



American Rivers
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POSTAL REGULATORY
COMMISSION

Postal Regulatory Commission
901 New York Avenue NW
Suite 200
Washington, DC 20268

RE: Docket RM2017-3.

January 31, 2020

Dear Commissioners:

On behalf of American Rivers and our more than 355,000 supporters who are vital in our work to protect America's wild rivers, restore damaged rivers and conserve clean water for people and nature, I am writing to urge you to reconsider your proposal that would enable postage rate increases beyond the Consumer Price Index and could cost non-profit organizations, like ours, 28 to 40% or more over the next five years.

These increases will have a negative impact on our ability to carry out our mission and will not reform the Postal Service.

As a nonprofit, postal mail is a critical part of our fundraising and communications efforts. Direct mail generates nearly forty-five percent of American Rivers' income from donations by individuals. But we operate on a limited communications and fundraising budget each year, so if postage goes up as much as you contemplate, we will be forced to greatly reduce our outreach efforts through the mail which will have a disastrous impact on our revenue and our mission.

Fulfilling our mission is critically dependent on our ability to operate and develop resources efficiently and in a cost-effective way. American Rivers would not be able to increase our budget to keep pace with the potentially staggering postage increases you have proposed. Any expense, such as postage, that exceeds our means will result in necessary reductions in our use of mail. Such a reduction will lead to less revenue, limiting our reach and reducing the amount our organization can spend on mission critical activities.

American Rivers urges the Postal Regulatory Commission to reconsider its proposal.

Sincerely,

Bruce Leathwood
Senior Director of Membership