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POSTAL REGULATORY
COMMISSION

January 29, 2020

Robert G. Taub, Chairman
Michael M. Kubayanda, Vice Chairman
Mark Acton, Commissioner
Ann C. Fisher, Commissioner
Ashley E. Poling, Commissioner
Postal Regulatory Commission
901 New York Avenue Northwest, Suite 200
Washington, D.C. 20268

Dear Commissioners:

I am writing to you on behalf of Baylor College of Medicine to ask you to reconsider the proposal to increase postage rates several times the rate of inflation in Docket No. RM2017-3. Baylor is a pioneer in medical innovation, addressing some of the nation's greatest health challenges, including the current threat of coronavirus. One way we combat deadly diseases is by raising funds through crucially needed direct mail fundraisers. If postage rates are increased, Baylor will not be able to fund lifesaving research in the same way. Our donor pipeline relies on direct mail acquisition efforts. As a nonprofit, our cost is always a concern and this change will directly impact our ability to put meaningful funds into the program as the margins are already very slim.

Located in the largest medical complex in the world, Baylor sees many of the 10 million patients who visit the Texas Medical Center each year. For patients to receive the high level of care they deserve, Baylor physicians must obtain funds for their important work. The Office of Institutional Advancement and Alumni Affairs helps this endeavor through direct mailings. If the postage rate is increased, it could even impact patient care. Increased postage rates will not reform the Postal Service, but it will result in a negative change to our ability to acquire new donors...donors who create annual revenue and become our next generation of major donors. These are the lifeblood of all we do in our fundraising effort.

Direct mail furthers Baylor's mission in research, education, patient care and community outreach. An increase in postage rates will adversely impact many individuals and their families who already struggle to survive. Thank you for reconsidering this proposal.

Warm regards,


James P. Digan

JPD:dt