



## **Charitable Nonprofits Rely On The USPS To Perform Vital Services**

### **State of Play: "**

The United States Postal Service (USPS) remains a critical component for nonprofit operations as many nonprofits rely on postal mail as their primary, if not only, source of funding. An immediate infusion of emergency funds is needed to protect nonprofit mailing services."

### **The Nonprofit Sector is Incredibly Dependent on the USPS**

- Nonprofits rely on the USPS for our very existence and the accomplishment of our missions as it serves as the Sector's primary vehicle to raise funding, establish and maintain memberships, and distribute their publications
- Charitable nonprofits generate one in ten pieces of mail delivered by the United States and play an integral role in enabling the United States Postal Service (USPS) to fulfill its mission of binding the nation together. Comparatively, nonprofits are equally dependent on the USPS to continue performing vital services as most nonprofits receive the majority of their donations by mail

### **Nonprofit Services Require Reliable & Affordable Mailing Services**

- Large nonprofit mailers of magazines and newsletters can trace the majority of their contributions to subscribers to their publications. In 2015, the total USPS volume in was 154 billion. This includes 12.6 billion pieces of Nonprofit Standard Mail, 1.4 billion pieces of Nonprofit Periodicals, and over 1 billion pieces of First-Class Mail primarily used to send donations to nonprofits
- While some like to say that there is competition for everything the USPS does, the reality for nonprofits is that they cannot replace postal mail. Most nonprofits are captive customers of USPS. They put every supply and service out for bid, except the delivery of mail and publications. Nonprofits use digital alternatives to mail but they are not scalable or nearly as effective as postal mail. Digital media are an adjunct to mail rather than a direct alternative or replacement

- The nonprofit, government-owned USPS needs to retain a broad diversity of content in the mail to continue to thrive. Nonprofits' use of mail does react directly to the cost of postage. To ensure the sector doesn't incur this financial burden the agency must fill American mailboxes with a diversity of things that households want to receive, read, and act on — a demand that many nonprofits can fill

### **Immediate Action is Needed**

The initial investment provided by the CARES Act extended an additional \$10 billion line of credit to USPS to cover losses caused by Covid-19. However, Congress must invest a minimum of \$15 billion in emergency funding in the next COVID-19 relief package to stabilize the USPS to prevent increased rates for mailers and consumers.

### **Nonprofits Are Trusted Sources of Information — Our Collective Advocacy is More Important Now than Ever**

Research indicates that nonprofit roots and trust within communities provide ample opportunity to increase civic engagement among those who are regularly excluded from the democratic process. Our natural engagement assets and unparalleled reach make us particularly well suited to encourage active civic participation.

As the nation's third largest employer, nonprofits are able to organize 12.3 million employees and mobilize networks of donors, volunteers, and constituents across 1.5 million organizations. Submit a [letter](#) to your Congressional delegates to ensure that nonprofits can secure funding to meet an exponentially greater need in 2020.