

## Overview of USPS Volume Incentives for 2024

The **two** year-long growth incentives will encourage mail owners to increase qualifying 1) First-Class Mail and 2) Marketing Mail volumes in Calendar Year 2024 (CY 2024).

The incentive will use a mailer Fiscal Year 2023 (Oct 1, 2022 – Sept 30, 2023) volume to determine a baseline.

Each Mail Growth Incentive will offer postage credits equivalent to 30% of the amount by which qualifying CY 2024 volumes exceed the greater of (a) corresponding FY 2023 volumes, and (b) one million pieces in CY 2024.

- *Mail owners with fewer than one million pieces in FY 2023 but exceeding one million pieces in CY 2024 will have their incremental volume start at one million pieces, not their FY 2023 volume.*

The First-Class Mail (letters and flats) and Marketing Mail (letters, flats, and parcels) Growth Incentives will run through CY 2024 and will provide mail owners with credits for growth in qualifying mail volumes beyond baseline volumes.

Among the requirements to be eligible to claim the postage credits in each of these incentives, a mail owner must;

(A) register for the incentive via steps to be announced

(B) mail at least one million qualifying pieces in CY 2024

(C) mail more qualifying pieces in CY 2024 than they mailed in FY 2023.

- *Mail owners can participate in either or both Mail Growth Incentives, but the incentives cannot be combined for the purposes of reaching the million-piece minimums.*
- Mailers will be able to register their Customer Registration Identifiers (CRID) beginning in November 2023, registration will remain open until June 2024.
- Registration for each Mail Growth Incentive is expected to occur through a registration portal, which will be made available through the Business Customer Gateway (BCG).
- As part of registration, USPS will establish a mail owner baseline volume from FY 2023. The mailer must record their agreement with this baseline volume and other conditions for participating in the incentive plan to receive postage credits.
- Credit distributions are expected in July 2024, October 2024, and either January or February of 2025. All credits may only be used for postage spend on mailings of the same class of mail in which the credits were earned and will be able to be used on future mailings until December 31, 2025.

*Information provided by Carolyn Angelini of The Nonprofit Alliance (TNPA) member Production Solutions. Carolyn represents TNPA on the USPS Mailers' Technical Advisory Committee (MTAC).*