

MAILING LISTS AND MAILING PERMITS

MAILING LISTS

LOCAL MAILING LISTS

Every chapter should develop its own mailing list of members, individuals, and businesses who are interested in receiving regular and special mailings from the chapter. It is essential to computerize your list in order to make changes and additions easily, as well as to produce labels quickly. Your chapter may also wish to develop an e-mail list to send messages quickly at no cost.

Your local mailing list might include the following:

- * chapter members - membership category may be designated
- * music businesses - for publicity and for soliciting contributions and/or advertisements in chapter publications
- * media - for publicity about chapter programs or chapter news of public interest (see "Program Publicity" for more information)
- * benefactors - contributors of financial or in-kind support
- * general public - include local institutions (especially libraries and other public "bulletin board" locales) as well as interested individuals
- * AGO officials - regional coordinators for education and professional development, other area chapter deans, etc.

A potential source of revenue for a chapter is rental of its mailing list. Normally, such service is provided in the form of a printout on pressure-sensitive labels, for one-time use only. The list may also be provided electronically. Each chapter is responsible for its own mailing list rental policy, including fees charged, who may rent the list, etc. So that those on your list are not bothered by inappropriate mail, the chapter may require approval of the material to be sent before renting its mailing list to others.

NATIONAL AGO MAILING LISTS

The AGO may make its mailing lists available to members and other organizations as a service to the organ/choral music community. Please use the following guidelines when requesting use of the list.

Basic Policy: AGO membership lists are available to members, chapters, other non-profit organizations, and TAO advertisers only for promotion of events and services of interest and benefit to Guild members in the organ and choral music field. Qualifying events ordinarily include concerts, recitals, lectures, workshops, courses of study, AGO conventions, and chapter events. Each request for use of Guild mailing lists must be approved by the Executive Director. Lists are released in label and electronic formats for one-time use only, and may not be reproduced or used for purposes other than those approved.

Procedure for requesting use of AGO lists: The AGO has contracted with an outside company named INFOCUS to handle all mailing list sales. The AGO sales representative at INFOCUS is Cici Schmidgall. She can be reached at 1-800-708-LIST, ext. 3250. The INFOCUS Web site is <www.infocuslists.com>. If you have any questions not addressed on the INFOCUS Web site, please contact Jennifer Madden, Director of Membership and Administration at AGO National Headquarters, 212-870-2311, ext. 4304. <jem@agohq.org>.

MAILING PERMITS

The United States Postal Service makes available a **third-class bulk mailing permit** to organizations that send large quantities (over 200 copies) of uniform mailings at any one time. Sending your newsletters and other mass communications by bulk mail can save a considerable amount of money.

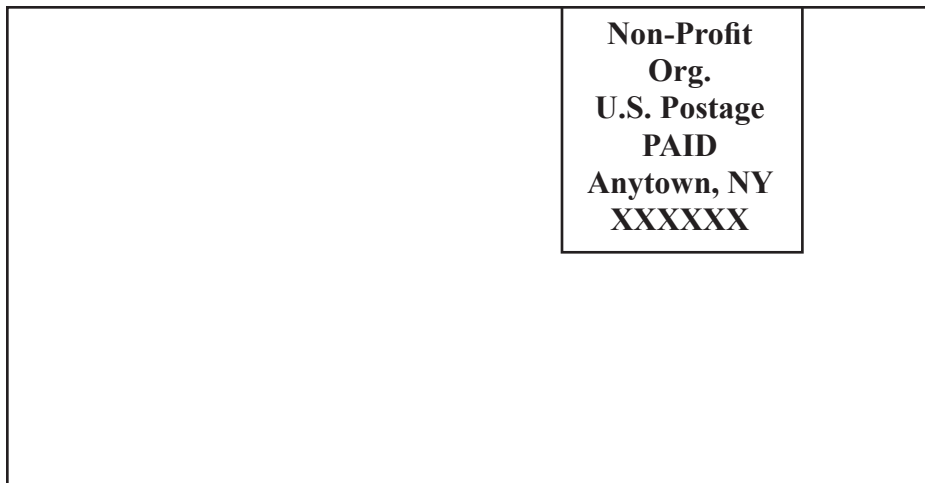
The following are some pertinent facts regarding bulk mailing permits for AGO chapters. For more information or any specific questions, contact your local postmaster.

1. AGO chapters are eligible to apply for a **not-for-profit** bulk mailing permit, as subordinate units of a national, not-for-profit organization.
2. The United States Postal Service can provide you with **Publication 49**, which outlines the procedures for bulk mailing.
3. The fee to own and maintain a bulk permit account is \$150 per year, with an initial application fee of \$150.
4. To qualify for use of a bulk permit account, mailings must consist of at least 200 identical pieces of mail. If your mailings are smaller, consider sending your newsletters to non-members (such as the churches and synagogues in the area). You may save money by adding names and paying the bulk rate.
5. A chapter with a bulk permit can mail from only one post office branch, designated at the time of application. That designated branch can be changed upon later application.
6. In the application process, certain documentation is required, such as chapter financial statements and proof of IRS tax exemption. National Headquarters will assist any chapter with certification of tax-exempt status, as required (see Section VI). The application for the permit also requires the chapter to submit some examples of pieces to be mailed in bulk.
7. A chapter may use a church's mailing permit as long as the mail piece indicates joint

sponsorship of the program. This is a sensitive area in which postal requirements must be carefully observed so as not to jeopardize the church's mailing permit. Consult your local postmaster.

8. Once a bulk account is set up, it works like any other account. The chapter makes deposits to the account and the Post Office deducts the amount of postage used for each mailing. The Post Office does not extend credit, so a chapter must be sure that there is enough money in the account to cover each mailing.
9. When an application is approved, the Postal Service assigns a permit number. This number should be used to make a mailing indicia (see below) to be printed in lieu of postage stamps on all pieces that will be bulk mailed.

Example of postage indicia:



You may wish to inquire about using **second-class mail**, which is for print items sold on a subscription basis. The United States Postal Service may require that you write your annual membership renewal form to include a "newsletter subscription" as part of the total dues. You can check details at the post office at which you have your third-class permit.

First-class pre-sorted service is limited to groups that mail at least 500 identical pieces at a time. It requires a permit, a fee of \$75 annually, and pre-sorting of all pieces.