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MEMBERSHIP

STRUGGLING WITH MEMBERSHIP RENEWALS?

Is your PCC having a tough time getting members to renew their commitment to your organization? Try out these retention tips:

- Ask members to host an open house.
- Ask members to speak at one of your events.
- For their past loyalty, give members free admittance to an event.
- Ask other PCCs how they get individuals and companies to renew. (Other PCCs are really good sources for ideas whether they are related to membership or not!)

If all else fails, just ask them to renew — don't assume they will.

PCC events are not just networking opportunities for current members. They are also excellent occasions to recruit and retain new members. Inviting new members to your PCC events allows them to get information that they can't find anywhere else. Not only do new members get to learn more about hot topics, but they hear it directly from postal leadership. Recruiting new members is a year-round effort that involves everyone.

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EDUCATION

EDUCATION ADVANCEMENT

Education always plays an important role in the success and growth of PCCs. The Nashville Middle Tennessee PCC conducted a workshop on "The Top 10 Mistakes in Mailpiece Design," which was used from a recent workshop-in-a-box. The workshop covered postcard design, folded self-mailers, height and weight dimensions, and common automation problems.

PCCs also gave away a free registration to the 2018 National Postal Forum, the biggest educational mailing event of the year. It will take place in San Antonio, TX, May 6–9, 2018.

The last PCC Boot Camp (version 1.0) was held Oct. 26, in New York City. Because Boot Camp 1.0 was such a success, we're excited to announce version 2.0 will roll out in 2018. It will introduce fundraising and do a deeper dive into communications, education and membership. If you haven't attended a boot camp, you should make time to do so. We hope to see everyone soon at one of the local boot camps scheduled for January 2018.

Education is key to the success and growth of all PCCs. Take the time to learn from the PCC educational resources on [PostalPro/PCC Portal](#) at your disposal, and share them at educational events. Everyone has fun learning!

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COMMUNICATION

FROM WHERE I STAND

Thanks to everyone for another successful National PCC Week! A longstanding tradition, PCC Week brought together more than 125 PCCs throughout the nation to celebrate the partnership between the Postal Service and the mailing industry. Each PCC takes the time to plan and execute a day beneficial to its members. PCC Week is not just about workshops and great speakers, it's also a time to network and learn from peers.

At the Greater Baltimore PCC Week joint event, members from Greater Baltimore, Washington Metropolitan and Northern Virginia Metro PCCs shared their perspectives. Members from both the Postal Service and industry stood together to talk about how the PCC has helped their careers as well as their visions for the PCC.

Dane Coleman, Baltimore's district manager said, "From where I stand, we are indeed stronger together, and my commitment is to provide leadership that will always enable a positive customer experience."

"I see one team united; I do not see postal, from where I stand, I don't see Industry. From where I stand, I see us. One team delivering the message, growing mail, growing print, growing everything," said Industry Co-Chair of Greater Baltimore PCC Judy Antisdell.

Other PCC leaders from the three PCCs shared their views as well.

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POLICY ADMINISTRATION

NEED TO KNOW

PCC CAN-SPAM Act

When sending emails to Postal Customer Council (PCC) members, prospective members or other customers, all PCCs must comply with the opt-out requirements of the CAN-SPAM Act. The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages and gives recipients the right to have you stop emailing them. PCCs will receive a *PCC Alert* in November that will explain the requirements in detail, including a sample email template. A PCC Café will be held Thursday, Nov. 16, to answer questions. Be on the lookout for the WebEx invitation or contact your PCC liaison.

PCC Social Media Use

During the Nov. 16, PCC Café, the USPS Social Media Policy will be discussed. PCC members and postal employees are subject to this policy, so everyone is encouraged to participate in this café. A PCC Alert also will cover this topic.

PCC SUCCESS STORIES

Utah PCC — Keeping Connected

The Utah PCC has maintained an extensive database of individuals, companies, managers and others who have been involved with the PCC and other postal events. Over the years, this database has been managed by several individuals with different data management skills and abilities. Because of this, the integrity of the information in the database was not as consistent as it should have been.

When the new Industry Co-Chair took over the reins of the PCC, an effort was made to clean up the database. While attending a PCC Book Camp, some important information and best

practices were learned to help with database management.

A committee of postal and industry Executive Board members was established and they went to work right away devising actions and setting into motion efforts to clean up this database. The first task was to practice what the Postal Service preaches; run the data through CASS and NCOALink. The second task was to distribute a letter with a response card or Business Reply Mail envelope to everyone in the database requesting contact information updates. The letter also allowed them to add others to the Utah PCC database.

Once responses were received from the mailing, one person was designated to update the database. These actions have streamlined the database and also helped to recruit new members.

Chicago PCC — Effective Mailpiece Design

The Chicago PCC reached out to its mailer members to help them produce more effective mailpieces.

Thirty-five mailers signed up for a two-and-a-half-day workshop, which covered the various aspects and considerations in creating a great mailpiece. Most attendees were new to the PCC and appreciated the training opportunity. The Chicago PCC is looking to wrap up the year with more great events and seminars. There are even bigger plans for 2018!

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NOTICES

2018 PCC BOOT CAMP SCHEDULE

- The first PCC Boot Camp 2.0 is scheduled to launch in January 2018. Details to follow.

2018 NATIONAL POST FORUM

- May 6–9, 2018
- San Antonio, TX
- Registration is open. Go to www.npf.org.

NATIONAL PCC WEEK 2018

- Sept. 24–28, 2018
- Key deadlines:
 - **April 30, 2018** — Deadline to submit all PCC event dates and locations, with or without a request for a headquarters speaker on [PCC BlueShare site](#).
 - **May 31, 2018** — Once April 30 requirements have been met, provide expected number of attendees, confirmed date and venue.
 - **June 1, 2018** — Deadline to request a speaker from headquarters. Submit information on [PCC BlueShare site](#) and share with headquarters PCC liaison. If details are not received by June 1, the event may be excluded from the master 2018 PCC Week roster and you may be unable to secure a headquarters speaker.
- PCC Liaisons:
 - Capital Metro [Corey Adams](#)
 - Eastern Area [LaNeta Roth](#)
 - Great Lakes [Lewis Johnson](#)
 - Northeast [Leider Chang](#)
 - Pacific [Lewis Johnson](#)
 - Southern [Crystal Essiaw](#)
 - Western [LaNeta Roth](#)

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YOUR LINKS TO MAILING RESOURCES

[U.S. Postal Service: usps.com](https://usps.com)

[PostalPro: postalpro.usps.com/pcc](https://postalpro.usps.com/pcc)

Questions? Comments? Send email to: pcc@usps.gov

[Sign up](#) for *PCC Insider*

[Sign up](#) for *PCC National Database*

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