

US Chess Mailing List Policy

In 2021, US Chess updated its [privacy policy](#) to conform with emerging U.S. and international laws governing data privacy. That policy results in changes to how US Chess can offer mailing lists to its members who wish to use postal mail for chess event and candidate marketing. The new policy requires that all data be sent to a US Chess-identified 3rd party mail house, Kessler Creative, which will process your mailing and ship it. All costs for processing, printing, and mailing will be borne by the affiliate or candidate.

Eligibility

- US Chess Affiliate Members
- US Chess Candidates for Executive Board

Defining Your Mailing List

- Provide your query criteria for your mailing to Member Services Associate Laird Davis at Laird.Davis@uschess.org.
- Available fields include:
 - o **Membership Type:** Senior, Adult, Young Adult, Youth, Family, Life, Blind
 - o **Rating:** Indicate the desired range of ratings for your mailing
 - o **Affiliate Type:** Regular, College, Scholastic, Prison, State Chapter
 - o **Tournament Directors:** Each level requires a separate order
 - o **Expiration date:** In a specific month/year, between specific months/years, before or after a specific date
 - o **Gender:** Male, Female, Nonbinary, Prefer Not to Say
 - o **Age:** Provide age or Date of Birth cut off
 - o **Zip Codes:** Your order can specify the range of Zip Code area(s) desired.

Candidates may select the voter registration status of a member and whether that member voted in the prior election.

- Please allow up to 10 business days for US Chess to generate your mailing list.

<see next page>

Costs

- There is a \$25 set up for all mailing lists from US Chess, plus a \$.05/name & address generated.
- Estimated costs for mailing through our partner mail house, Kessler Creative, are as follows. The estimated costs* include set up, processing, printing, and postage.
 - o 500 postcards: \$540
 - o 2500 postcards: \$1,800
 - o 5000 postcards: \$2,990

Other services are available for an additional cost (eg, tracking, letters with envelopes).

Notes

- Each order must be accompanied by the text of the material to be sent. US Chess reserves the right to refuse any order that does not comply with the mailing list policy.
- Mailing lists may not be generated for commercial sales, services, fundraising or other non-chess event purposes. Only chess tournaments, classes, camps, employment opportunities, and related activities will be allowed to be promoted under this program.
- Every US Chess member can choose what type of promotional mailing s/he receives from US Chess. Inevitably, people will opt-out and US Chess is required to honor those requests.
- In some cases, mailing lists cannot be compiled within a single query. In those instances, an additional set up fee of \$20 will be applied to set ups after the first one in your order.
- US Chess also offers [a self-service email blast system](#) to its affiliates for 5 cents per email address. Please see your US Chess Affiliate Dashboard for accessing that service. (Email blasts are not available to US Chess candidates for Executive Board.)
- There is no refund for bad addresses generated by your mailing list request.

**Printing and mailing costs are estimated as of January 2022. Costs are subject to change due to postage and paper cost variability. We will attempt to keep this information updated on an annual basis.*