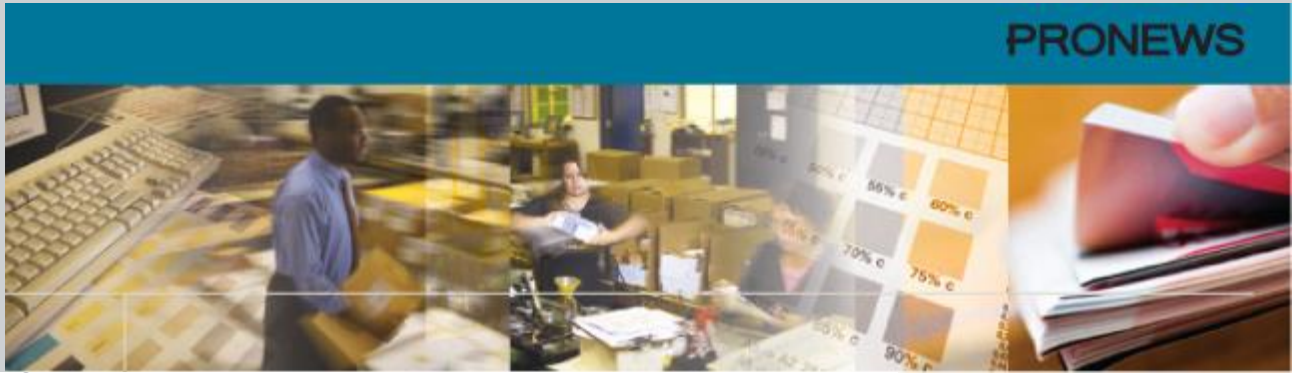


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September 2018

ProList Featured in American Printer

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



ProList was featured in the latest edition of *American Printer* in an article: [Benefitting Clients with Innovative Evolution – ProList](#). The article featured the tradition of innovation that has helped build ProList into an industry leader.

We are particularly pleased to be featured in a publication dedicated to printers. The printing and mailing industries are evolving and become more and more indistinguishable from one another today. We think ProList represents the cutting edge of this evolution of the industry, integrating not just print and mail, but digital marketing as well. [Click here](#) to read this feature article, and see how ProList is leading the industry into the future.

Some Things to Think About as the Election Approaches

Quality Service Guaranteed!



It's almost here – November 6, Election Day! Whether you're mailing for a candidate, or planning your year-end fundraising, you should be giving thought to how the election may impact your mail.

Here are a few of our thoughts:

- The mail can get pretty clogged up towards the end of October. The Postal Service does all they can to keep mail flowing smoothly through the election, but there tends to be an exceptional volume of mail in the last week of October, and the first week of November. Red tag mail goes first – other Marketing Mail may be “load

Contact Us Today!

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- leveled”, so allow plenty of time for your time sensitive mail, and watch the tracking on your mail;
- Speaking of red tags, if you have election mail, make sure you are getting Red Tag service for it, particularly as Election Day approaches. USPS takes election mail and red tags very seriously. Make sure your mail has them!
- It’s not too late to add Informed Delivery® to your election mail. Even if it’s all designed and ready to go, you may still have time to get your candidate’s face in the email inbox of voters who are subscribed to Informed Delivery. It’s pretty easy to do, and candidates love seeing their faces in email;
- Year-end fundraising will be getting into full gear right after the election. In fact, it already is! Even outside of election mail, mail service providers – including ProList – are already beginning to fill up. Make sure your year-end projects are in the schedule and moving along;
- In addition to a busy Postal Service, paper shortages are backing up printers. Envelopes seem particularly difficult to get in a hurry. So don’t wait until the last minute to get your year-end projects under way;
- The new tax law may impact giving patterns. With a much higher standard deduction, many donors will have less of an incentive to get their donation in by December 31. Many experts expect giving patterns to change. There may suddenly be a reason to do some fundraising in January! It’s important to keep an eye on it and plan accordingly.

So our advice comes down to the usual – plan, track, and adapt. And count on ProList to do all we can to make your year-end mailing a success.

Opposition Grows to the Marketing Mail Content Proposal

Keep those cards and letter coming!

In our last issue we discussed a Postal Service proposal that seemed to appear out of nowhere in the Federal Register, proposing that all letter and flat-size USPS Marketing Mail (Standard Mail) must contain only paper-based/printed matter content. The impact on mailers sending membership cards, plastic items, and other small unobtrusive items could be

devastating. Although the comment period is open until October 22, opposition is quickly forming among mailing associations. The Association for Postal Commerce (Postcom), and Alliance of Nonprofit Mailers, have raised and presented basic objections to the proposal that make great sense to us.

From violations of the US Code dealing with nonprofit content, to rules regarding changes in classification of market dominant products, the proposal seems to be a nonstarter. First of all, there were no Governors at USPS to approve the proposed change when it was made. At a minimum the PRC would need to review and approve any such change, and other provision in US law would prevent either the USPS or the PRC from making such changes. Ah, it's a good time to be a postal lawyer...

So, by all means, let the Postal Service know your feelings on this proposal (you can see instructions and our comments [here](#).) But do be assured that USPS will have a considerable legal battle on its hands should it decide to move forward.

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