



October 7, 2013

A Special Postage Sale for Fundraisers We'll do the QR Code and the Mobile Page – You Get the Savings!

The Postal Service has extended their year-end "Mobile Buy It Now" promotion to the end of the year, **and to nonprofits engaged in fundraising**. This is a big departure for the Postal Service. Up to this point they had only offered this discount to those selling merchandise, so this is an exciting change. As you plan your year-end fundraising drives, this may give you the opportunity to add a mobile donation page to your offerings and have the Postal Service help pay for it. Still, remain calm – there are a lot of details to qualify for this promotion. The basics:

- The available discount is 2% off postage;
- The promotion runs from now through the end of 2013;
- In order to qualify you:
 - Must have a QR code (or comparable code) on the mail piece that leads to a mobile optimized donation page. You need text near the QR code telling your prospects to scan it;
 - The donor must be able to complete the donation transaction on their mobile device;
 - You must have a back-end premium that is physically sent via USPS or a competing carrier. This does not need to be a parcel – it can be a gift card, for example – but it does need to be a physical object. Online fulfillment does not count. As we read the rules, a thank-you acknowledgement does not qualify – it has to be something of value.

Interested? Good for you! We are big believers in the power of mobile. Mobile is quickly becoming the dominant means of accessing the internet. If you don't already have a mobile donation page you should.

The great thing is ProList can make this happen for you! Need a donation page set up? We can do that. Need QR codes? We've got that, too.

Our suggestion: As part of your year-end solicitation, have us set up an online donation page for you. We can set it up so that it will optimize to the right device – if someone is on their computer it will optimize for that; if they're on a mobile device, it will optimize for that -- and qualify you for your discount. Be sure to include a PURL and GURL, too. Don't know what PURLs and GURLs are? We really should talk!

Of course, don't forget to include your reply envelope – as much as we love online donations, the big money for most charities still rides in envelopes. The purpose of these online channels is to give your donors more ways to give.

ProList, and our multi-channel subsidiary SnailWorks™, are nationally recognized experts in multi-channel. Trust us to coordinate your year-end fundraising with direct mail and online channels – we do this every day.

We have really just touched on the most basic aspects of this promotion here. There is a lot of fine print. You can read the details from USPS [right here](#).

If you're interested in participating feel free to call us, as well. We can walk you through the process.

MIDs, CRIDs, and You! Getting Ready for Intelligent Mail

Our older readers no doubt remember Johnny Rivers' 1966 hit "Secret Agent Man" – "They've given you a number and taken awaaaaay your name."

The Postal Service may not take awaaaay your name, but they sure do plan on giving you a number, and you better know it by January. That's when the next phase in Intelligent Mail will be required: Full Service Intelligent Mail, a title so dripping with irony we have a difficult time typing it without weeping. Still, rules is rules, so we need to be ready to comply.

One of the key requirements of FS Intelligent Mail is that the mail owner must be identified by either their Mailer ID (MID), or their Customer Registration ID (CRID) in the electronic documentation presented with the mail. The mail owner is the organization for whom the mail is created, not the agency, not the mail service provider. A MID is a numeric identification number assigned by the USPS to identify a mail owner or a mailing agent. It may be six digits or nine digits, depending on annual mail volume. This number may be used in the Intelligent Mail barcode (IMb) printed on the mail piece, but it does not need to be. A CRID is also a numeric identification number assigned by USPS to identify a customer at a location. A CRID may be up to 15 digits, and will not be used in the IMb.

Either of these numbers will be satisfactory in the electronic documentation (E-Docs). You can apply for a MID, or find a CRID by going to the USPS Business Customer Gateway. This is not a pleasant experience. We STRONGLY advise that you allow ProList to assist you in this process. If you are an agency doing mailing for other organizations, you may want to check with them to see if they already have gotten a MID. If not, again, turn to ProList to help you get one for them.

If you are doing mail for other organizations, please be sure to add a placeholder for MIDs and CRIDs in their customer profile. Once you get these, you do not need to enter the "Business Gateway" again.

Stay tuned to ProNews for more details as January approaches. We'll make sure our clients have a smooth transition to being fully served.

Want to read more about these? Really? OK, [click here](#).

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