Postal Regulatory Commission
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ADRFCO
DIGITAL • TELEMARKETING • DIRECT MAIL

March 19, 2017

Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington, DC 20268-000l

RE: Docket No. RM 2017-3

To the Commission:

The members of the Association of Direct Response Fundraising Counsel are firms that advise nonprofit organizations on their fundraising and other communications with donors and prospective donors. They advise on all means of direct outreach including online, telephone, television, telephone, and – of course – marketing mail.

Please make no mistake regarding a vital point: without question, mail is still king (and in excellent health). The often-heard proposition that electronic means of communication have left fundraising mail for dead is, simply, nonsense. Direct mail is the linchpin of fundraising and other donor communications for, literally, thousands of nonprofit organizations. They are in the mail because of its efficiency and effectiveness.

In order that the Commission might hear from the nonprofit mailers themselves, ADRFCO members invited various client organizations to make their own statements. Accordingly, following this cover letter are eight letters explaining the vital role of the existing CPI cap in maintaining stable, predictable pricing for, what is for many, the indispensable component of their outreach to the public.

The organizations submitting comments covered by this letter are as follows:

- The Children's Inn at NIH
- Whitman-Walker Health
- SOS Children's Villages
- Diabetes Research and Wellness Foundation
- Amnesty International
- American Parkinson Disease Association
- Lupus Foundation of America
- Foundation for Mindful Society

We appreciate the opportunity afforded by the Commission to offer comments for consideration in its ten-year review of price setting governed by the CPI cap.

Respectfully,

Robert S. Tigner
General Counsel

Association of Direct Response Fundraising Counsel
1319 F St NW, Suite 402 | Washington, DC 20004-1112 | 202.293.9640 | adrfco@msn.com

The Children's Inn at NIH

7 West Drive, Bethesda, MD 20814–1509
Phone 301-496-5672 • Fax 301-496-4421
www.childrensinn.org

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March 17, 2017

Postal Regulatory Commission
RE: Docket Number: RM 2017-3
901 New York Avenue NW, Suite 200
Washington, DC 20268

Dear Commissioners:

I am writing to you today on behalf of The Children's Inn at NIH, our current residents, and the many families that we help each year. Our mission is to fully and consistently meet the needs of children and families participating in groundbreaking research at the National Institutes of Health. We respond to evolving family support needs for pediatric research and clinical care, provide a free, family-centered "place like home", and reduce the burden of illness through therapeutic, educational, and recreational programming. In order to live up to our mission, we rely heavily on the United States Postal Service to raise funds and to communicate with our donors.

We have a small direct mail program, and because of this we closely monitor all costs in order to maximize the donor dollars that we spend on fundraising. Even small increases take away from the help we could be giving to families who are dealing with being away from home, sometimes without the help of other family members, all while caring for their sick children. Last year, The Children's Inn was able to help 1,572 children and families staying at The Inn by providing not only a "place like home" but also family meals, arts and crafts for the children, and calling cards so families can stay in touch while receiving treatments at the NIH.

Knowing that postage rates are regulated using the Consumer Price Index (CPI) gives us peace of mind. Allowing the U.S. Postal Service to set its own rates and increase them at will would be detrimental to our mission. Raising the postal rate by even a few cents can have a far-reaching impact.

I urge you to continue using the CPI in order to regulate the degree at which the Postal Service increases their rates not only for us but for all of the other nonprofit organizations trying to do some good in the world.

Sincerely,

Abby Case
Assistant Director, Annual Giving

WHITMAN-WALKER HEALTH

Mailing Address:
Elizabeth Taylor Medical Center
1701 14th St., NW
Washington, DC 20009

March 17, 2017

Postal Regulatory Commission
RE: Docket Number: RM 2017-3
901 New York Avenue NW, Suite 200
Washington, DC 20268

Dear Commissioners:

I am writing to you today on behalf of Whitman-Walker Health, our current patients, and the thousands of people living in the District of Columbia, Maryland, and Northern Virginia who are unable to afford basic healthcare. Our mission is to be the highest quality, culturally competent community health center serving greater Washington's diverse urban community, including individuals who face barriers to accessing care, and with a special expertise in Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) and HIV care. In order to live up to our mission, we rely heavily on the United States Postal Service to raise funds and to communicate with our donors.

We have a relatively small direct mail program, and because of this we must keep a very close eye on our budgets in order to maximize the donor dollars that we spend on fundraising. Even small increases take away from the help we could be giving our community.

Knowing that postage rates are regulated using the Consumer Price Index (CPI) gives us peace of mind. Allowing the U.S. Postal Service to set its own rates and increase them at will would be detrimental to our mission. Raising the postal rate by even a few cents can have a far-reaching impact. It may only increase our overall postage for a mailing by $40 or $50 but for that price, we could administer one HIV test or breast cancer screening to potentially save a life.

I urge you to continue using the CPI in order to regulate the degree at which the Postal Service increases their rates not only for us but for all of the other nonprofit organizations trying to do some good in the world.

Sincerely,

David D. Mallory

David D. Mallory
Director of Annual Giving

202.745.7000
www.whitman-walker.org

Whitman-Walker
1525 14th St., NW
Washington, DC 20005

Max Robinson Center
2301 Martin Luther King Jr. Ave., SE
Washington, DC 20020

Eastern Market
651 Pennsylvania Ave., SE
Washington, DC 20003

SOS CHILDREN'S VILLAGES USA

March 15, 2017

Postal Regulatory Commission
901 New York Avenue, NW
Suite 200
Washington, DC 20268-0001

RE: Docket Number: RM2017-3

Dear Commissioners:

I am writing on behalf of SOS Children's Villages, the world's largest nonprofit organization providing loving homes and stability to more than 553,600 children and families across 134 countries, including right here in the United States. In addition, we are providing quality education to 242,000 children and youth through SOS schools, day care centers, and job skill training programs around the world. We provided over 943,700 health services including vaccinations in 2015 alone.

We are heavily reliant on the U.S. Postal Service to help us raise the precious funding for our programs and communicate with our Child Sponsors, our supporters, and our prospective donors. Stable postal rates that remain at or below the Consumer Price Index (CPI) are vital to our ability to continue our mission.

Our growing direct mail program is truly at the heart of building a reliable base of support. We simply cannot afford postage increases over the CPI. The current CPI cap system provides predictable rates and ensures our ability to continue to use the U.S. Mail and help our life-saving mission. Without fiscal stability, SOS Children's Villages would be unable to maintain homes and essential medical and education services for orphaned, abandoned, and vulnerable children around the world.

I urge the Commission to maintain the current postal rate system, which balances the objectives and factors required by law in a way that no replacement system could.

Sincerely,

Craig Sarsony

Craig S. Sarsony, MBA
Chief Operating Officer

SOS Children's Villages-USA
1620 I Street, NW, Suite 900
Washington, DC 20006

202-347-7920
202-347-7334 fax
www.SOS-USA.org

A loving home for every child

Diabetes Research & Wellness Foundation

PRC at Postal Regulatory Commission
Docket Number RM2017-3
901 New York Ave, NW Ste 200
Washington, DC 20268-0001

Regarding: Docket Number RM2017-3

March 16, 2017

To whom it may concern,

I am writing on behalf of the Diabetes Research & Wellness Foundation® headquartered in Washington, DC to oppose changing the existing method of setting postal rates.

The Diabetes Research & Wellness Foundation® was founded to help find the cure for diabetes and, until that goal is achieved, to provide the care needed to combat the detrimental and life-threatening complications of this terrible disease. For the past 20 years, the foundation has provided funds for numerous diabetes research studies for the cure and has distributed FREE diabetes identification necklaces, free diabetes educational brochures, our monthly newsletter, and books and countless other publications – all via the mail.

Our foundation relies on stable, predictable postal rates to send our materials free of charge to more than 29 million individuals in need of diabetes information to aid their care. The foundation also relies on the mail for our annual fundraising programs to help fund and continue our mission.

Simply put, if postal rates increase significantly or unpredictably, then our programs and services are at risk. It would hamper our ability to raise funds for research. And we could not afford to mail out as many publications or offer our programs for free. More than 30% of the people we serve are unable to afford a postage stamp.

In conclusion, the Diabetes Research & Wellness Foundation would like to voice our concern over any change to postal price setting that would upset the current system of measured, modest, and predictable increases. Anything else would threaten our existing services and our goal of serving even more people in the diabetes community.

Many thanks for your time,

Andrea Stancik
Executive Director
astancik@diabeteswellness.net

AMNESTY INTERNATIONAL

March 16, 2017

Postal Regulatory Commission
901 New York Avenue, Suite 200
Washington, DC 20268-1001

Re: Docket Number RM2017-3

Dear Commissioners,

I am writing on behalf of Amnesty International and our 200,000 members nationwide to ask that you not change the current postal rate system.

Stable postage rates that remain at or below the Consumer Price Index (CPI) are critical to our ability to fulfil our mission.

Amnesty International replies on the postal system to communicate with our members throughout the country in an affordable and timely manner. We also rely on the postal system to raise money to fund our mission.

Increased postal rates mean we, and many other nonprofits, will decrease the amount of mail we send. This will ultimately lead to less revenue for the USPS as the nonprofit direct mail industry cuts its use of mail.

Please do not change the current postal rate system.

Sincerely,

Tricia Hart

Tricia Hart
Director of Direct Response and Development Operations

AMNESTY INTERNATIONAL USA | 5 PENN PLAZA | NEW YORK, NY 10001-1810
T 212.807.8400 | F 212.627.1451 | WWW.AMNESTYUSA.ORG

AMERICAN PARKINSON DISEASE ASSOCIATION

Strength in optimism. Hope in progress.

March 16, 2017

Postal Regulatory Commission
901 New York Avenue NW, Suite 200
Washington, DC 20268-001

RE: Docket Number RM2017-3

Dear PRC Members,

We write to you today in support of preserving predictable CPI-capped rates. Understanding that under existing law, each year USPS is entitled to adjust prices for first class mail and marketing mail but only up to the amount allowed by the computed CPI. We are grateful that exception of an intervening "exigency" increase several years ago (allowed by the law and justified by the recession), prices have moved up predictably and gradually with the CPI.

The upcoming review by your agency puts this cap at risk which is why we implore you today to preserve these capped rates.

The American Parkinson Disease Association (APDA) relies on our Direct Reponses program to reach new supporters and raise critical awareness about Parkinson's disease (PD). PD impacts more the 1 million people in this country today with a new diagnosis every 9 minutes. The total the financial impact on caring for people with PD is $14.4 billion per year. We expect this cost to rise to $28.8 billion by 2040.

Every penny counts as we work toward our mission to provide the support, education, and research that will help everyone impacted by PD live life to the fullest. Our Direct Response program is a major means to do this. We struggle every day to cost effectively deliver our program and unpredictable increases in mailing rates will deeply impact our ability to serve those coping each day with this disease.

We thank you for your careful consideration of the impact of this decision will have on all non-profit organizations across the country.

Regards,

Stephanie Paul

Stephanie Paul
Vice President of Development & Marketing
Direct line: 718-981-8062
Email: Spaul@apdaparkinson.org

Help Us Solve
The Cruel Mystery
LUPUS™
FOUNDATION OF AMERICA

March 14, 2017

Postal Regulatory Commission
901 New York Avenue, NW
Suite 200
Washington, DC 20268-0001

RE: Docket Number: RM2017-3

Dear Commissioners:

I am writing on behalf of **Lupus Foundation of America**, the only national force devoted to solving the mystery of lupus, one of the world's cruelest, most unpredictable, and devastating diseases, while giving caring support to those who suffer from its brutal impact. An estimated 1.5 million men, women, and children have lupus in the United States, but the overwhelming majority are women, who develop lupus during their childbearing years.

When someone is diagnosed with lupus, they, their family members, loved ones, and friends often turn to the Lupus Foundation of America for answers. We are heavily reliant on the U.S. Postal Service to help answer their questions, to raise awareness about this disease, advocate for research funding, and seek the precious contributions for our programs from our supporters, and our prospective donors. Stable postal rates that remain at or below the Consumer Price Index (CPI) are vital to our ability to continue our mission.

Our growing direct mail program is critical in helping us fight this life-diminishing and life-threatening disease. We simply cannot afford postage increases over the CPI. The current CPI cap system provides predictable rates and ensures our ability to continue to use the U.S. Mail and help our life-saving mission. Without fiscal stability, the Lupus Foundation of America would be unable to maintain a robust research program and comprehensive programs of education, advocacy and care for those affected by this disease.

I urge the Commission to maintain the current postal rate system, which balances the objectives and factors required by law in a way that no replacement system could.

Sincerely,

Shane P. Yost
Director, Individual and Foundation Giving

2000 L Street NW, Suite 410 Washington, DC 20036 Toll Free: 1.800.558.0121 Main: 202.349.1155 Fax: 202.349.1156 www.lupus.org

mindful
taking time for what matters

March 17, 2017

Postal Regulatory Commission
901 New York Ave NW Street 200
Washington, DC 20268-0001

Re: Docket Number RM2017-3

Dear Commissioners,

The Foundation for a Mindful Society is a mission-driven, nonprofit media company dedicated to inspiring, guiding, and connecting anyone who wants to explore mindfulness—to enjoy better health, caring relationships, and a more compassionate society. Our main vehicles for accomplishing this mission are the publications of *Mindful* magazine and the Mindful.org website.

We depend on the USPS to deliver copies of Mindful magazine to our 50,000 US subscribers, as well as to deliver renewal letters to the bulk of these subscribers. Stable postage rates, that increase no more than the Consumer Price Index are essential to our ability to fulfill our mission.

Journalism in the internet age is a very challenging business, and our non-profit mission makes it that much more difficult to fund. Increases in postal rates above the rate of inflation will seriously impact our ability to continue to provide people with trusted, high-quality content about mindfulness, and its impact on their health, their relationships and on society.

We hope you will make every effort to keep postal services affordable for nonprofit mailers.

Sincerely,

Andrew Karr
Chair of the Board

Foundation for a Mindful Society
228 Park Ave South
New York, NY 10003-1502