-Size Mail Dimensional Standards Template**

**Automation Template**

**Postal Explorer™**

contains Domestic Mail Manual, Postal Rate Calculator, Postal Statements, and much more available on an easy to use CD-ROM. See attached closed letter and order form.

**Ratefold Wall Chart**

## How to Use This Guide

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There are 10 sections to this guide. **Sections A through F** deal with three main issues of importance to election officials insofar as their mailing operations are concerned:

- 1 Qualifying for Nonprofit Mail Rates**
- 2 Mailpiece Design**
- 3 Improving Address Quality and Updating Mailing Lists**

*If your organization currently is not approved for Nonprofit Standard Mail (A) rates, the process is explained in this guide, and the forms also are provided (please see Section A).*

Each of these sections contains a brief description of the topic and the most pertinent items to consider. This summary is followed by the corresponding sections from the **Domestic Mail Manual** (DMM), and other appropriate information. For your convenience, we also have provided our new **Quick Service Guide** (QSG)—containing concise explanations and useful illustrations covering most postal requirements, as well as a **Glossary of Terms**.

Helpful hints are included along the way, as are illustrations and charts.

Mailpiece design and address quality are absolutely key. The choices you make when purchasing supplies, equipment, address lists, database management services, design and printing, and outsourced mailing services all have a direct impact on how your mailing program will conform to Postal Service automation standards, *as well as the class of mail and postage and processing costs for which your mailings are eligible.*

*Using outdated mailpieces (envelopes, reply cards, etc.) from existing inventories may result in nonconformance with current standards.*

**Section G** contains lists of resources for information or for help in answering your questions. The primary USPS resources are listed below, as well as in Section G.

NATIONAL CUSTOMER SUPPORT CENTER (NCSC)  
UNITED STATES POSTAL SERVICE  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001

Customer Support Toll Free 1-800-238-3150

Rapid Information Bulletin Board System (RIBBS)

On the Internet at <http://ribbs.usps.gov>—or phone  
901-681-4534

USPS on the Internet—[http://www.usps.gov/ncsc/  
products](http://www.usps.gov/ncsc/products)

**Sections H through J** contain postal rate information, forms, and a sample of the new Election Mail logo, and additional items are in the front and back pockets of the binder.

## Letter from the Postal Service

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The United States Postal Service continues to identify and develop ways to work closer and better with its customers, including the thousands of state and local government officials who are responsible for voter registration and conducting ballot elections.

A latticework of laws, statutes, and regulations provides the structure within which the USPS and election officials conduct their respective activities. Fairly specific rules are ***aimed at simplification and conformity, with the goal of greater efficiency and effectiveness and reduced costs for all concerned***. In addition to federal laws and USPS guidelines, each state has its own regulations concerning election mailings.

The Postal Service provides information on mail requirements and specifications in many ways—through the *Domestic Mail Manual*, dozens of smaller manuals and other publications on specific topics, video tapes, on CD-ROM, in our Rapid Information Bulletin Board System (RIBBS), and on the worldwide web, at ***http://www.usps.gov***. ***Most important, though, are our Postal Service professionals, an unequalled network of experts in every facet of mailing.***

Available to help you virtually round the clock, the Postal Service support system consists of our **Team of 50** state and local Government Account Representatives, individuals with broad backgrounds in many facets of USPS operations who can answer most of your questions right away or direct you quickly to the solution you need; our **National Customer Support Center**, available through a toll-free 800 number; more than 110 **Postal Business Centers** around the country; 85 **Business Mail Entry Districts**; 5 **Rates and Classification Service Centers**; and tens of thousands of local postmasters and postal employees.

This guide is a simplified version of information available in greater detail in other USPS publications and materials. Its purpose is to serve as a handy source of postal information that election officials need to efficiently complete their mailings. If you have differing needs, or

require clarification of how your particular operations or procedures are addressed by this guide, please contact your **Team of 50** representative or any of the other Postal Service resources listed here.

Sincerely,

A handwritten signature in black ink, reading "John R. Wargo". The signature is fluid and cursive, with the first name "John" being more prominent.

John R. Wargo  
Vice President–Customer Relations

*To develop this guide, the USPS partnered with election officials or their representatives from around the country. We sought their advice on how the USPS could help—from their point of view. This guide is endorsed by the Joint Election Officials Liaison Committee (JEOLC).*

**Members of the Joint Election Officials Liaison Committee (JEOLC) Postal Task Force**

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## Section A

### Qualifying for Nonprofit Mail Rates

The National Voter Registration Act of 1993 opened the door for state and local election organizations to qualify for nonprofit mail rates.

In addition to a description of the requirements for Nonprofit Standard Mail (DMM E670), this section contains the **forms** required for organizations to file for approval to mail at Nonprofit Standard Mail (A) rates, as well as a copy of the National Voter Registration Act (NVRA) of 1993. Please also see Postal Service Publication 417, *Nonprofit Standard Mail Eligibility* (included in the back of the binder), and **Quick Service Guide (QSG) 670**.

**For an election organization to be eligible for these rates, election officials must file Form 3624 with the main post office where you will deposit your qualified mailings. There is no charge for filing this form.**

Form 3624 (for your convenience, this form is provided in Section I) **must be accompanied by evidence that the applicant meets the standards for a qualifying organization.**

#### Filling Out Form 3624, *Application to Mail at Special Bulk Rates*

- 1 When you get to Question 6 ("Type of Organization"), you will check box 10—"voting registration official."
- 2 Go next to Question 9 and fill out the remainder of the form as instructed.
- 3 Although the application form does not specifically ask, the accompanying instructions (please see copies of the forms and instructions elsewhere in this section) do require supporting documentation—**"For voting registration officials (category 10), a copy of the statute, ordinance, or other authority establishing responsibility for voter registration."**
- 4 There is an additional requirement. The application and the supporting documentation **must be accompanied by a statement of the "primary purpose"** of your organization. The "primary purpose" must relate to the mandated requirements under the

## **Filling Out Form 3624, continued**

National Voter Registration Act of 1993 and the use of mailings to comply with the Act. It is recommended that you send a copy of the section of the Act that deals with your "primary purpose" along with your application.

For example, the "primary purpose" of your organization may be to ensure that all eligible citizens in your locality are properly registered to vote. To do that, you must maintain accurate address lists so that all eligible citizens can receive registration and election information. You undertake regular mailings of this information (as well as mail ballots for absentee voters), and one function of these mailings is to verify the accuracy of your address lists. ***[Please note that this language is for your guidance only, and is not meant to suggest that it fits your organization, or that it will result in approval of your Nonprofit Mail application.]***

In addition to stating your organization's "primary purpose," you must submit several examples of the materials from each mailing you make, to verify they conform to your "primary purpose" as you express it.

In certain instances, it may be necessary for your state to formally revise the "statute, ordinance, or other authority establishing responsibility for voter registration" to include specific language with respect to your organization's eligibility for Nonprofit status under the National Voter Registration Act of 1993.

Some election organizations use more than one post office, or use outside vendors as part of the mailing operation, and those vendors may mail at a different post office. **To obtain authorization to mail at non-profit rates at another post office location, election organizations must file Form 3623 at that additional post office.**

Form 3623 also is provided in Section I. **There is no fee for filing this form.**

## **Filling Out Form 3624, continued**

Even if you are approved for Nonprofit Standard Mail (A) rates, you should examine your needs, since different postage rates determine how mail is processed by the Postal Service. Voter registration materials, for example, generally are not as time-sensitive as ballots. The savings from using Nonprofit Standard Mail (A) may make sense in this instance.

Mail ballots, however, which require closer timing with respect to Election Day, may be better served with First-Class Mail postage, to speed processing and delivery to voters.

Most election-related mail will fall into one of two classes: Nonprofit Standard Mail (A) or (B), depending on weight) or First-Class Mail. For example:

***Nonprofit Standard Mail (A)***  
***(no more than 3.3407 oz.)***  
***Letter size***

***Nonprofit Standard Mail (A)***  
***(more than 3.3407 oz.)***  
***Not letter size***

***First-Class Mail***

***No Postage Required***

***Voter Registration Materials***  
***Election Related Materials***  
***Balloting Materials***

***Voter Registration Materials***  
***Election Related Materials***  
***Balloting Materials***

***Returned Voting Ballots***

***Absentee Balloting Materials***  
***Returned Absentee Voting Ballots***

## **The Appeal Procedure**

Applications for Nonprofit Mail rates are reviewed by the USPS Nonprofit Service Center in Memphis, TN. If your application is not approved, you should take the following steps:

### ■ **Ensure that your application is complete**

Review all the elements on the application, and review the requirements described in this section to see if you have included everything.

### ■ **Clarify your position**

The Memphis Nonprofit Service Center may not understand from your submission that you exclusively represent the voter registration and balloting

**The Appeal Procedure, continued**

effort, and may confuse your purposes with partisan political entities regarding parties and campaigns. Explain the facts to your local postmaster before pursuing further assistance. He or she will convey the information to the Memphis center.

■ **File an appeal**

If these steps do not result in approval, you may file a written appeal to your local postmaster contesting the decision of the Memphis center. Any additional clarifying information should be included in the appeal. The local postmaster will forward the appeal to the Memphis center for further review. If the application is then rejected, it will be forwarded to Postal Service Headquarters, Office of Business Mail Acceptance, for final review.

Please allow at least 2 weeks for each stage of the review process.

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**Publication 417—Nonprofit  
Standard Mail Eligibility**

For a thorough explanation of Nonprofit Standard Mail qualifications and requirements, including qualified mailings and content-based restrictions, please see Publication 417, which is included with this Guide.



E600 Standard Mail

## E670 Nonprofit Standard Mail

### 1.0 BASIC STANDARDS

**Organization Eligibility**  
1.1 Only organizations that meet the standards in 2.0 or 3.0 and that have received specific authorization from the USPS may mail eligible matter at any Nonprofit Standard Mail rate, including Nonprofit Enhanced Carrier Route rates.

**Separate Authorizations**  
1.2 Except for mailings deposited under the plant-verified drop shipment postage payment system (see P750), a separate authorization is required at each post office where Nonprofit Standard Mail rate mailings are deposited.

**Discounts**  
1.3 Pieces mailed at the Nonprofit Standard Mail rates must meet the standards in E611 and E612 and the corresponding standards for any other discount or rate claimed.

### 2.0 QUALIFIED NONPROFIT ORGANIZATIONS

**General**  
2.1 An organization described in 2.3 through 2.10 may be authorized to mail at the Nonprofit Standard Mail rates if it is not organized for profit and none of its net income accrues to the benefit of any private stockholder or individual.

**Primary Purpose**  
2.2 The standard of *primary purpose* used in the definitions in 2.3 through 2.10 requires that the organization be both organized and operated for the primary purpose. Organizations that incidentally engage in qualifying activities do not meet the primary purpose test.

**Religious**  
2.3 A *religious organization* is a nonprofit organization whose primary purpose is to:

- a. Conduct religious worship (e.g., churches, synagogues, temples, or mosques);
- b. Support the religious activities of nonprofit organizations whose primary purpose is to conduct religious worship; or
- c. Further the teaching of particular religious faiths or tenets, including religious instruction and the dissemination of religious information.

**Educational**  
2.4 An *educational organization* is a nonprofit organization whose primary purpose is the instruction or training of individuals for improving or developing their capabilities or the instruction of the public on subjects beneficial to the community. An organization may be educational even though it advocates a particular position or viewpoint, as long as it presents a sufficiently full and fair exposition of the pertinent facts to permit the formation of an independent opinion or conclusion. Conversely, an organization is not considered educational if its principal function is the mere presentation of unsupported opinion. These are examples of educational organizations:

- a. An organization (e.g., a primary or secondary school, a college, or a professional or trade school) that has a regularly scheduled curriculum, a regular faculty, and a regularly enrolled body of students in attendance at a place where educational activities are regularly carried on.
- b. An organization whose activities consist of presenting public discussion groups, forums, panels, lectures, or similar programs, including on radio or television.

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- c. An organization that presents a course of instruction by correspondence or through the use of television or radio.
- d. Museums, zoos, planetariums, symphony orchestras, and similar organizations.

**Scientific**  
2.5

A *scientific organization* is a nonprofit organization whose primary purpose is to conduct research in the applied, pure, or natural sciences or to disseminate technical information dealing with the applied, pure, or natural sciences.

**Philanthropic  
(Charitable)**  
2.6

A *philanthropic (charitable) organization* is a nonprofit organization organized and operated to benefit the public. Examples include those that are organized to relieve the poor, distressed, or underprivileged; to advance religion, education, or science; to erect or maintain public buildings, monuments, or works; to lessen the burdens of Government; or to promote social welfare for any of the above purposes or to lessen neighborhood tensions, eliminate prejudice and discrimination, defend human and civil rights secured by law, or combat community deterioration and juvenile delinquency. That an organization organized and operated to relieve indigent persons may receive voluntary contributions from those persons does not necessarily make it ineligible for Nonprofit Standard Mail rates as a philanthropic organization. That an organization, in carrying out its primary purpose, advocates social or civic changes or presents ideas on controversial issues to influence public opinion and sentiment to accept its views, does not necessarily make it ineligible for Nonprofit Standard Mail rates as a philanthropic organization.

**Agricultural**  
2.7

An *agricultural organization* is a nonprofit organization whose primary purpose is the betterment of the conditions of those engaged in agricultural pursuits, the improvement of the grade of their products, and the development of a higher degree of efficiency in agriculture; or the collection and dissemination of information or materials about agriculture. The organization may further and advance agricultural interests through educational activities; by holding agricultural fairs; by collecting and disseminating information about cultivation of the soil and its fruits or the harvesting of marine resources; by rearing, feeding, and managing livestock, poultry, bees, etc.; or by other activities related to agricultural interests.

**Labor**  
2.8

A *labor organization* is a nonprofit organization whose primary purpose is the betterment of the conditions of workers. Labor organizations include, but are not limited to, organizations in which employees or workers participate, whose primary purpose is to deal with employers on grievances, labor disputes, wages, hours of employment, working conditions, etc. (e.g., labor unions and employee associations).

**Veterans**  
2.9

A *veterans' organization* is a nonprofit organization of veterans of the armed services of the United States, or an auxiliary unit or society of, or a trust or foundation for, any such post or organization.

**Fraternal**  
2.10

A *fraternal organization* is a nonprofit organization whose primary purpose is fostering fellowship and mutual benefits among its members. For this standard, a qualified fraternal organization must also be organized under a lodge or chapter system with a representative form of government; must follow a ritualistic format; and must be composed of members elected to membership by vote of the members. Qualifying fraternal organizations include the Masons, Knights of Columbus, Elks, and college fraternities or sororities, and may have members of either or both sexes. Fraternal organizations do not encompass such



organizations as business leagues, professional associations, civic associations, or social clubs.

### 3.0 QUALIFIED POLITICAL COMMITTEES AND STATE OR LOCAL VOTING REGISTRATION OFFICIALS

**Political Committees** 3.1 These political committees may be authorized to mail at the Nonprofit Standard Mail rates without regard to their nonprofit status:

- a. A national committee of a political party.
- b. A state committee of a political party.
- c. The Democratic Congressional Campaign Committee.
- d. The Democratic Senatorial Campaign Committee.
- e. The National Republican Congressional Committee.
- f. The National Republican Senatorial Committee.

**Definitions** 3.2 For the standards in 3.1:

- a. A *national committee* is the organization that, by virtue of the bylaws of a political party, is responsible for the day-to-day operations of such political party at the national level.
- b. A *state committee* is the organization that, by virtue of the bylaws of a political party, is responsible for the day-to-day operation of such political party at the state level.

**Voting Registration Officials** 3.3 Voting registration officials in a state or the District of Columbia are authorized to mail certain Standard Mail (A) materials at the Nonprofit Standard Mail rates under the National Voter Registration Act of 1993 (see 5.9).

### 4.0 INELIGIBLE ORGANIZATIONS

**Private** 4.1 These and similar organizations do not qualify for the Nonprofit Standard Mail rates, even if organized on a nonprofit basis:

- a. Automobile clubs.
- b. Business leagues.
- c. Chambers of commerce.
- d. Citizens' and civic improvement associations.
- e. Individuals.
- f. Mutual insurance associations.
- g. Political organizations (other than those specified in 3.0).
- h. Service clubs (e.g., Civitan, Kiwanis, Lions, Optimist, and Rotary).
- i. Social and hobby clubs.
- j. Associations of rural electric cooperatives.
- k. Trade associations.

**Government** 4.2 State, county, and municipal governments are generally not eligible for the Nonprofit Standard Mail rates. However, a separate and distinct state, county, or municipal governmental organization that meets the criteria for any one of the specific categories in 2.0 may be eligible, notwithstanding its governmental status.



**5.0 ELIGIBLE AND INELIGIBLE MATTER**

- Organization's Own Mail**  
5.1 An organization authorized to mail at the Nonprofit Standard Mail rates may mail only its own matter at those rates. An authorized organization may not delegate or lend the use of its authorization to mail at the Nonprofit Standard Mail rates to any other person or organization.
- Ineligible Matter**  
5.2 No person or organization may mail, or cause to be mailed by contractual agreement or otherwise, any ineligible matter at the Nonprofit Standard Mail rates.
- Cooperative Mailing**  
5.3 A cooperative mailing may be made at the Nonprofit Standard Mail rates only when each of the cooperating organizations is individually authorized to mail at the Nonprofit Standard Mail rates at the post office where the mailing is deposited. A cooperative mailing involving the mailing of any matter on behalf of or produced for an organization not itself authorized to mail at the Nonprofit Standard Mail rates at the post office where the mailing is deposited must be paid at the applicable Regular or Enhanced Carrier Route Standard Mail rates. The mailer may appeal the decision under G020.
- Prohibitions and Restrictions**  
5.4 Nonprofit Standard Mail rates may not be used for the entry of material that advertises, promotes, offers, or, for a fee or consideration, recommends, describes, or announces the availability of:
- a. Any credit, debit, or charge card or similar financial instrument or account, provided by or through an arrangement with any person or organization not authorized to mail at the Nonprofit Standard Mail rates at the entry post office.
  - b. Any insurance policy, unless the organization promoting the purchase of such policy is authorized to mail at the Nonprofit Standard Mail rates at the entry post office; the policy is designed for and primarily promoted to the members, donors, supporters, or beneficiaries of that organization; and the coverage provided by the policy is not generally otherwise commercially available as explained in 5.5.
  - c. Any travel arrangement, unless the organization promoting the arrangement is authorized to mail at the Nonprofit Standard Mail rates at the entry post office; the travel contributes substantially (aside from the cultivation of members, donors, or supporters, or the acquisition of income or funds) to one or more of the purposes that constitute the basis for the organization's authorization to mail at the Nonprofit Standard Mail rates; and the arrangement is designed for and primarily promoted to the members, donors, supporters, or beneficiaries of that organization.
  - d. Any other product or service unless one of these exceptions is met:
    - (1) The sale of the product or the provision of such service is substantially related to the exercise or performance by the organization of one or more of the purposes used by the organization to qualify for mailing at the Nonprofit Standard Mail rates. The criteria in 5.6 are used to determine whether an advertisement, promotion, or offer for a product or service is for a substantially related product or service and, therefore, mailable at the Nonprofit Standard Mail rates.
    - (2) The product or service is advertised in Standard Mail (A) material meeting the prescribed content requirements for a periodical publication. The criteria in 5.8 are used to determine whether the Standard Mail (A) material meets the content requirements for a periodical publication.

**Definitions, Insurance**  
5.5

For the standard in 5.4b:

- a. The term *not generally otherwise commercially available* applies to the actual coverage stated in an insurance policy, without regard to the amount of the premiums, the underwriting practices, and the financial condition of the insurer. When comparisons are made with other policies, consideration is given to policy coverage benefits, limitations, and exclusions, and to the availability of coverage to the targeted category of recipients. When insurance policy coverages are compared for determining whether coverage in a policy offered by an organization is not generally otherwise commercially available, the comparison is based on the specific characteristics of the recipients of the piece (e.g., geographic location or demographic characteristics).
- b. The types of insurance considered generally commercially available include, but are not limited to, homeowner's, property, casualty, marine, professional liability (including malpractice), travel, health, life, airplane, automobile, truck, motorhome, motorbike, motorcycle, boat, accidental death, accidental dismemberment, Medicare supplement (medigap), catastrophic care, nursing home, and hospital indemnity insurance.

**Definitions,  
Substantially Related  
Advertising Products**  
5.6

For the standards in 5.4d:

- a. To be substantially related, the sale of the product or the provision of the service must contribute importantly to the accomplishment of one or more of the qualifying purposes of the organization. This means that the sale of the product or providing of the service must be directly related to accomplishing one or more of the purposes on which the organization's authorization to mail at the Nonprofit Standard Mail rates is based. The sale of the product or providing of the service must have a causal relationship to the achievement of the exempt purposes (other than through the production of income) of the authorized organization. (Income produced from selling an advertised product or providing a service does not make such action a substantially related activity, even if the income will be used to accomplish the purpose or purposes of the authorized organization.)
- b. Standards established by the Internal Revenue Service (IRS) and the courts with respect to 26 USC 513(a) and (c) of the Internal Revenue Code are used to determine whether the sale or provision of an advertised product or service, whether sold or offered by the organization or by another party, is substantially related to the qualifying purposes of an organization. (Advertisements in Standard Mail (A) material that meets the content requirements for a periodical publication need not meet the substantially related standard to be mailable at the Nonprofit Standard Mail rates. See 5.4d(2) and 5.8.)
  - (1) If the advertising material is for a product or service that is not substantially related, it is not mailable at the Nonprofit Standard Mail rates.

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- (2) If an organization pays unrelated business income tax on the profits from the sale of a product or the provision of a service, that activity is by IRS definition not substantially related. The fact that an organization does not pay such tax, however, does not establish that the activity is substantially related because other criteria may exempt the organization from payment. The inclusion of an advertisement for a product or service in a mailpiece may disqualify the piece for Nonprofit Standard Mail rates, even if the mailer does not pay unrelated business income tax on its sale.
- (3) Third-party paid advertisements may be included in material mailed at the Nonprofit Standard Mail rates if the products or services advertised are substantially related to one or more of the purposes for which the organization is authorized to mail at Nonprofit Standard Mail rates. However, if the material contains one or more advertisements that are not substantially related, the material is not eligible for the Nonprofit Standard Mail rates, unless it is part of material that meets the content requirements described in 5.8 and is not disqualified from using the Nonprofit Standard Mail rates under another provision.

- c. Announcements of activities, e.g., bake sale, car wash, charity auction, oratorical contest, are considered substantially related if substantially all the work is conducted by the members or supporters of an authorized organization without compensation.
- d. Advertisements for products and services, including products and services offered as prizes or premiums, are considered substantially related if the products and services are received by an authorized organization as gifts or contributions.
- e. An advertisement, promotion, offer, or subscription order form for a periodical publication meeting the eligibility criteria in E211 and published by one of the types of nonprofit organizations listed in 2.0 is mailable at the Nonprofit Standard Mail rates.

**Other Matter**  
5.7

An authorized nonprofit organization's material is not disqualified from being mailed at the Nonprofit Standard Mail rates solely because that material contains, but is not primarily devoted to:

- a. Acknowledgments of organizations or individuals who have made donations to the authorized organization.
- b. References to and a response card or other instructions for making inquiries about services or benefits available from membership in the authorized organization, if advertising, promotional, or application materials for such services or benefits are not included.

**Periodical  
Publication Content  
Requirements**  
5.8

Advertisements for products and services in material that meets the content requirements for a periodical publication are mailable at the Nonprofit Standard Mail rates. The material mailed must meet these standards:

- a. Have a title. The title must be printed on the front cover page in a style and size of type that make it distinguishable from other information on the front cover page.
- b. Be formed of printed sheets. (It may not be reproduced by stencil, mimeograph, or hectograph. Reproduction by any other process is permitted.) Any style of type may be used.



- c. Contain an identification statement on one of the first five pages of the publication that includes these elements:
- (1) Title.
  - (2) Issue date. The date may be omitted if it is on the front cover or cover page.
  - (3) Statement of frequency showing when issues are to be published (daily; weekly; monthly; monthly except June; four times a year in June, August, September, and December; annually; irregularly, etc.).
  - (4) Name and address of the authorized organization, including street number, street name, and ZIP+4 or 5-digit ZIP Code. The street number and street name are optional if there is no letter carrier service.
  - (5) Issue number. Every issue of each publication is numbered consecutively in a series that may not be broken by assigning numbers to issues omitted. The issue number may be printed on the front or cover page instead of in the identification statement.
  - (6) International Standard Serial Number (ISSN), if applicable.
  - (7) Subscription price, if applicable.
- d. Consist of at least 25% nonadvertising matter in each issue. Advertising is defined in E211.

**Political Mailings**  
5.9

A qualifying political committee under 3.0 may mail election-related materials, such as candidate endorsements, at the Nonprofit Standard Mail rates if the materials are exclusively of the qualifying political committee. Political mailings may not be made at the Nonprofit Standard Mail rates when a political candidate or anyone else not authorized to mail at the Nonprofit Standard Mail rates assists the qualifying political committee with the preparation or mailing of such materials, or pays any of the costs of preparation or mailing, or provides any consideration to the qualifying political committee in return for the mailing being made. The following are examples of political mailings that would not qualify for mailing at the Nonprofit Standard Mail rates:

- a. A mailing containing material identified as having been paid for by the campaign committee or treasurer of an individual candidate.
- b. A mailing containing circulars, flyers, brochures, or other printed matter prepared or printed by a political candidate or his or her campaign organization.
- c. A mailing on which the postage is paid for by a political candidate or his or her campaign organization.
- d. A mailing made on behalf of a candidate in return for a contribution to the qualifying political committee.

**Products Mailable at  
Nonprofit Standard  
Mail Rates**  
5.10

The following products are mailable at Nonprofit Standard Mail rates:

- a. Low-cost items within the meaning of 26 USC 513(h)(2), Internal Revenue Code. At the beginning of each calendar year, the value of low-cost items is adjusted for cost of living. Effective January 1, 1997, the standard established that the cost of such items may not exceed \$6.93. This cost is the cost to the authorized organization that mails the items or on whose behalf the items are mailed.
- b. Items donated or contributed to the qualified organization. Such items do not have to meet the definition of a low-cost item as described in 5.10a.

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- c. A periodical publication (as defined in E211) of a nonprofit organization unless it is ineligible under 5.0 to be mailed at the Nonprofit Standard Mail rates.

**Voting Registration Official**  
5.11 The voting registration official may mail, at the Nonprofit Standard Mail rates, only qualifying Standard Mail (A) matter that is required or authorized to be mailed at those rates by the National Voter Registration Act of 1993.

**Evidence**  
5.12 On request, an organization authorized to mail at the Nonprofit Standard Mail rates must provide evidence to the USPS, or cause evidence held by another party to be provided to the USPS, about the eligibility of any of its mail matter or mailings to be sent at those rates. Any failure to provide evidence needed for a ruling on the eligibility of matter to be sent at the Nonprofit Standard Mail rates, or to cause such evidence to be provided, is sufficient basis for a finding that the matter is not eligible for the Nonprofit Standard Mail rates, as well as for the revocation of the organization's authorization to mail at the Nonprofit Standard Mail rates.

## 6.0 IDENTIFICATION

All matter mailed at the Nonprofit Standard Mail rates must identify the authorized nonprofit organization. The name and return address of the authorized nonprofit organization must be either on the outside of the mailpiece or in a prominent location on the material being mailed. Pseudonyms or bogus names of persons or organizations may not be used. If the piece bears any name and return address, it must be that of the authorized nonprofit organization. A well-recognized alternative designation (e.g., "The March of Dimes") or abbreviation (e.g., "AFL-CIO") may be used rather than the full organization name.

## 7.0 AUTHORIZATION—ORIGINAL APPLICATION

**Filing**  
7.1 Except for mailings deposited under the plant-verified drop shipment postage payment system (see P750), Form 3624 must be filed by the organization at each post office where it wants to deposit mailings at the Nonprofit Standard Mail rates. The applicant must show on Form 3624 the qualifying category of organization under which it seeks authorization.

**Fee**  
7.2 No fee is charged for filing Form 3624.

**Qualified Nonprofit Organizations**  
7.3 Form 3624 must be accompanied by evidence that the applicant meets the standards of a qualifying category in 2.0 and that the organization is nonprofit (e.g., a certificate of exemption from federal income tax). *An exemption from the payment of federal income tax is not required to qualify for the Nonprofit Standard Mail rates. Such exemption is considered as evidence of qualification for preferred postal rates, but is not the controlling factor in the decision. When an organization submits proof that it is granted federal income tax exemption under 26 USC 501(c)(3), as a religious, educational, scientific, or philanthropic (charitable) organization; under 501(c)(5) as an agricultural or labor organization; under 501(c)(8) as a fraternal organization; or under 501(c)(19) as a veterans' organization, it is considered as qualifying for the Nonprofit Standard Mail rates, unless other evidence discloses some disqualification.*

**Political Committees**  
7.4 Form 3624 filed by an organization seeking authorization as a qualified political committee must include evidence that the applicant meets the standards of one of



the qualifying categories of political committees in 3.0; evidence of nonprofit status is not required.

## **8.0 AUTHORIZATION—AT ADDITIONAL OFFICES**

**Application**  
8.1 Organizations authorized to mail at the Nonprofit Standard Mail rates at one post office may obtain authorization to mail at those rates at an additional post office. An official of the organization (not its agent) must file Form 3623 at the requested additional mailing office. The evidence of qualification required to accompany Form 3624 is not required when filing Form 3623.

**Fee**  
8.2 No fee is charged for filing Form 3623.

**Application Letter**  
8.3 Form 3623 must be accompanied by a letter from the organization on its official letterhead, signed by an official of the organization, stating the name of the organization and that it is requesting authorization to mail at the Nonprofit Standard Mail rates of postage at an additional office.

**Organization Name**  
8.4 If the organization name on Form 3623 is different from the one on USPS records, the applicant must revise the organization's original application to reflect a name change by providing evidence that the organization name was officially changed (e.g., an official amendment to the organization's Articles of Incorporation stating the former name and the new name and a letter issued by the Internal Revenue Service recognizing the name change).

**Permits and Authorizations**  
8.5 Authorization by Form 3623 does not relieve the mailer's obligation to obtain mailing permits and pay the required fees for mailing at bulk rates, and such authorization does not permit an organization to obtain an authorization for another separate legal entity.

**Retaining Additional Authorization**  
8.6 To retain an additional authorization granted under 8.0, an organization must make at least one mailing at that office during any 2-year period and maintain the original authorization on which it is based. If the original authorization is revoked for any reason, including nonuse, the additional office authorization is also revoked.

## **9.0 MAILING WHILE APPLICATION PENDING**

**Approval**  
9.1 An organization may not mail at the Nonprofit Standard Mail rates at a post office before the corresponding Form 3624 or Form 3623 is approved.

**Postage Record**  
9.2 While an application is pending, postage must be paid at the applicable First-Class Mail or Regular or Enhanced Carrier Route Standard Mail rates. The USPS records the difference between postage paid at the Regular or Enhanced Carrier Route Standard Mail rates and the postage that would have been paid at the Nonprofit Standard Mail rates. No record is kept if postage is paid at First-Class Mail or Single-Piece Standard Mail rates.

**Refund**  
9.3 If an authorization to mail at Nonprofit Standard Mail rates is issued, the mailer may be refunded the postage paid at that office in excess of the Nonprofit Standard Mail rate since the effective date of the authorization. No refund is made:

- a. If the application is denied and no appeal is filed.
- b. If postage was paid at First-Class Mail or Single-Piece Standard Mail rates.
- c. For the period before the effective date of the authorization.

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d. For mailings made at a post office at which a separate application was not filed.

**Effective Date** 9.4 The effective date of the Nonprofit Standard Mail rate authorization is the date of the application or the date of the organization's eligibility, whichever is later.

**Pending Status** 9.5 The mailer may continue to mail in a pending status until a final decision is reached on an appeal of a denied application.

#### 10.0 RULING ON APPLICATION

**Additional Information** 10.1 The RCSC manager or designee may request additional information or evidence to support or clarify the application. Failure to provide the information is sufficient reason to deny an application.

**Rulings** 10.2 The RCSC manager rules on Form 3624 and Form 3623 applications and notifies the applicant directly.

**Appealing a Denial** 10.3 If the application is denied, the applicant may submit a written appeal to the postmaster where the application was filed within 15 days of the applicant's receipt of the decision. After reviewing the file, if the RCSC manager still believes that the organization does not qualify, the appeal is forwarded to the Business Mail Acceptance manager, USPS Headquarters, who issues the final agency decision.

#### 11.0 REVOCATION

**USPS Review** 11.1 The RCSC manager may initiate at any time a review of any organization authorized to mail at the Nonprofit Standard Mail rates. The RCSC may ask an organization for information or evidence to determine whether the organization is still qualified. Failure to provide this information is sufficient cause for revocation.

**Revocation for Cause** 11.2 If it is found that authorization has been given to an organization that was not qualified at the time of application or later became unqualified, the RCSC notifies the organization of the proposed revocation and the reasons for it.

**Appeal** 11.3 Revocation takes effect 15 days from the organization's receipt of the notice, unless the organization files a written appeal within that time through the RCSC with the Business Mail Acceptance manager, USPS Headquarters. The manager may ask the organization for more information or evidence to determine the organization's eligibility. Failure to provide this information is sufficient grounds for denial of the appeal. The manager issues a written appeal decision directly to the organization.

**Nonuse** 11.4 The RCSC revokes an authorization to mail at the Nonprofit Standard Mail rates if no Nonprofit Standard Mail rate mailings are made by the authorized organization during a 2-year period. The RCSC notifies the organization of the revocation for nonuse.

United States Postal Service  
**Application to Mail  
at Special Bulk Third-Class Rates**

**Section A—Application** *(Please read section B on page 2 before completion.)*

**Part 1** *(For completion by applicant)*

- All information entered below must be legible so that our records will show the correct information about your organization.
- The complete name of the organization must be shown in item 1. The name shown must agree with the name that appears on all documents submitted to support this application.
- A complete address representing a physical location for the organization must be shown in item 2. If you receive mail through a post office box, show your street address first and then the box number.
- The applicant named in item 5 must be the individual submitting the application for the organization and must be an officer of the organization. Printers and mailing agents may not sign for the organization.
- No additional organization categories may be added in item 6. To be eligible for the special rates, the organization must qualify as one of the types listed.
- The applicant must sign the application in item 12.
- The date shown in item 14 must be the date that the application is submitted to the post office.

**No application fee is required.** All information must be complete and typewritten or printed legibly.

1. Complete Name of Organization <i>(If voting registration official, include title)</i>											
2. Street Address of Organization <i>(Include apartment or suite number)</i>											
3. City, State, ZIP+4 Code											
4. Telephone <i>(Include area code)</i>	5. Name of Applicant <i>(Must represent applying organization)</i>										
6. Type of Organization <i>(Check only one)</i>											
<table style="width: 100%;"><tr><td><input type="checkbox"/> (01) Religious</td><td><input type="checkbox"/> (03) Scientific</td><td><input type="checkbox"/> (05) Agricultural</td><td><input type="checkbox"/> (07) Veterans'</td><td><input type="checkbox"/> (09) Qualified political committee <i>(Go to item 9)</i></td></tr><tr><td><input type="checkbox"/> (02) Educational</td><td><input type="checkbox"/> (04) Philanthropic</td><td><input type="checkbox"/> (06) Labor</td><td><input type="checkbox"/> (08) Fraternal</td><td><input type="checkbox"/> (10) Voting registration official <i>(Go to item 9)</i></td></tr></table>		<input type="checkbox"/> (01) Religious	<input type="checkbox"/> (03) Scientific	<input type="checkbox"/> (05) Agricultural	<input type="checkbox"/> (07) Veterans'	<input type="checkbox"/> (09) Qualified political committee <i>(Go to item 9)</i>	<input type="checkbox"/> (02) Educational	<input type="checkbox"/> (04) Philanthropic	<input type="checkbox"/> (06) Labor	<input type="checkbox"/> (08) Fraternal	<input type="checkbox"/> (10) Voting registration official <i>(Go to item 9)</i>
<input type="checkbox"/> (01) Religious	<input type="checkbox"/> (03) Scientific	<input type="checkbox"/> (05) Agricultural	<input type="checkbox"/> (07) Veterans'	<input type="checkbox"/> (09) Qualified political committee <i>(Go to item 9)</i>							
<input type="checkbox"/> (02) Educational	<input type="checkbox"/> (04) Philanthropic	<input type="checkbox"/> (06) Labor	<input type="checkbox"/> (08) Fraternal	<input type="checkbox"/> (10) Voting registration official <i>(Go to item 9)</i>							
7. Is this a for-profit organization or does any of the net income inure to the benefit of any private stockholder or individual?	8. Is this organization exempt from federal income tax? <i>(If 'Yes,' you must attach a copy of the exemption issued by the Internal Revenue Service that shows the section of the IRS code under which the organization is exempt. If an application for exempt status is pending with the IRS, you must check 'No.')</i>										
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No										
9. Has this organization previously mailed at the special bulk rates? If 'Yes,' list the post offices where mailings were most recently deposited at these rates.	10. Has your organization had special bulk third-class rate mailing privileges denied or revoked? If 'Yes,' please list the post office (city and state) where the application was denied or authorization was revoked.										
<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No										
11. Post office (not a station or branch) where authorization requested and bulk mailings will be made <i>(City, state, ZIP Code)</i>											

*I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).*

*I further understand that, if this application is approved, a postage refund for the difference between the regular and special bulk rates may be made for only those regular bulk third-class mailings entered at the post office identified above while this application is pending, provided that the conditions set forth in Domestic Mail Manual E370.5.0 and E370.9.0 are met.*

12. Signature of Applicant	13. Title	14. Date
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**Part 2** *(For completion by postmaster at originating office when application filed)*

- |  |   |
|--|---|
| 1. Signature of Postmaster <i>(Or designated representative)</i> | 2. Date Application Filed With Post Office <i>(Round stamp)</i> |
|--|---|



## Section B—General Information

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### Organization Eligibility

The special bulk third-class rates may be granted only to:

1. The eight categories (01 through 08) of nonprofit organizations specified in section A, item 6, on page 1.
2. Qualified political committees (category 09), including the national and state committees of political parties as well as certain named congressional committees.
3. Voting registration officials (category 10), including local, state, and District of Columbia voting registration officials.

These organizations are defined in *Domestic Mail Manual (DMM) E370*, available for review at any post office.

To qualify, a nonprofit organization must be both **organized** and **operated** for a **primary** purpose that is consistent with one of the types of organizations in DMM E370. Organizations that **incidentally** engage in qualifying activities do not qualify for special rates.

Not all nonprofit organizations are eligible for the special rates. DMM E370 lists certain organizations (such as business leagues, chambers of commerce, civic improvement associations, social and hobby clubs, governmental bodies, and others) that, although nonprofit, do not qualify for the special bulk rates.

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### Application Procedures

1. Only organizations may apply. Individuals may not apply (except voting registration officials).
  2. Only the **one** category in item 6 that best describes the **primary purpose** of the organization may be checked.
  3. The application must be **signed** by someone in authority in the organization, such as the president or treasurer. It must not be signed by a printer or mailing agent.
  4. The completed Form 3624 must be submitted to the post office where bulk mailings will be deposited. If the application is approved, the authorization will apply only at that post office.
- 

### Supporting Documentation

The documents listed in 1 and 2 below must be submitted with the completed applications for nonprofit organizations. The documents listed in 3 must be submitted for qualified political committees and, in 4, for voting registration officials.

1. Evidence that the organization is **nonprofit** and that none of its net income inures to the benefit of any private stockholder or individual. Acceptable evidence includes:
    - An IRS letter of exemption from payment of federal income tax.
    - If an IRS exemption letter is not available, a complete financial statement from an independent auditor (such as a certified public accountant) substantiating that the organization is nonprofit. A statement from a member of the organization is not sufficient.
  2. Documents describing the organization's **primary purpose**, such as:
    - Organizing instruments that state the purpose for which the group is organized, such as the constitution, articles of incorporation, articles of association, or trust indenture. The organizing instrument, including all amendments to the original, should bear the seal, certification, or signature of the Secretary of State or other appropriate state official. If one or more of these documents are not sealed, certified, or signed by state officials, an officer or other person authorized to sign for the applicant should submit a written declaration certifying that the documents are complete and accurate copies of the originals.
    - Materials showing how the organization actually **operated** during the previous 6 to 12 months and how it will operate in the future. Bulletins, financial statements, membership forms, publications produced by the organization, minutes of meetings, or a list of its activities may be used.
  3. For qualified political committees (category 09), organizational or other documents substantiating that the applicant is the state or national committee of the political party.
  4. For voting registration officials (category 10), a copy of the statute, ordinance, or other authority establishing responsibility for voter registration.
- 

### Mail Eligibility

An organization authorized to mail at the special rates may mail only **its own matter** at those rates. It may not delegate or lend the use of its special rate permit to any other person or organization.

Cooperative mailings may be made at the special bulk rates **only** when **each** of the cooperating organizations is individually authorized to mail at those rates at the office where mailings are deposited.

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## Postal Service Checklist for Form 3624, Application to Mail at Special Bulk Third-Class Rates

Name of Organization \_\_\_\_\_

The organization above provided the following evidence of eligibility for special third-class rates.

1. Nonprofit Status (*Check one*)

- ☐ IRS letter of exemption from payment of federal income tax
- ☐ Financial statement prepared by an independent auditor substantiating organization's nonprofit status (statement must include balance sheets, notes, etc.)

2. Organization (*One complete copy; check one*)

- ☐ Articles of Incorporation      ☐ Constitution      ☐ Charter      ☐ Articles of Association
- ☐ Other (*Explain*): \_\_\_\_\_

3. Operation (*Several samples of each; check types of information included with application*)

- ☐ Bulletins      ☐ Brochures      ☐ Financial statements      ☐ Listing of activities for past 6 to 12 months
- ☐ Membership applications      ☐ Minutes of meetings      ☐ Newsletters
- ☐ Other (*Explain*): \_\_\_\_\_

The name on all the documentation presented as evidence must match the name on the application. If they do not match, please explain.

I certify that the applicant has completed all the items on the application and each item is legible.

Postmaster's Signature \_\_\_\_\_

Date \_\_\_\_\_

Telephone (*Include area code*) \_\_\_\_\_

Post Office (*City, state, ZIP+4 code*) \_\_\_\_\_

Date Application Returned to Organization for Corrections \_\_\_\_\_

Date Application and Documentation Sent to Nonprofit Service Center \_\_\_\_\_

# Application for Special Bulk Third-Class Rates at Additional Mailing Office

## Part 1 (For completion by applicant)

- Any organization currently authorized to mail at the special bulk rates at one post office may obtain authorization to mail at those rates at an additional post office (described in *Domestic Mail Manual* (DMM) E370.8.0). Additional authorizations will be granted only to the organization holding the original authorization. A national organization may not obtain an additional mailing office authorization for mailings of its independent chapters.
- The organization name in item 1 must match the name of the authorized organization exactly. The applicant named in item 3 must be an official of the organization completing this form (not an agent).
- File a separate application for each post office (not a station or a branch) for which your organization wants additional authorizations.
- Attach a letter with this application showing the following:
  - An official letterhead.
  - Signature of an organization official.
  - Statement of request for authorization to mail at the special bulk third-class rates of postage at an additional office.
- Submit the completed application to the postmaster at the post office where additional authorization is requested (item 8).

**No application fee is required.** Please be sure all information is complete. Please type or print legibly.

1. Complete Name of Organization	6. Post office where original special rate authorization granted and on which this application is based ( <i>City, state, ZIP+4</i> )	
2. Street Address of Organization ( <i>Number, street, apartment or suite number, city, state, and ZIP+4</i> )	7. Authorization number for original authorization, if known ( <i>shown in upper right corner of your original authorization letter</i> )	
	8. Post office (not a station or branch) where additional authorization is requested and bulk mailings will be made ( <i>City, state, ZIP+4</i> )	
3. Name of Applicant ( <i>Must represent applying organization</i> )	9. Estimated date of first mailing at additional office	
4. Telephone Number ( <i>Include area code</i> ) (       )	10. Name, address, contact person, and area code/telephone number of printer or agent who will present mailings to additional mailing office	
5. Is this organization exempt from federal income tax? If "Yes," indicate the section of the IRS code under which it is exempt.  <input type="checkbox"/> No <input type="checkbox"/> Yes    501(c)_____ Other _____		
<p><i>I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).</i></p>		
11. Signature of Applicant	12. Title	13. Date

## Part 2 (For completion by postmaster at additional office when application is being filed)

<ul style="list-style-type: none"> <li>■ Be sure that the applicant has completed items 1 to 13 in part 1 and has attached the required letter.</li> <li>■ If the original authorization number is known and is shown in item 7, the postmaster should request authorization by calling the Nonprofit Service Center at one of the following numbers:            Southwest and Western Areas                      (901) 576-2059            Southeast, Mid-Atlantic, and Allegheny Areas                      (901) 576-2060            Midwest and Great Lakes Areas                      (901) 576-2061            Northeast, New York Metro, and Pacific Areas                      (901) 576-2062         </li> <li>■ Retain applications approved by telephone at the post office. A copy of the authorization letter sent to the applicant will be sent to the postmaster.</li> <li>■ Send applications not processed by telephone to:            NONPROFIT SERVICE CENTER            PO BOX 3623            MEMPHIS TN 38173-0623         </li> </ul>	1. <input type="checkbox"/> Check here if authorized by telephone and enter the additional office authorization number issued by the Nonprofit Service Center.	
	2. Signature of Postmaster or Designee	
	3. Date application filed with your office ( <i>Round stamp</i> )	

**National Voter Registration  
Act of 1993**

42 U.S.C. § 1973gg

**UNITED STATES CODE  
TITLE 42. THE PUBLIC HEALTH AND WELFARE  
CHAPTER 20—ELECTIVE FRANCHISE  
SUBCHAPTER I-H—NATIONAL VOTER  
REGISTRATION**

*Current through P.L. 105-15, approved 5-15-97*

**§ 1973gg. Findings and purposes**

(a) Findings—The Congress finds that—

- (1) the right of citizens of the United States to vote is a fundamental right;
- (2) it is the duty of the Federal, State, and local governments to promote the exercise of that right; and
- (3) discriminatory and unfair registration laws and procedures can have a direct and damaging effect on voter participation in elections for Federal office and disproportionately harm voter participation by various groups, including racial minorities.

(b) Purposes—The purposes of this subchapter are—

- (1) to establish procedures that will increase the number of eligible citizens who register to vote in elections for Federal office;
- (2) to make it possible for Federal, State, and local governments to implement this subchapter in a manner that enhances the participation of eligible citizens as voters in elections for Federal office;
- (3) to protect the integrity of the electoral process; and
- (4) to ensure that accurate and current voter registration rolls are maintained.

**National Voter Registration  
Act of 1993, continued**

**§ 1973gg-1. Definitions**

As used in this subchapter—

(1) the term "election" has the meaning stated in section 431(1) of Title 2;

(2) the term "Federal office" has the meaning stated in section 431(3) of Title 2;

(3) the term "motor vehicle driver's license" includes any personal identification document issued by a State motor vehicle authority;

(4) the term "State" means a State of the United States and the District of Columbia; and

(5) the term "voter registration agency" means an office designated under section 1973gg-5(a)(1) of this title to perform voter registration activities.

**§ 1973gg-2. National procedures for voter  
registration for elections for Federal office**

(a) In general—Except as provided in subsection (b) of this section, notwithstanding any other Federal or State law, in addition to any other method of voter registration provided for under State law, each State shall establish procedures to register to vote in elections for Federal office—

(1) by application made simultaneously with an application for a motor vehicle driver's license pursuant to section 1973gg-3 of this title;

(2) by mail application pursuant to section 1973gg-4 of this title; and

(3) by application in person—

(A) at the appropriate registration site designated with respect to the residence of the applicant in accordance with State law; and

**National Voter Registration  
Act of 1993, continued**

(B) at a Federal, State, or nongovernmental office designated under section 1973gg-5 of this title.

(b) Nonapplicability to certain States—This subchapter does not apply to a State described in either or both of the following paragraphs:

(1) A State in which, under law that is in effect continuously on and after August 1, 1994, there is no voter registration requirement for any voter in the State with respect to an election for Federal office.

(2) A State in which, under law that is in effect continuously on and after August 1, 1994, or that was enacted on or prior to August 1, 1994, and by its terms is to come into effect upon the enactment of this subchapter, so long as that law remains in effect, all voters in the State may register to vote at the polling place at the time of voting in a general election for Federal office.

**§ 1973gg-3. Simultaneous application for voter registration and application for motor vehicle driver's license**

(a) In general—

(1) Each State motor vehicle driver's license application (including any renewal application) submitted to the appropriate State motor vehicle authority under State law shall serve as an application for voter registration with respect to elections for Federal office unless the applicant fails to sign the voter registration application.

(2) An application for voter registration submitted under paragraph (1) shall be considered as updating any previous voter registration by the applicant.

(b) Limitation on use of information—No information relating to the failure of an applicant for a State motor vehicle driver's license to sign a voter registration application may be used for any purpose other than voter registration.

**National Voter Registration  
Act of 1993, continued**

(c) Forms and procedures—

(1) Each State shall include a voter registration application form for elections for Federal office as part of an application for a State motor vehicle driver's license.

(2) The voter registration application portion of an application for a State motor vehicle driver's license—

(A) may not require any information that duplicates information required in the driver's license portion of the form (other than a second signature or other information necessary under subparagraph (C));

(B) may require only the minimum amount of information necessary to—

(i) prevent duplicate voter registrations; and

(ii) enable State election officials to assess the eligibility of the applicant and to administer voter registration and other parts of the election process;

(C) shall include a statement that—

(i) states each eligibility requirement (including citizenship);

(ii) contains an attestation that the applicant meets each such requirement; and

(iii) requires the signature of the applicant, under penalty of perjury;

(D) shall include, in print that is identical to that used in the attestation portion of the application—

(i) the information required in section 1973gg-6(a)(5)(A) and (B) of this title;

**National Voter Registration  
Act of 1993, continued**

(ii) a statement that, if an applicant declines to register to vote, the fact that the applicant has declined to register will remain confidential and will be used only for voter registration purposes; and

(iii) a statement that if an applicant does register to vote, the office at which the applicant submits a voter registration application will remain confidential and will be used only for voter registration purposes; and

(E) shall be made available (as submitted by the applicant, or in machine readable or other format) to the appropriate State election official as provided by State law.

(d) Change of address—Any change of address form submitted in accordance with State law for purposes of a State motor vehicle driver's license shall serve as notification of change of address for voter registration with respect to elections for Federal office for the registrant involved unless the registrant states on the form that the change of address is not for voter registration purposes.

(e) Transmittal deadline—

(1) Subject to paragraph (2), a completed voter registration portion of an application for a State motor vehicle driver's license accepted at a State motor vehicle authority shall be transmitted to the appropriate State election official not later than 10 days after the date of acceptance.

(2) If a registration application is accepted within 5 days before the last day for registration to vote in an election, the application shall be transmitted to the appropriate State election official not later than 5 days after the date of acceptance.



**National Voter Registration  
Act of 1993, continued**

**§ 1973gg-4. Mail registration**

(a) Form—

(1) Each State shall accept and use the mail voter registration application form prescribed by the Federal Election Commission pursuant to section 1973gg-7(a)(2) of this title for the registration of voters in elections for Federal office.

(2) In addition to accepting and using the form described in paragraph (1), a State may develop and use a mail voter registration form that meets all of the criteria stated in section 1973gg-7(b) of this title for the registration of voters in elections for Federal office.

(3) A form described in paragraph (1) or (2) shall be accepted and used for notification of a registrant's change of address.

(b) Availability of forms—The chief State election official of a State shall make the forms described in subsection (a) of this section available for distribution through governmental and private entities, with particular emphasis on making them available for organized voter registration programs.

(c) First-time voters—

(1) Subject to paragraph (2), a State may by law require a person to vote in person if—

(A) the person was registered to vote in a jurisdiction by mail; and

(B) the person has not previously voted in that jurisdiction.

(2) Paragraph (1) does not apply in the case of a person—

(A) who is entitled to vote by absentee ballot under the Uniformed and Overseas Citizens

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Absentee Voting Act (> 42 U.S.C. 1973ff-1 et seq.) [> 42 U.S.C.A. § 1973ff et seq.];

(B) who is provided the right to vote otherwise than in person under section 1973ee-1(b)(2)(B)(ii) of this title; or

(C) who is entitled to vote otherwise than in person under any other Federal law.

(d) Undelivered notices—If a notice of the disposition of a mail voter registration application under section 1973gg-6(a)(2) of this title is sent by nonforwardable mail and is returned undelivered, the registrar may proceed in accordance with section 1973gg-6(d) of this title.

**§ 1973gg-5. Voter registration agencies**

(a) Designation—

(1) Each State shall designate agencies for the registration of voters in elections for Federal office.

(2) Each State shall designate as voter registration agencies—

(A) all offices in the State that provide public assistance; and

(B) all offices in the State that provide State-funded programs primarily engaged in providing services to persons with disabilities.

(3) (A) In addition to voter registration agencies designated under paragraph (2), each State shall designate other offices within the State as voter registration agencies.

(B) Voter registration agencies designated under subparagraph (A) may include—

(i) State or local government offices such as public libraries, public schools, offices of city and county clerks (including marriage

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license bureaus), fishing and hunting license bureaus, government revenue offices, unemployment compensation offices, and offices not described in paragraph (2)(B) that provide services to persons with disabilities; and

(ii) Federal and nongovernmental offices, with the agreement of such offices.

(4) (A) At each voter registration agency, the following services shall be made available:

(i) Distribution of mail voter registration application forms in accordance with paragraph (6);

(ii) Assistance to applicants in completing voter registration application forms, unless the applicant refuses such assistance.

(iii) Acceptance of completed voter registration application forms for transmittal to the appropriate State election official.

(B) If a voter registration agency designated under paragraph (2)(B) provides services to a person with a disability at the person's home, the agency shall provide the services described in subparagraph (A) at the person's home.

(5) A person who provides service described in paragraph (4) shall not—

(A) seek to influence an applicant's political preference or party registration;

(B) display any such political preference or party allegiance;

(C) make any statement to an applicant or take any action the purpose or effect of which is to discourage the applicant from registering to vote; or

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(D) make any statement to an applicant or take any action the purpose or effect of which is to lead the applicant to believe that a decision to register or not to register has any bearing on the availability of services or benefits.

(6) A voter registration agency that is an office that provides service or assistance in addition to conducting voter registration shall—

(A) distribute with each application for such service or assistance, and with each recertification, renewal, or change of address form relating to such service or assistance—

(i) the mail voter registration application form described in section 1973gg-7(a)(2) of this title, including a statement that—

(I) specifies each eligibility requirement (including citizenship);

(II) contains an attestation that the applicant meets each such requirement; and

(III) requires the signature of the applicant, under penalty of perjury; or

(ii) the office's own form if it is equivalent to the form described in section 1973gg-7(a)(2) of this title, unless the applicant, in writing, declines to register to vote;

(B) provide a form that includes—

(i) the question, "If you are not registered to vote where you live now, would you like to apply to register to vote here today?";

(ii) if the agency provides public assistance, the statement, "Applying to register or declining to register to vote will not affect the amount of assistance that you will be provided by this agency.";

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(iii) boxes for the applicant to check to indicate whether the applicant would like to register or declines to register to vote (failure to check either box being deemed to constitute a declination to register for purposes of subparagraph (C)), together with the statement (in close proximity to the boxes and in prominent type), "IF YOU DO NOT CHECK EITHER BOX, YOU WILL BE CONSIDERED TO HAVE DECIDED NOT TO REGISTER TO VOTE AT THIS TIME.";

(iv) the statement, "If you would like help in filling out the voter registration application form, we will help you. The decision whether to seek or accept help is yours. You may fill out the application form in private."; and

(v) the statement, "If you believe that someone has interfered with your right to register or to decline to register to vote, your right to privacy in deciding whether to register or in applying to register to vote, or your right to choose your own political party or other political preference, you may file a complaint with \_\_\_\_\_.", the blank being filled by the name, address, and telephone number of the appropriate official to whom such a complaint should be addressed; and

(C) provide to each applicant who does not decline to register to vote the same degree of assistance with regard to the completion of the registration application form as is provided by the office with regard to the completion of its own forms, unless the applicant refuses such assistance.

(7) No information relating to a declination to register to vote in connection with an application made at an office described in paragraph (6) may be used for any purpose other than voter registration.

(b) Federal Government and private sector cooperation—All departments, agencies, and other entities of

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the executive branch of the Federal Government shall, to the greatest extent practicable, cooperate with the States in carrying out subsection (a) of this section, and all nongovernmental entities are encouraged to do so.

(c) Armed Forces recruitment offices—

(1) Each State and the Secretary of Defense shall jointly develop and implement procedures for persons to apply to register to vote at recruitment offices of the Armed Forces of the United States.

(2) A recruitment office of the Armed Forces of the United States shall be considered to be a voter registration agency designated under subsection (a)(2) of this section for all purposes of this subchapter.

(d) Transmittal deadline—

(1) Subject to paragraph (2), a completed registration application accepted at a voter registration agency shall be transmitted to the appropriate State election official not later than 10 days after the date of acceptance.

(2) If a registration application is accepted within 5 days before the last day for registration to vote in an election, the application shall be transmitted to the appropriate State election official not later than 5 days after the date of acceptance.

**§ 1973gg-6. Requirements with respect to  
administration of voter registration**

(a) In general—In the administration of voter registration for elections for Federal office, each State shall—

(1) ensure that any eligible applicant is registered to vote in an election—

(A) in the case of registration with a motor vehicle application under section 1973gg-3 of this title, if the valid voter registration form of the applicant is submitted to the appropriate State motor vehicle authority not later than the lesser

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of 30 days, or the period provided by State law, before the date of the election;

(B) in the case of registration by mail under section 1973gg-4 of this title, if the valid voter registration form of the applicant is postmarked not later than the lesser of 30 days, or the period provided by State law, before the date of the election;

(C) in the case of registration at a voter registration agency, if the valid voter registration form of the applicant is accepted at the voter registration agency not later than the lesser of 30 days, or the period provided by State law, before the date of the election; and

(D) in any other case, if the valid voter registration form of the applicant is received by the appropriate State election official not later than the lesser of 30 days, or the period provided by State law, before the date of the election;

(2) require the appropriate State election official to send notice to each applicant of the disposition of the application;

(3) provide that the name of a registrant may not be removed from the official list of eligible voters except—

(A) at the request of the registrant;

(B) as provided by State law, by reason of criminal conviction or mental incapacity; or

(C) as provided under paragraph (4);

(4) conduct a general program that makes a reasonable effort to remove the names of ineligible voters from the official lists of eligible voters by reason of—

(A) the death of the registrant; or

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(B) a change in the residence of the registrant, in accordance with subsections (b), (c), and (d) of this section;

(5) inform applicants under sections 1973gg-3, 1973gg-4, and 1973gg-5 of this title of—

(A) voter eligibility requirements; and

(B) penalties provided by law for submission of a false voter registration application; and

(6) ensure that the identity of the voter registration agency through which any particular voter is registered is not disclosed to the public.

(b) Confirmation of voter registration—Any State program or activity to protect the integrity of the electoral process by ensuring the maintenance of an accurate and current voter registration roll for elections for Federal office—

(1) shall be uniform, nondiscriminatory, and in compliance with the Voting Rights Act of 1965 (> 42 U.S.C. 1973 et seq.); and

(2) shall not result in the removal of the name of any person from the official list of voters registered to vote in an election for Federal office by reason of the person's failure to vote.

(c) Voter removal programs—

(1) A State may meet the requirement of subsection (a)(4) of this section by establishing a program under which—

(A) change-of-address information supplied by the Postal Service through its licensees is used to identify registrants whose addresses may have changed; and

(B) if it appears from information provided by the Postal Service that—



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(i) a registrant has moved to a different residence address in the same registrar's jurisdiction in which the registrant is currently registered, the registrar changes the registration records to show the new address and sends the registrant a notice of the change by forwardable mail and a postage prepaid pre-addressed return form by which the registrant may verify or correct the address information; or

(ii) the registrant has moved to a different residence address not in the same registrar's jurisdiction, the registrar uses the notice procedure described in subsection (d)(2) of this section to confirm the change of address.

(2) (A) A State shall complete, not later than 90 days prior to the date of a primary or general election for Federal office, any program the purpose of which is to systematically remove the names of ineligible voters from the official lists of eligible voters.

(B) Subparagraph (A) shall not be construed to preclude—

(i) the removal of names from official lists of voters on a basis described in paragraph (3)(A) or (B) or (4)(A) of subsection (a) of this section; or

(ii) correction of registration records pursuant to this subchapter.

(d) Removal of names from voting rolls—

(1) A State shall not remove the name of a registrant from the official list of eligible voters in elections for Federal office on the ground that the registrant has changed residence unless the registrant—

(A) confirms in writing that the registrant has changed residence to a place outside the registrar's jurisdiction in which the registrant is registered; or

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(B) (i) has failed to respond to a notice described in paragraph (2); and

(ii) has not voted or appeared to vote (and, if necessary, correct the registrar's record of the registrant's address) in an election during the period beginning on the date of the notice and ending on the day after the date of the second general election for Federal office that occurs after the date of the notice.

(2) A notice is described in this paragraph if it is a postage prepaid and pre-addressed return card, sent by forwardable mail, on which the registrant may state his or her current address, together with a notice to the following effect:

(A) If the registrant did not change his or her residence, or changed residence but remained in the registrar's jurisdiction, the registrant should return the card not later than the time provided for mail registration under subsection (a)(1)(B) of this section. If the card is not returned, affirmation or confirmation of the registrant's address may be required before the registrant is permitted to vote in a Federal election during the period beginning on the date of the notice and ending on the day after the date of the second general election for Federal office that occurs after the date of the notice, and if the registrant does not vote in an election during that period the registrant's name will be removed from the list of eligible voters.

(B) If the registrant has changed residence to a place outside the registrar's jurisdiction in which the registrant is registered, information concerning how the registrant can continue to be eligible to vote.

(3) A voting registrar shall correct an official list of eligible voters in elections for Federal office in accordance with change of residence information obtained in conformance with this subsection.

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(e) Procedure for voting following failure to return card—

(1) A registrant who has moved from an address in the area covered by a polling place to an address in the same area shall, notwithstanding failure to notify the registrar of the change of address prior to the date of an election, be permitted to vote at that polling place upon oral or written affirmation by the registrant of the change of address before an election official at that polling place.

(2) (A) A registrant who has moved from an address in the area covered by one polling place to an address in an area covered by a second polling place within the same registrar's jurisdiction and the same congressional district and who has failed to notify the registrar of the change of address prior to the date of an election, at the option of the registrant—

(i) shall be permitted to correct the voting records and vote at the registrant's former polling place, upon oral or written affirmation by the registrant of the new address before an election official at that polling place; or

(ii) (I) shall be permitted to correct the voting records and vote at a central location within the same registrar's jurisdiction designated by the registrar where a list of eligible voters is maintained, upon written affirmation by the registrant of the new address on a standard form provided by the registrar at the central location; or

(II) shall be permitted to correct the voting records for purposes of voting in future elections at the appropriate polling place for the current address and, if permitted by State law, shall be permitted to vote in the present election, upon confirmation by the registrant of the new address by such means as are required by law.

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(B) If State law permits the registrant to vote in the current election upon oral or written affirmation by the registrant of the new address at a polling place described in subparagraph (A)(i) or (A)(ii)(II), voting at the other locations described in subparagraph (A) need not be provided as options.

(3) If the registration records indicate that a registrant has moved from an address in the area covered by a polling place, the registrant shall, upon oral or written affirmation by the registrant before an election official at that polling place that the registrant continues to reside at the address previously made known to the registrar, be permitted to vote at that polling place.

(f) Change of voting address within a jurisdiction—In the case of a change of address, for voting purposes, of a registrant to another address within the same registrar's jurisdiction, the registrar shall correct the voting registration list accordingly, and the registrant's name may not be removed from the official list of eligible voters by reason of such a change of address except as provided in subsection (d) of this section.

(g) Conviction in Federal court—

(1) On the conviction of a person of a felony in a district court of the United States, the United States attorney shall give written notice of the conviction to the chief State election official designated under section 1973gg-8 of this title of the State of the person's residence.

(2) A notice given pursuant to paragraph (1) shall include—

(A) the name of the offender;

(B) the offender's age and residence address;

(C) the date of entry of the judgment;

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(D) a description of the offenses of which the offender was convicted; and

(E) the sentence imposed by the court.

(3) On request of the chief State election official of a State or other State official with responsibility for determining the effect that a conviction may have on an offender's qualification to vote, the United States attorney shall provide such additional information as the United States attorney may have concerning the offender and the offense of which the offender was convicted.

(4) If a conviction of which notice was given pursuant to paragraph (1) is overturned, the United States attorney shall give the official to whom the notice was given written notice of the vacation of the judgment.

(5) The chief State election official shall notify the voter registration officials of the local jurisdiction in which an offender resides of the information received under this subsection.

(h) Omitted (See 39 U.S.C. 3629 regarding reduced postal rates for mailings required or authorized by the National Voter Registration Act.)

(i) Public disclosure of voter registration activities—

(1) Each State shall maintain for at least 2 years and shall make available for public inspection and, where available, photocopying at a reasonable cost, all records concerning the implementation of programs and activities conducted for the purpose of ensuring the accuracy and currency of official lists of eligible voters, except to the extent that such records relate to a declination to register to vote or to the identity of a voter registration agency through which any particular voter is registered.

(2) The records maintained pursuant to paragraph (1) shall include lists of the names and addresses of all persons to whom notices described in subsection

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(d)(2) of this section are sent, and information concerning whether or not each such person has responded to the notice as of the date that inspection of the records is made.

(j) Definition—For the purposes of this section, the term “registrar’s jurisdiction” means—

(1) an incorporated city, town, borough, or other form of municipality;

(2) if voter registration is maintained by a county, parish, or other unit of government that governs a larger geographic area than a municipality, the geographic area governed by that unit of government; or

(3) if voter registration is maintained on a consolidated basis for more than one municipality or other unit of government by an office that performs all of the functions of a voting registrar, the geographic area of the consolidated municipalities or other geographic units.

**§ 1973gg-7. Federal coordination and regulations**

(a) In general—The Federal Election Commission—

(1) in consultation with the chief election officers of the States, shall prescribe such regulations as are necessary to carry out paragraphs (2) and (3);

(2) in consultation with the chief election officers of the States, shall develop a mail voter registration application form for elections for Federal office;

(3) not later than June 30 of each odd-numbered year, shall submit to the Congress a report assessing the impact of this subchapter on the administration of elections for Federal office during the preceding 2-year period and including recommendations for improvements in Federal and State procedures, forms, and other matters affected by this subchapter; and

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(4) shall provide information to the States with respect to the responsibilities of the States under this subchapter.

(b) Contents of mail voter registration form—The mail voter registration form developed under subsection (a)(2) of this section—

(1) may require only such identifying information (including the signature of the applicant) and other information (including data relating to previous registration by the applicant), as is necessary to enable the appropriate State election official to assess the eligibility of the applicant and to administer voter registration and other parts of the election process;

(2) shall include a statement that—

(A) specifies each eligibility requirement (including citizenship);

(B) contains an attestation that the applicant meets each such requirement; and

(C) requires the signature of the applicant, under penalty of perjury;

(3) may not include any requirement for notarization or other formal authentication; and

(4) shall include, in print that is identical to that used in the attestation portion of the application—

(i) the information required in section 1973gg-6(a)(5)(A) and (B) of this title;

(ii) a statement that, if an applicant declines to register to vote, the fact that the applicant has declined to register will remain confidential and will be used only for voter registration purposes; and

(iii) a statement that if an applicant does register to vote, the office at which the applicant submits a voter registration application will

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remain confidential and will be used only for voter registration purposes.

**§ 1973gg-8. Designation of chief State election official**

Each State shall designate a State officer or employee as the chief State election official to be responsible for coordination of State responsibilities under this subchapter.

**§ 1973gg-9. Civil enforcement and private right of action**

(a) Attorney General—The Attorney General may bring a civil action in an appropriate district court for such declaratory or injunctive relief as is necessary to carry out this subchapter.

(b) Private right of action—

(1) A person who is aggrieved by a violation of this subchapter may provide written notice of the violation to the chief election official of the State involved.

(2) If the violation is not corrected within 90 days after receipt of a notice under paragraph (1), or within 20 days after receipt of the notice if the violation occurred within 120 days before the date of an election for Federal office, the aggrieved person may bring a civil action in an appropriate district court for declaratory or injunctive relief with respect to the violation.

(3) If the violation occurred within 30 days before the date of an election for Federal office, the aggrieved person need not provide notice to the chief election official of the State under paragraph (1) before bringing a civil action under paragraph (2).

(c) Attorney's fees—In a civil action under this section, the court may allow the prevailing party (other than the United States) reasonable attorney fees, including litigation expenses, and costs.



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(d) Relation to other laws—

(1) The rights and remedies established by this section are in addition to all other rights and remedies provided by law, and neither the rights and remedies established by this section nor any other provision of this subchapter shall supersede, restrict, or limit the application of the Voting Rights Act of 1965 (> 42 U.S.C. 1973 et seq.).

(2) Nothing in this subchapter authorizes or requires conduct that is prohibited by the Voting Rights Act of 1965 (> 42 U.S.C. 1973 et seq.).

**§ 1973gg-10. Criminal penalties**

A person, including an election official, who in any election for Federal office—

(1) knowingly and willfully intimidates, threatens, or coerces, or attempts to intimidate, threaten, or coerce, any person for—

(A) registering to vote, or voting, or attempting to register or vote;

(B) urging or aiding any person to register to vote, to vote, or to attempt to register or vote; or

(C) exercising any right under this subchapter;  
or

(2) knowingly and willfully deprives, defrauds, or attempts to deprive or defraud the residents of a State of a fair and impartially conducted election process, by—

(A) the procurement or submission of voter registration applications that are known by the person to be materially false, fictitious, or fraudulent under the laws of the State in which the election is held; or

(B) the procurement, casting, or tabulation of ballots that are known by the person to be mate-

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rially false, fictitious, or fraudulent under the laws of the State in which the election is held, shall be fined in accordance with Title 18 (which fines shall be paid into the general fund of the Treasury, miscellaneous receipts (pursuant to section 3302 of Title 31), notwithstanding any other law), or imprisoned not more than 5 years, or both.

**UNITED STATES CODE  
TITLE 39. POSTAL SERVICE  
PART IV—MAIL MATTER  
CHAPTER 36—POSTAL RATES, CLASSES, AND  
SERVICES  
SUBCHAPTER II—PERMANENT RATES AND  
CLASSES OF MAIL**

*Current through P.L. 105-15, approved 5-15-97*

**§ 3629. Reduced rates for voter registration  
purposes**

The Postal Service shall make available to a State or local voting registration official the rate for any class of mail that is available to a qualified nonprofit organization under section 3626 for the purpose of making a mailing that the official certifies is required or authorized by the National Voter Registration Act of 1993.

## Section B

## Planning

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Again, if your organization has not yet received approval by the USPS as qualified for Nonprofit Mail rates, research the information using the National Voter Registration Act of 1993 and send in the necessary forms (*Section A will guide you through the application process. Forms also are available through your local post office and over the Internet at [www.usps.gov](http://www.usps.gov)*).

Arrange to meet with a USPS Mailpiece Design Analyst (*see section G for the address of the Postal Business Center near you*) to discuss the design for the cover or envelope of every piece involved for all of your anticipated mailings for the year. This service is free, and it can save significant costs for your operation. Include any appropriate outside suppliers involved in mailpiece printing or production.

Avail yourself of the various resources described in this guide (*see Sections E and F*) for analyzing and updating the accuracy of your mailing lists and the completeness of your addresses for improved deliverability and USPS automation compatibility. Determine if ongoing data entry processes need review or updating.

Discuss your calendar of anticipated mailings with your local postmaster and with postmasters of other post offices you intend to use. Early notification of your mailings will help ensure expeditious handling, and may uncover opportunities for additional service or cost benefits.

Get acquainted with your Team of 50 Account Representative (*Section G*) and your local postmaster. Consider them part of your team.

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### Step by Step

### Before ordering envelopes:

- 1 Apply for Permit Imprint (imprinted permit number to show method of postage payment).

### Step by Step, continued

- Apply for "Mailing Without Affixing Postage" (PS Form 3615, a one-time fee).
- Pay annual fee for using Standard Mail (A).
- 2 Submit PS Form 3624 to apply for nonprofit status (*Section I*).
  - The National Voter Registration Act of 1993 describes what is necessary for state and local election organizations to qualify.
- 3 Arrange to meet with your **Team of 50** Account Representative or your local postmaster to discuss options for your return mailing address for returning completed ballots. Options include:
  - your office address and ZIP+4
  - purchase and use of a post office box
  - purchase and use of a "phantom" post office box.
- 4 Ask the Postal Service to:
  - review your present outgoing and return envelopes to ensure that they meet current postal standards for automation (e.g., envelope sizes for postal rate conformity, paper stock, and ink colors for readability), or
  - help you design outgoing and return envelopes to meet automation standards (*see Section C*).

- A Postal Service Business Mail Entry Analyst or Mailpiece Design Analyst can review and assist with proper wording and placement of endorsements on your envelopes, as they apply to the Postal Service. **This is a free consultation service.** He or she also can provide camera-ready copy of the front side of both your outgoing return envelopes for your printing vendor. This will include, for the return envelope, the 11-digit barcode for your return address. This will not include your logo, however, which you will need to add.

**Step by Step, continued**

- **Always have the Analyst review and approve the printer's "blueline" for the front side of your outgoing and return envelopes before they are printed. Keep this for your records.**
- 5 Meet with your **Team of 50** Account Representative or your local postmaster to arrange a meeting with your mailing team.
- Include all personnel involved in ordering, designing, addressing, and preparing mail.
  - If you use outside suppliers, include them.
  - Your Account Representative will know whom to bring from the Postal Service.
  - Bring at least 25 sample mailpieces for each anticipated mailing, using materials from similar past mailings.
- 6 The samples will enable the Mailpiece Design Analyst or your Account Representative to (*see also Section C*):
- run readability tests (for automated Optical Character Readers—OCRs) to eliminate any problems before you begin mail preparation
  - weigh each mailpiece to determine postage rates (*see Postage Rate Fold, Section H*)
  - measure all dimensions to conform to automation standards
  - discuss undeliverable-as-addressed (UAA) mail, the implications and costs.
- 7 Your Account Representative also will discuss the logistics of mailings.
- **Date**—Take into consideration the size of the mailing and time sensitivity of the contents. Are reply pieces expected, and by a certain date?

**Step by Step, continued**

Allow as much time as possible for processing the returned mailpieces.

- **Time**—The Postal Service will schedule a time that allows for the immediate acceptance of your mailing.
- **Location**—Larger post offices may need to direct the delivery to a specific dock area. If you or your outside service deliver by truck, the Postal Service will require that the truck be weighed "light" (before loading the ballots) and "heavy" (with ballots loaded) at Postal Service scales.
- **Bulk preparation**—general purpose containers or pallets, trays or bags, along with proper tagging and signs.
- **Barcoding** (*see Section C*)—Consider barcoding your outgoing mailing. The speed and efficiency of delivery for barcoded mail is greater than non-barcoded mail. Nonautomated mail pays higher postage.
- **Move Update requirements**—As of July 1, 1997, all addresses on any discount rate First-Class mailings must have been exposed to correction within 180 days (or 6 months) prior to the mailing by one of these USPS-approved methods (*see Section E*):
  - Address Correction Ancillary Service Endorsement (ACR)
  - Address Change Service (ACS)
  - National Change of Address (NCOA)
  - *FASTforward*<sup>SM</sup>
- **Endorsements** (*see Section F*)—Mailers can use ancillary endorsements to request an addressee's new address and to provide the Postal Service with instructions on how to handle

## Step by Step, continued

undeliverable-as-addressed (UAA) mail. The following new endorsements on First-Class Mail may be used as an updating method for the Move Update standard. (Note: Your Account Representative can advise you on which of these is most appropriate for your needs.):

- Return Service Requested
- Address Service Requested
- Change Service Requested

■ **Number of mailings**—Different weighted pieces require separate mailings.

■ **Required forms and mailing profiles** (*see Section I*)

- To mail Regular Standard Mail (A), Form 3602-R is required; for Nonprofit Standard Mail (A), Form 3602-N. Make sure any forms used by an outside supplier are acceptable to the Postal Service.
- Your Account Representative can advise you on your "mailing profile" (frequency and types of mailings).
- CASS (Coding Accuracy Support System) certification is required if you or your supplier barcode your envelopes with an in-house computer software system.

■ **Supplies**—Talk with your Account Representative about USPS supplies (forms, tags, trays, sacks, etc.) and when and where you can order.

■ **Follow-up**—Send a memo to your Account Representative outlining the topics discussed and the decisions made. Ask her or him to inform all postal stations serving your mailing about planned delivery schedules. Request that you receive a copy, for your files, of the internal correspondence sent to the postal stations.

## **Step by Step, continued**

### **Before the mailing**

- Give your Postal Bulk Mail Entry Unit (BMEU) a check for the postage accounts. There are two separate accounts that will need a deposit:
  - postage for the Permit Imprint account to cover outgoing postage and
  - the UAA account for returned undeliverable mail.
- Coordinate with your Account Representative the best time each morning to pick up returned mail. Even if the return address is your elections office, you can pick up returns each day, to help speed the process.

### **If you are conducting an election by mail**

You might want to consider these additional steps:

### **Before Election Day**

- Coordinate with your Account Representative the Election Day cut-off time and pick up of returned ballots. It will be necessary to arrange the latest time when an election official may pick up last-minute returns.

### **Within 2 weeks following Election Day**

- Contact your Account Representative to have a brief follow-up discussion. Critique and discuss the process and any problems. Discuss ways to improve.



## Section C

## Mailpiece Design

### There's More to the Right Address Than Meets the Eye

In fact, the less it meets the eye, or hand, of a human being, the better your mail service and the lower your mailing costs. Proper, automation compatible, addressing:

- increases the speed, efficiency and accuracy of mail delivery
- improves the effectiveness of mailing programs
- enhances customer (voter) satisfaction
- lowers mailing costs

### The Key Ingredients

Mailpiece design and proper addressing—geared to maximizing compatibility with USPS automation standards—are the two most critical components in determining your mailing costs.

Mailpiece design requirements center on two goals: that mail be "machinable" and "readable." Machinable mail is designed to be the right size and shape and made of the correct paper stock for transporting at high speeds through USPS automated equipment. Readable mail means that the address and other printed information on the address side of the piece can be "read" by an Optical Character Reader (OCR) or Barcode Scanner (BCS).

***Never make a square mailpiece. Only rectangular mailpieces are automation compatible. Additionally, mail that does not conform to postal design parameters can be subject to additional costs or fees for single piece processing.***

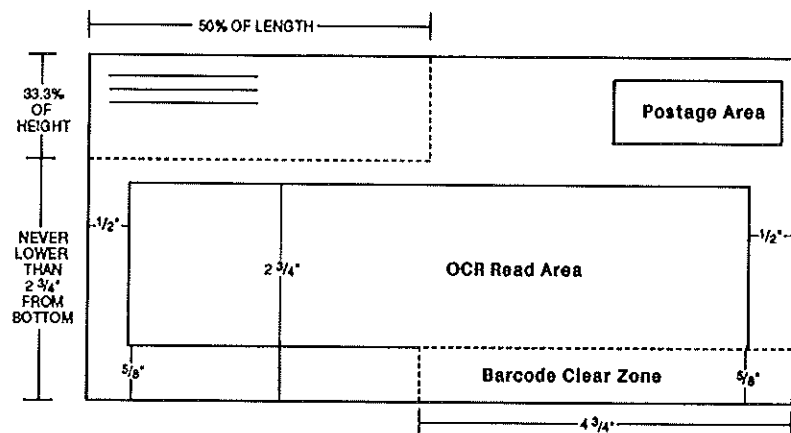
Please see the accompanying **Quick Service Guide** for information covering design of letters, cards, flat mailers, and various reply forms for automation compatibility, along with schematics, as well as the requirements for absentee ballot design.

## Address Readability

Factors determining address readability from the perspective of the Postal Service are these:

- Machine printed
- All capital letters
- Left-justify all type
- Plain block letters or sans serif typeface
- Approved USPS abbreviations
- All elements in proper place
- No non-address information (logos, advertising) where address information should be
- Visibility of address information (through envelope window; ink contrast with paper stock)

This graphic shows the general address placement specifications for letter mail.



Along with guidelines on address standards, we have included in this section Optical Character Reader standards (DMM C830) and Barcoding standards (DMM C840). Mail that is not prebarcoded must be read by an OCR, which then sprays on the correct barcode corresponding to the delivery address. Mailers that prebarcode their mail are eligible for discounts because they eliminate the extra step of OCR processing. Please refer to **QSG 810, 811, 820, 922, 923, and 924.**

## Address Readability, continued

**The single most important step in mailpiece design—and it costs nothing—is to meet with a Mailpiece Design Analyst from the Postal Service.**

These experts can work with your team, including your outside printers, mailers or other suppliers, to ensure that your mailings conform to postal standards for:

- overall piece dimensions
- specific elements of design
- paper quality
- ink color and contrast
- seals
- placement of logos, insignias, and nonaddress information
- placement of address elements
- reflectance standards for OCR readable area and barcode

## New Official Election Mail Logo

Through the joint efforts of the JEOLC and the Postal Service, a special Official Election Mail logo has been designed. The purpose of the logo is to alert all postal employees that mail so designated is being sent either from or to an official state or local election organization, and that appropriate handling attention should be paid.

Here is a sample of the new logo:



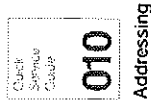


# Decision Tree

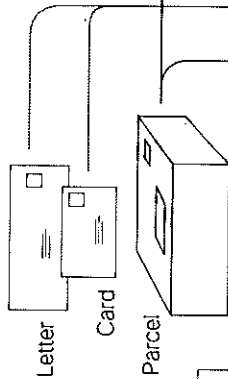
## Reply Mail

Do you want to supply return service to customers?

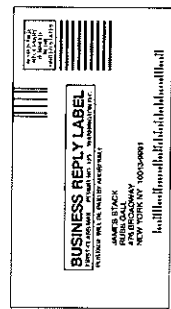
**Accurate Addressing**  
Be sure to provide potential respondents with your correct address and ZIP+4 code.



How big is it?



Merchandise Return Service (S923)



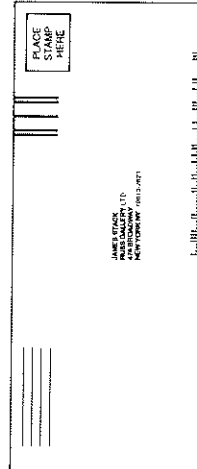
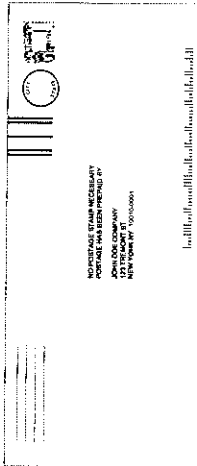
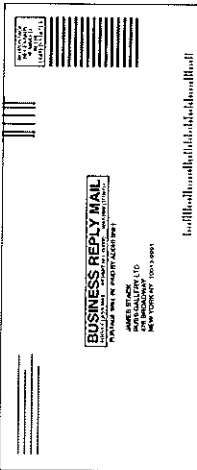
Business Reply Label

Want to pay postage?

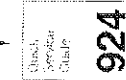
No

Yes

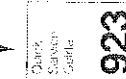
Yes



Business Reply Mail (BRM)



Meter Reply Mail

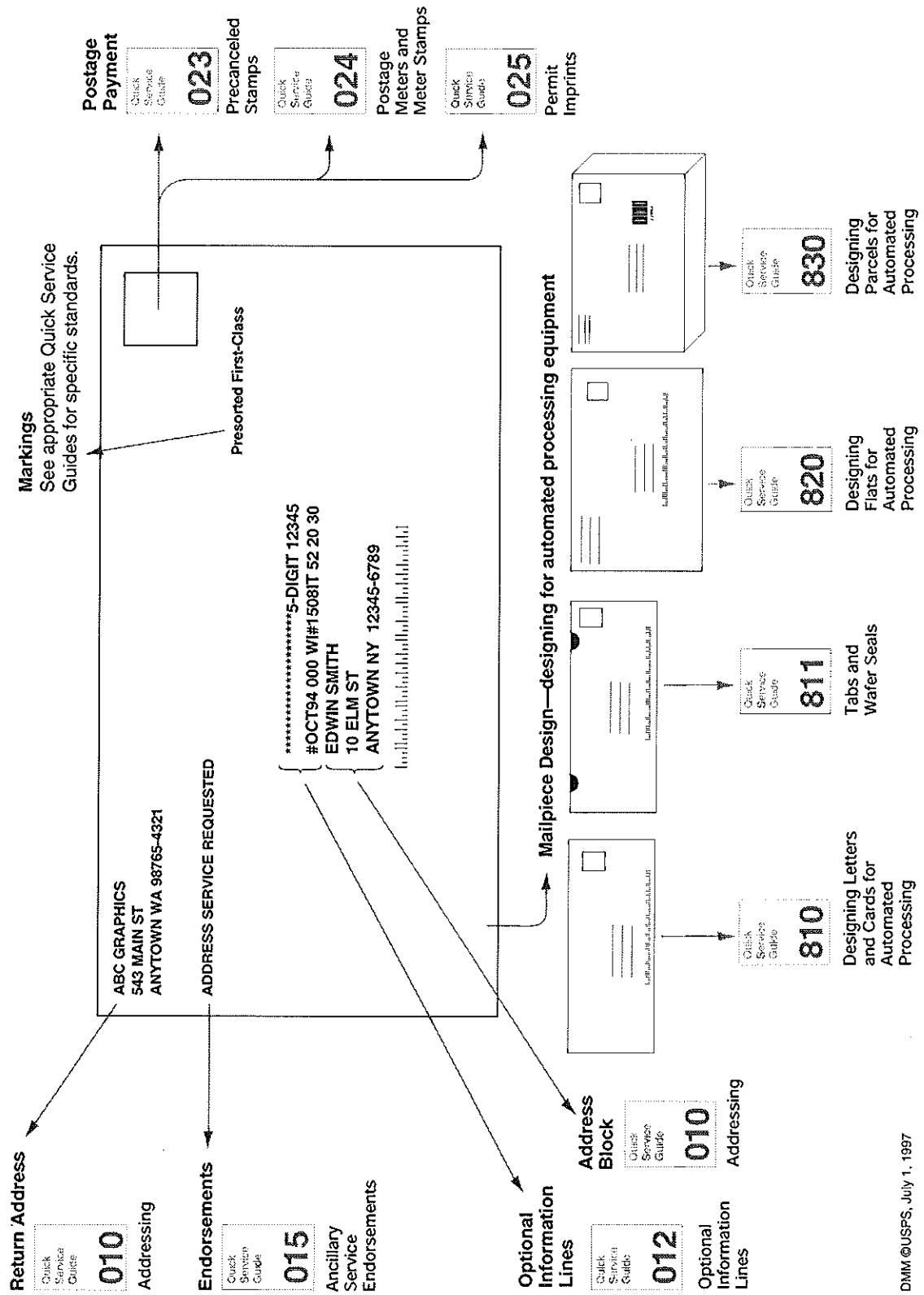


Courtesy Reply Mail (CRM)



## Creating a Mailpiece

## Decision Tree





C800 Automation-Compatible Mail

**C810 Letters and Cards****1.0 BASIC STANDARDS**

[10-23-97] Letters and cards claimed at automation rates must meet the standards in 2.0 through 8.0 and the general and specific standards for mailability and mail class. Pieces claimed at a card rate must also meet the standards in C100. Unless prepared under 7.2 through 7.4, each mailpiece in the mailing must be prepared either as a sealed envelope (the preferred method) or, if unenveloped, must be sealed or glued on all four sides.

**2.0 DIMENSIONS**

**Shape and Size** Each letter-size piece must be rectangular and:

2.1

- a. For height, no more than 6-1/8 or less than 3-1/2 inches high.
- b. For length, no more than 11-1/2 or less than 5 inches long.
- c. For thickness, no more than 0.25 or less than
  - (1) 0.007 inch thick if no more than 4-1/4 inches high and 6 inches long; or
  - (2) 0.009 inch thick if more than 4-1/4 inches high or 6 inches long, or both.

**Aspect Ratio** The result (aspect ratio) of dividing the length of a mailpiece by its height must not be less than 1.3 or more than 2.5.

2.2

**Maximum Weight** [10-05-97] Maximum weight limits are as follows:

2.3

- a. 2.5 ounces: upgradable Presorted First-Class Mail and upgradable nonautomation Standard Mail.
- b. 3 ounces: automation First-Class Mail, automation Periodicals, and automation Standard Mail.
- c. 3.3062 ounces: automation Enhanced Carrier Route heavy letters, subject to 7.5.
- d. 3.3087 ounces: automation Regular Standard Mail heavy letters, subject to 7.5.
- e. 3.3348 ounces: automation Nonprofit Enhanced Carrier Route heavy letters, subject to 7.5.
- f. 3.3362 ounces: automation First-Class Mail, automation Periodicals, and automation Nonprofit Standard Mail heavy letters, subject to 7.5.

**3.0 GENERAL PROHIBITIONS AND RESTRICTIONS**

**Wraps and Closures** An automation-compatible mailpiece may not be polywrapped, polybagged, or shrinkwrapped; have clasps, strings, buttons, or similar closure devices; or have protrusions that might impede or damage the mail or mail processing equipment.

3.1

**Staples and Saddle Stitching** Staples or saddle stitching may be used only on booklet-type mailpieces to join the bound edge (spine). Inserted staples or stitching must parallel the bound edge, seat tightly and securely, and have no protrusions that might impede or damage the mail or mail processing equipment.

3.2

**Rigid and  
Odd-Shaped Items**

3.3

Rigid items (e.g., pens, pencils, keys, bottle caps) are prohibited within mailpieces. Reasonably flexible items (e.g., credit cards) are permitted. Subject to 5.0, odd-shaped items (e.g., coins and tokens) are permitted if firmly affixed to and wrapped within the contents of the mailpiece and envelope to streamline the shape of the mailpiece for automated processing.

**4.0 TABS, WAFER SEALS, TAPE, AND GLUE**

Tabs, wafer seals, cellophane tape, or permanent glue (continuous or spot) may be used as applicable to the particular type of mailpiece under 7.0 if the sealing devices do not interfere with the recognition of the barcode, rate marking, postage information, or delivery or return addresses. In all cases, additional tabs or seals may be used. Cellophane tape is not acceptable within the barcode clear zone. Tabs or wafer seals placed in the barcode clear zone must contain a paper face meeting the standards for background reflectance and, if the barcode is not preprinted by the mailer, the standards for acceptance of water-based ink. Tabs, wafer seals, and tape must have a peel adhesion (shear strength) value of at least 15 ounces/inch at a speed of 12 inches/minute after application to a stainless steel plate; the test is to be conducted 10 minutes after the material is applied to the plate.

**5.0 FLEXIBILITY****Machinability**

5.1

To ensure transport through automated mail processing machines, a mailpiece and its contents must bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch-diameter drum.

**Testing Flexibility**

5.2

A mailer wanting to have mailpieces tested for flexibility must submit at least 50 sample pieces and a written request to USPS Engineering at least 6 weeks before the mailing date. The request must describe mailpiece contents and construction, number of pieces being produced, and preparation level (e.g., presort). Engineering advises the mailer by letter of its findings. If the mailpiece is approved, the letter includes a unique number identifying the piece tested and serves as evidence that the piece meets the relevant standards. A copy of the letter must be attached to each postage statement submitted for mailings of the approved piece. If requested by the USPS, the mailer must show that pieces presented for mailing are the same as those tested and approved.

**6.0 OUTSIDE LABELS AND STICKERS****Use**

6.1

Permanent labels and stickers (i.e., those designed not to be removed or relocated) must be affixed directly to the outside of the mailpiece with permanent adhesive. A mailer may provide recipients with relocatable labels to place on the outside of response pieces sent back to the mailer. On pieces mailed at First-Class card rates or at Periodicals rates, labels and stickers may be used only if permitted by the applicable standards.

**Pressure-Sensitive  
Label**

6.2

Any pressure-sensitive label or sticker affixed directly to a mailpiece before mailing must have a minimum peel adhesion to stainless steel of 8 ounces/inch. This standard does not apply to pressure-sensitive labels provided by the USPS to label packages to sortation levels.

**"Sandwich" Label**

6.3

A face stock/liner label ("sandwich" label) is a two-part unit with a face stock (top label) attached to a liner (bottom label) affixed to the mailpiece. The face stock must have a peel adhesion value of at least 2 ounces/inch with respect to the liner label and at least 8 ounces/inch when reapplied to stainless steel.



## 7.0 ADDITIONAL STANDARDS FOR SPECIFIC TYPES OF PIECES

### Envelope or Piece Sealed on All Sides

7.1

An envelope or any mailpiece formed by an outer sheet or sheets sealed on all four edges must be prepared from paper with a minimum basis weight of 16 pounds (measured weight for 500 17- by 22-inch sheets).

### Folded Self-Mailer

7.2

[06-05-97] Except as noted in 7.2c, a folded self-mailer must be prepared with the folded edge parallel to the longest dimension and the address of the mailpiece. Based on the number of tabs used, these additional standards apply:

- a. With one tab or wafer seal, the folded edge must be at the bottom of the self-mailer. The tab or wafer seal must be placed in the middle of the top edge of the piece. If formed of a single folded sheet, the self-mailer must be prepared from paper with a minimum basis weight of 28 pounds (measured weight for 500 17- by 22-inch sheets) or 70 pounds (measured weight for 500 25- by 38-inch sheets). If formed of multiple folded sheets, the self-mailer must be prepared from paper with a minimum basis weight of 24 pounds (measured weight for 500 17- by 22-inch sheets) or 60 pounds (measured weight for 500 25- by 38-inch sheets).
- b. With two tabs or wafer seals, the folded edge may be at the top or bottom of the self-mailer. The two tabs or wafer seals must be placed on the open edge, opposite the folded edge. One tab or wafer seal must be placed within 1 inch of the left edge of the piece; the other, within 1 inch of the right edge of the piece. The whole tab need not be placed within 1 inch of the edge. The tabs must not obscure the FIM, postage, or required address information. The folded self-mailer must be prepared from paper with a minimum basis weight of 20 pounds (measured weight for 500 17- by 22-inch sheets).
- c. [06-05-97] In specifically identified formats, a self-mailer may have the final fold on the right side (leading edge) of the piece. The left edge (trailing edge) and other open edges must be secured with at least one tab or a glue line. The number of tabs required is determined by the final trim size and paper basis weight of the piece. If the piece is 7 inches long or more, the piece must be sealed on the top and the bottom. In all cases, additional tabs, seals, or glue spots or glue lines may be used. Newsprint paper is acceptable if the basis weight of the paper meets the minimum standards in 7.2 and the piece is certified by the USPS mailpiece design analyst to be acceptable for automated processing.

### Booklet-Type Piece

7.3

[06-05-97] A booklet-type piece must meet these standards:

- a. The front and back covers must be prepared from paper with a minimum basis weight of 20 pounds (measured weight for 500 17- by 22-inch sheets).
- b. Except as noted in 7.3d, the bound edge (spine) must be the longest edge of the piece and at the bottom, parallel to the address.
- c. The unbound edge (top) must be secured with at least two tabs or wafer seals. One tab or wafer seal must be placed within 1 inch of the left edge of the piece; the second tab or seal, within 1 inch of the right edge of the piece. As an alternative, one tab or wafer seal must be placed within 1 inch from the top left side (trailing edge) of the piece; the second tab or seal, within 1 inch from the top right side (leading edge) of the piece.





d. In specifically identified formats, prepared with a minimum paper basis weight of 24-pound bond paper, the spine may be on the shorter side (leading edge) of the piece. The address must still be parallel to the longest side of the piece. The unbound edges must be secured with at least two tabs or wafer seals. If the outside covers are prepared with a minimum paper basis weight of 20-pound bond or equivalent, the spine may be on the right side (leading edge) of the piece. The address must still be parallel to the longest side of the piece. The following restrictions apply:

- (1) If the final trim size of the piece is no more than 4 1/4 inches high and no more than 6 inches long, the unbound left edges must be secured with at least one tab or wafer seal placed at the vertical center of the piece.
- (2) If the final trim size of the piece is more than 4 1/4 inches high or more than 6 inches long, the unbound left edge must be secured with two tabs or wafer seals placed within 1 inch of the top and bottom edges.

**Postcard**  
7.4

Any postcard must be prepared from paper stock meeting the industry standard for a basis weight of 75 pounds or greater, with none less than 71.25 pounds (measured weight for 500 25- by 38-inch sheets). The stock must be free from groundwood unless coated with a substance adding to the stock's ability to resist an applied bending force. A double postcard not prepared with all edges sealed must have the folded edge at the top or bottom, and the open edge parallel to the address must be secured with one tab (or other permitted closure) in the middle of the length.

**Heavy Letter Mail**  
7.5

Heavy letter mail (i.e., barcoded letter-size mail weighing more than 3 ounces up to the maximum in 2.3) must meet the additional barcoding standards in C840, must be prepared in a sealed envelope, and must be part of a 100% delivery point barcoded mailing. Heavy letter mail may neither contain stiff enclosures nor be prepared as a self-mailer or booklet-type mailpiece.

**8.0 ENCLOSED REPLY CARDS AND ENVELOPES**

**Basic Standard**  
8.1

All letter-size reply cards and envelopes (business reply mail (BRM), courtesy reply mail (CRM), and meter reply mail (MRM)) provided as enclosures in automation First-Class Mail, Periodicals, and Standard Mail (A), and addressed for return to a domestic delivery address, must meet the applicable automation compatibility standards in C810. When the corresponding mail (in which the reply pieces are enclosed) is presented to the USPS, the mailer must certify that these standards and the following standards, as applicable, are all met for the enclosed mail:

- a. Each reply piece must include the appropriate facing identification mark (FIM) under C100.
- b. Each BRM piece must bear the correct BRM ZIP+4 barcode; each MRM and CRM piece must bear the correct barcode for the delivery address, subject to C840.
- c. Each BRM piece must meet any applicable standard under S922; each MRM piece must meet any applicable standard under P030; and each CRM piece as defined in 8.2 must meet the standards of this section.



**Courtesy Reply Mail  
(CRM)**

8.2

For these standards, courtesy reply mail (CRM) is reply mail other than BRM or MRM enclosed in other mail, with or without prepayment of postage, for return to the address on the reply piece. If postage is required, the customer returning the piece affixes the applicable First-Class Mail postage. Each piece must meet the physical standards for mailability in C010 and C100. CRM has no additional required design standards unless enclosed in automation mail.

