

RESCIGNO'S MAILING SOLUTIONS

7501 W 85th St Bridgeview IL 60455

Phone: 708-974-2600 Fax: 708-974-0060

Reason's to run National Change of Address (NCOA)

- **The post office now requires addresses to be updated every 95 days prior to a mailing going at first class presort or standard rates.**
- Over **45 million** people move each year (that's equivalent to the entire states of New York, New Jersey and Pennsylvania).
- In 2004, the post office **THREW AWAY** over **6 billion** pieces of mail because it was undeliverable.
- A total of 9.7 billion pieces of mail were Undeliverable as Addressed (UAA).
- This computes to 5 out of every 100 pieces of mail.
- 75% of the undeliverable mail could be delivered if it was run through NCOA first.

Things to know about National Change of Address

- NCOA updates addresses every week and keeps the information for 48 months.
- NCOA will not completely eliminate your return mail. Some reasons for return mail:
 - 30 – 35% of the population do not file a Change of Address (COA). This is especially true for people in their 20's. There is no way to know who these people are until the mail is sent back as "unforwardable".
 - Address quality is poor – some of your addresses may just be erroneous. These will be returned when you use an endorsement (such as Address Service Requested).
- It usually takes 2 weeks from the time a person files a COA with the Post Office until NCOA has it.
- NCOA is computerized, so they need **exact matches** – NCOA will not process a person as moved if a name is spelled wrong, numbers are transposed, street directionals are incorrect, etc.
 - In the case of nicknames, the post office has an approved list of nicknames, such as Johnny or Johny for John.
- NCOA errs on the side of caution; they do not want to move people that haven't actually moved.
- The Post Office will find some COA's that NCOA does not because they have human interaction. **The post office requires running NCOA four times a year.** We recommend including "Address Serviced Requested" on at least one of your mailings during the year, such as a postcard or newsletter.