

Nonprofit Mail

Advantages:

- Low Cost: The Post Office gives additional discounts off the regular standard rates if nonprofit qualifications are met.
- Up to 3.3 ounces: While first class postage increases with every ounce, nonprofit mail gives you the same low rate of postage up to 3.3087 ounces.
- Incremental postage increase: After 3.3 ounces, postage goes up incrementally as the weight goes up.
- Mailer may be seen as frugal: Some nonprofit organizations make it a point to use their nonprofit status to show how frugal they are with donors' money.

Disadvantages:

- Restrictions: Nonprofit mail has certain restrictions on what content the mailpiece can contain. If the nonprofit mailer has not complied, they can be charged back the additional postage.
- Slow Delivery: Nonprofit mail generally takes 4 to 8 business days, in-state. Across the U.S., 10 days to 3 weeks is normal delivery time. Worse yet, there is no guarantee that a portion of the mail will not take longer.
- Not required to return mail: The Post Office is not required to return undeliverable mail, and in fact throws most undeliverable nonprofit mail away. While a mailer can use an endorsement to be notified of moves or bad addresses, it is not a free service.
- Weight Restriction: Weight of a single piece cannot exceed 1 pound.
- Qualification: To qualify for nonprofit mail, one must have 50 lbs. or 200 pieces of mail. Either way, all the pieces must have identical weight.