

2024 USPS Mail Growth Incentive

The United States Postal Service is offering for the first time a Mail Growth Incentive. The details within this document are meant to help guide clients and answer questions surrounding this new incentive.

The Mail Growth Incentive is being offered to *Mail Owners* for First-Class and Marketing Mail. The USPS will provide a 30% discount on the growth of mail volume if that volume meets the criteria laid out in this document.

Can a Mail Service Provider be eligible for the Mail Growth Incentive?

- Only Mail Owners are eligible to participate in the Mail Growth Incentive. An MSP may be eligible if they are a Mail Owner and an MSP.
- The USPS has each CRID/MID tagged as a Mail Owner or Not a Mail Owner within their system.

Eligible Mail Types Includes:

- First Class Presorted Letters
- First Class Presorted Cards
- First Class Presorted Flats
 - **Single Piece First Class is NOT eligible.**
- Marketing Mail Letters and Flats
 - This includes Carrier Route
- Marketing Mail Parcels and Saturation Parcels.
 - **Bound Printed Matter Parcels or Package Services Parcels are NOT eligible.**

Mail Owners will receive a postage credit for qualifying volume that exceeds their FY2023 Volume. The credits will then be measured using calendar year volume in 2024. Credits will be calculated by the USPS quarterly.

Credits will not expire until December 31, 2025.

There are some specific rules around this.

- The USPS Fiscal Year (FY) 2023 is from October 1, 2022, through September 30, 2023. The USPS will look at Mail Owners volume totals during this time period. This will be used as the baseline volume.
 - If a Mail Owner has 800,000 pieces of in FY23 they must mail 1 million pieces in calendar year 2024 to begin to qualify. Volume over 1 million pieces is then used to calculate the credits.
Example: 2024 mail volume is 1.2 million pieces. The qualifying volume is 200,000 pieces.
 - If a Mail Owner has 10 million pieces in FY23. Volume that exceeds 10 million pieces in calendar year 2024 will qualify.
Example: 2024 mail volume is 11.5 million pieces. The qualifying volume is 1.5 million pieces.

Mail Owners will have to register on the Business Customer Gateway for the Mail Growth Incentive.

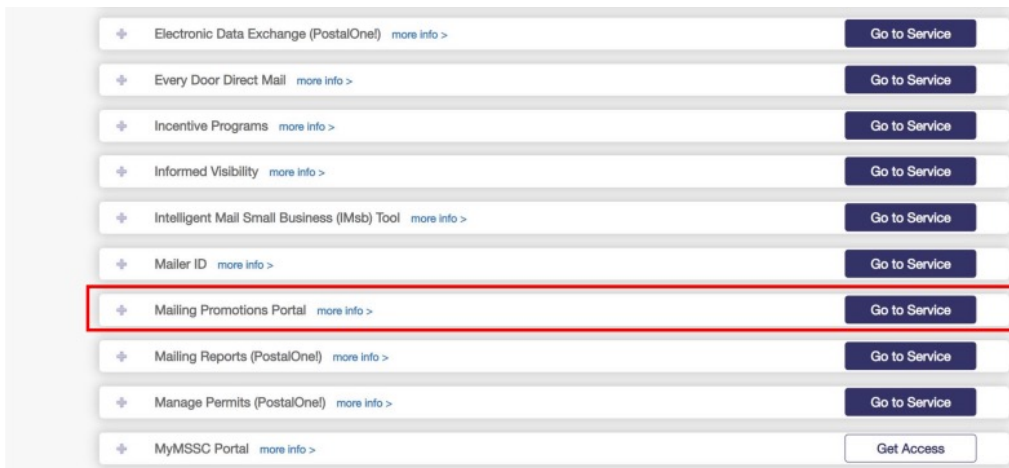
Registration will open on November 15, 2023, and will stay open until June 2024.

- The USPS will have a baseline volume that they will calculate by CRID. Mail Owners will be able to view the baseline volume and either agree or disagree.
 - The USPS urges mail owners to have their baseline volume for FY23 handy before they register for the Growth Incentive.
 - The person responsible for viewing volumes should be the one to register.
- Mail Growth Incentive credits can only be used on the eligible mail products for which the incentive was earned. That means you cannot earn First Class credits and use them on Marketing Mail and vice versa.

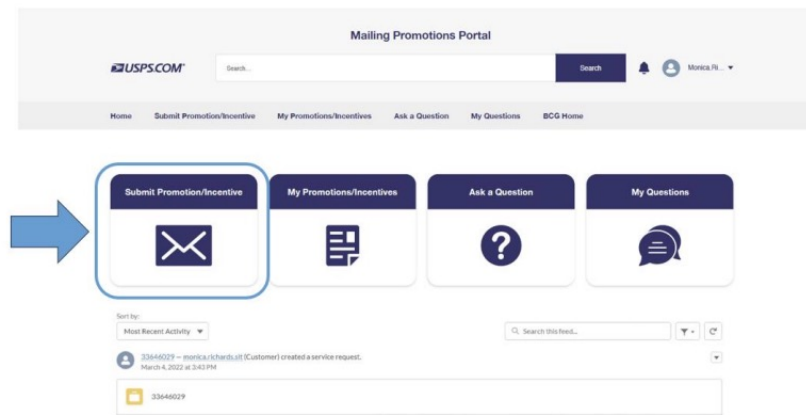
HOW TO REGISTER:

Log Into the USPS Business Customer Gateway: [USPS Business Customer Gateway](#)

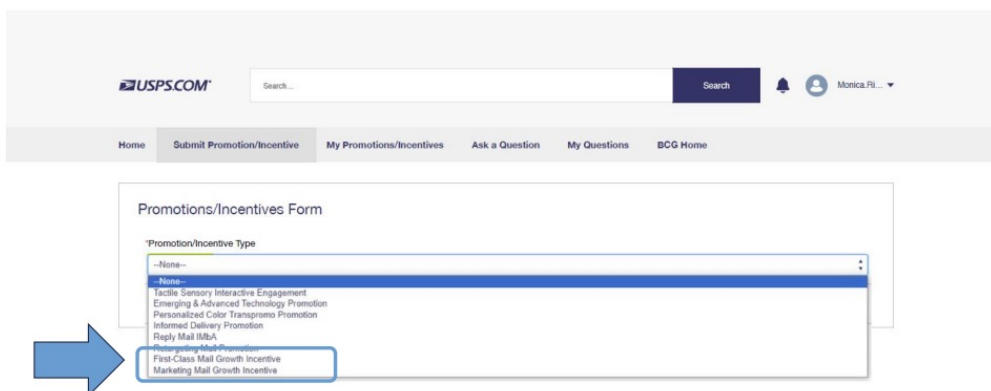
Navigate to the Mailing Promotions link.



Customer Clicks “Submit Promotion/Incentive” From Mailing Promotions Portal Landing Page



Customer Chooses First-Class or Marketing Mail Growth Incentive



Customer Enters Alternate Contact Information, Required for Automated Registration in Program Reg

Home Submit Promotion/Incentive My Promotions/Incentives Ask a Question My Questions BCG Home

Promotion/Incentive Form

Please identify an alternative contact and enter their information below.

First Name

* Last Name

* Address Line 1

Address Line 2

* City

* State

Customer Submits Incentive Service Request

Mailing Promotions Portal

Search... Search S.Vale

Home Submit Promotion/Incentive My Promotions/Incentives Ask a Question My Questions BCG Home

You have selected First-Class Mail Growth Incentive Promotion.

By clicking "Submit", I acknowledge I have the authority to enroll my entire company including all company CRIDs in the USPS Mail Growth Incentives program, and agree to all Mail Growth Incentive Terms and Conditions.

Customer Opens Incentive Service Request in My Promotions/Incentives

Home Submit Promotion/Incentive **My Promotions/Incentives** Ask a Question My Questions BCG Home

My Mailpiece Preapproval Requests

All Open Appeal Review Closed

6 Items • Sorted by Date/Time Opened • Filtered by All service requests - contactsActiveUser, Service Request Record Type

	Serv...	Summary	Promotion Type	Status	Date/Time O...	Conta...	O...	O...	Date/Time Clos...
1	50555745		First-Class Mail Gro...	Approved	9/18/2023 2:32 PM	Sandra V...			9/19/2023 12:01 PM
2	50555743	TSI Demo 918	Tactile Sensory Inter...	Awaiting Physical M...	9/18/2023 2:11 PM	Sandra V...			
3	50555740		Marketing Mail Gro...	Confirming Baseline	9/18/2023 10:56 A...	Sandra V...			
4	50555738	TSI Pre demo...	Tactile Sensory Inter...	Awaiting Physical M...	9/18/2023 10:49 A...	Sandra V...			
5	50555734	TSI T 915	Tactile Sensory Inter...	New	9/15/2023 3:05 PM	Sandra V...			
6	50555720	TSI 908 Test	Tactile Sensory Inter...	Awaiting Physical M...	9/8/2023 12:40 PM	Sandra V...			

At this point you would select **AGREE** to the baseline count the USPS shows you or you can **DISAGREE**, and it will then go through the dispute investigation process.

Customer Selects I Agree, or I Disagree for Baseline

DETAILS RELATED

▼ Incentive Qualification

Service Request Number 50555740	Service Request Owner Darrin A. Bell
Contact Name Sandra Vale	Status
Contact Phone (978) 654-3210	Confirming Baseline
Contact Email d.toribio@afis.com	Service Request Origin
Account Name	Mailing Promotions Preapproval Form
Test MP	Priority
Promotion Type Marketing Mail Growth Incentive	Routine
Original Baseline 158,769	Summary
Baseline Discussion Notes	Date/Time Closed
Agreed upon Baseline	Date/Time Opened 9/18/2023 10:56 AM
	Created Date 9/18/2023 10:56 AM
	Description (Do Not Use)
	Web Email

I Agree **I Disagree**

Darrin A. Bell (USPS) updated this record.
September 18, 2023 at 11:00 AM

Service Request Owner: MDA Unassigned Queue to Darrin Bell

Write a comment...

S. Vale (Customer) created this service request.
September 18, 2023 at 10:56 AM

50555740

View more details

Write a comment...

Customer Disagrees with the Baseline and Provides a Reason

DETAILS RELATED

▼ Incentive Qualification

Service Request Number
50555740

Contact Name
Sandra Vale

Contact Phone
(978) 654-3210

Contact Email
d.toribio@afis.com

Account Name

Test MP

Promotion Type
Marketing Mail Growth Incentive

Original Baseline
158,769

Baseline Discussion Notes

9/18/2023 10:56 AM

To initiate a Baseline Discussion with an agent, please provide a detailed explanation including specific CRIDs and Volume

Submit **Cancel**

I Agree **I Disagree**

Darrin A. Bell (USPS) updated this record.
September 18, 2023 at 11:00 AM

Service Request Owner: MDA Unassigned Queue to Darrin Bell

Write a comment...

S. Vale (Customer) created this service request.
September 18, 2023 at 10:56 AM

50555740

View more details

Write a comment...

Tier 1 assistance will work with mailers to come to agreement on a baseline volume. Escalation to Tier 2 assistance might be necessary if the issue needs additional research before a baseline can be confirmed by both parties.

The credit determination process is determined for the entire year of 2024. The information available at that time for the period by the first payout. Credits are based on the average actual price paid per piece after all other incentives, promotions, and discounts for qualifying mail for the full incentive period.

The credits will be calculated in June, September, and December of 2024. Below are 3 scenarios the USPS put together to show how the credits will be calculated.

SCENARIO 1

Baseline Under 1M

- **Baseline = 700,000**
- **June:**
 - YTD Volume = 900,000
 - Q2 Eligible Credit Volume = 0 (**Did not exceed 1M minimum volume requirement**)
 - YTD Actual Price Paid per piece = \$0.45
 - Q2 Credit Issued = \$0
- **September:**
 - YTD Volume = 1,000,000
 - Q3 Eligible Credit Volume = 0 (**Did not exceed 1M minimum volume requirement**)
 - YTD Actual Price Paid per piece = \$0.40
 - Q3 Credit Issued = \$0
- **December (full incentive period):**
 - YTD Volume = 1,200,000
 - Eligible Credit Volume = 200,000
 - YTD Actual Price Paid per piece = \$0.50
 - Postage Credit = 30%
 - Full Incentive Period Credit = \$30,000
 - **Actual Credit Issued = \$30,000**

SCENARIO 2

Avg Actual Price Decreases

- **Baseline = 2,000,000**
- **June:**
 - YTD Volume = 2,300,000
 - Q2 Eligible Credit Volume = 300,000
 - YTD Actual Price Paid per piece = \$0.50
 - Postage Credit = 30%
 - **Q2 Credit Issued = \$45,000**
- **September:**
 - YTD Volume = 2,400,000
 - Q3 Eligible Credit Volume = 100,000 (already received credits for 300K)
 - YTD Actual Price Paid per piece = \$0.40
 - Postage Credit = 30%
 - **Q3 Credit Issued = \$12,000**
- **December (full period):**
 - YTD Volume = 2,800,000
 - Q4 Eligible Credit Volume = 400,000 (already received credits for 400K)
 - YTD Actual Price Paid per piece = **\$0.45**
 - Postage Credit = 30%
 - Q4 (Oct – Dec) Incentive Period Credit = **\$54,000**

Credit must be adjusted because it is based on average actual price paid for the full incentive period

 - YTD Volume = 2,800,000
 - Eligible Credit Volume = 800,000
 - YTD Actual Price Paid per piece = **\$0.45**
 - Postage Credit = 30%
 - **Full Incentive Period Credit Earned = \$108,000**
 - **Final Actual Q4 Credit Issued = \$51,000**
(\$45,000 + \$12,000 + \$51,000 = \$108,000)

SCENARIO 3

Avg Actual Price Increases

- **Baseline = 2,000,000**
- **June:**
 - YTD Volume = 2,300,000
 - Q2 Eligible Credit Volume = 300,000
 - YTD Actual Price Paid per piece = \$0.45
 - Postage Credit = 30%
 - **Q2 Credit Issued = \$40,500**
- **September:**
 - YTD Volume = 2,400,000
 - Q3 Eligible Credit Volume = 100,000 (already received credits for 300K)
 - YTD Actual Price Paid per piece = \$0.40
 - Postage Credit = 30%
 - **Q3 Credit Issued = \$12,000**
- **December (full period):**
 - YTD Volume = 2,800,000
 - Q4 Eligible Credit Volume = 400,000 (already received credits for 400K)
 - YTD Actual Price Paid per piece = **\$0.50**
 - Postage Credit = 30%
 - Q4 (Oct – Dec) Incentive Period Credit = **\$60,000**

Credit must be adjusted because it is based on average actual price paid for the full incentive period

 - YTD Volume = 2,800,000
 - Eligible Credit Volume = 800,000
 - YTD Actual Price Paid per piece = **\$0.50**
 - Postage Credit = 30%
 - **Full Incentive Period Credit Earned = \$120,000**
 - **Final Actual Q4 Credit Issued = \$67,500**
(\$40,500 + \$12,000 + \$67,500 = \$120,000)