

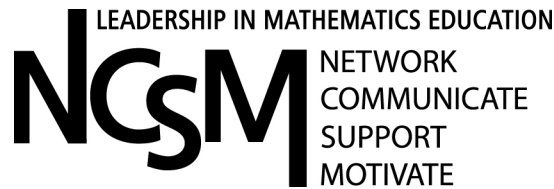


Mailing Label Guidelines

2011–2012

(posted 110621)

mathedleadership.org



Procedure to Request Mailing Labels from the NCSM Membership List

**LAST DAY TO REQUEST LABELS FOR MAILINGS RELATED TO THE PHILADELPHIA ANNUAL CONFERENCE IS
MARCH 15, 2012
(PLEASE ALLOW 5 WEEKS FOR PROCESSING)**

Non-profit organizations and commercial entities may request to purchase a set of mailing labels of NCSM members. The cost of a set of labels is:

- \$250 per set for non-profit organizations
- \$600 per set for commercial entities

Once the request has gone through an official review process, approval granted, **and payment received**, NCSM will send one set of peel-and-stick address labels. NCSM does not provide its mailing list in an electronic format, nor does NCSM provide any other contact information about its members (e.g. no email addresses or phone numbers).

Approved Label Usage Guidelines, Terms, and Conditions

NCSM reserves the right to reject any and all requests without assigning reason.

- The labels can only be used to send the specific item that was approved.
- Data will be sent in an excel document for importing into a system that creates labels and/or sprays them directly onto labels or documents.
- The label set cannot be used more than once; they can only be used for a single application.
- The labels cannot to be saved or converted to electronic format, except as required to prepare this one mailing, if approved.

Approval Criteria

The NCSM Executive Director reviews all requests for mailing labels using the following criteria:

- Quality: the item is professional in content and appearance
- Usefulness: the information is of interest or is useful to targeted NCSM members
- Relevance: the item is related to the NCSM Mission and Vision
- Benefit: the items is a gift for targeted NCSM members
- Timing: the dates/times of events being promoted do not conflict with NCSM events or NCTM regional and annual conference events

- Content and Design Specifications
 - Proposed items cannot communicate specific, explicit, competitive, or adversarial references to another company/organization by name or to any specifically named product or service from another company/organization.
 - At no time shall the NCSM logo, name, or acronym be used without written agreement signed by the company/organization's representative and the NCSM Executive Director.
 - Proposed items (design, content, copy, etc) cannot appear to imply NCSM's advocacy or endorsement of any company/organization's product or service.

Approval Procedure

Complete the Mailing Label Request Form and send it along with a sample of the proposed item via email, fax, or U.S. mail to the NCSM Executive Director:

- Email: office@mathedleadership.org
- US Mail: NCSM • 6000 E Evans Ave Ste 3-205 • Denver CO • 80222-5423
- Fax: (303) 758-9616

Once NCSM has received your request form and sample, please allow three (3) weeks for approval.

Once your request is approved:

- The NCSM Executive Director will send you an email confirming approval.
- NCSM Member and Conference Services will send you a bill for the labels and await payment.
- After payment is received, NCSM will mail labels; please allow two (2) weeks.
- Labels must be used in compliance with all guidelines presented above.

Liability

Companies/Organizations and their agents agree to indemnify and protect NCSM from all claims, actions, or expenses arising from the use of NCSM mailing labels. NCSM shall not be liable for any costs or damages if for any reason it fails to process a mailing label request.

NCSM's Reasons to Deny Future Mailing Label Requests

- Labels were used more than once, i.e. labels were copied, stored electronically, or saved by some other means.
- The requestor mailed something other than the sample that was approved by NCSM.
- The NCSM logo, name, or acronym was used in the content of mailings without a signed written agreement by the vendor representative and the appropriate NCSM representative.
- The NCSM logo, name, or acronym was used in a way suggesting NCSM endorsement.
- NCSM's label-usage guidelines were not followed.



2011–2012 Mailing Label Request Form

**LAST DAY TO REQUEST LABELS FOR MAILINGS RELATED TO THE PHILADELPHIA ANNUAL CONFERENCE IS
MARCH 15, 2012 (PLEASE ALLOW 5 WEEKS FOR PROCESSING)**

Complete this form and return it along with a sample of the proposed item to be mailed to the NCSM Executive Director. Use one of the following methods:

- Email: office@mathedleadership.org
- US Mail: NCSM • 6000 Evans Ave Ste 3-205 • Denver CO • 80222-5423
- Fax: (303) 758-9616

Contact Information

Contact Name: _____

Contact Title: _____

I am affiliated with an: NCSM Platinum Sponsor Partner This is # ___ of 3 complimentary sets
 NCSM Gold Sponsor Partner This is # ___ of 2 complimentary sets
 NCSM Silver Sponsor Partner This is # ___ of 1 complimentary sets
 For-Profit Organization (labels are \$600/set) Not-for-Profit Organization (labels are \$250/set)

Affiliation Name: _____

Address 1: _____

Address 2: _____

City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: () _____ Fax: () _____

Email: _____

Billing Information

Billing Address 1: _____

Billing Address 2: _____

Billing City: _____

Billing State/Province: _____ Zip/Postal Code: _____ Country: _____

Billing Telephone: () _____ Fax: () _____

Billing Email: _____

Shipping Information

Ship to Person: _____

Ship to Address 1: _____

Ship to Address 2: _____

Ship to City: _____

Ship to State/Province: _____ Zip/Postal Code: _____ Country: _____

Ship to Telephone: () _____ Fax: () _____

Ship to Email: _____

Purpose and Description

Mailer Purpose: _____

(E.g. "to promote a workshop," "to invite Western Region 1 members to a breakfast," "to advertise a job opening," etc.)

Mailer Headline: _____

Mailer File Name: _____
(Indicate the name of the electronic file you are sending)

Targeted Audience for Requested Labels

Target Audience

- All Members (between 2100 and 2500 labels)
(Most members are from the U.S.A. and Canada although there are some members who live abroad)
- Members from a particular set of a particular country(ies), state(s), province(s) or NCSM region
(Number of labels varies)
- All Event Registrants for the following event:

(Name of Event©)

Sort for Requested Labels

- In Zip Code order by Country
- In Alphabetical order by Last Name
- Other—please specify

(Every effort will be made to accommodate your request.)

Mailing Specifications

Date Labels Needed: _____

Payment Method

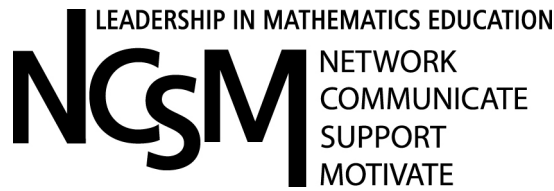
- Credit Card
 - MasterCard
 - Visa
 - Discover Card
- Check—please indicate check number:

Signature: _____ **Date:** _____

Print Name: _____

***** For office use *****

Postmark Date	Day Received	Tracking Number	Invoice Number



Mission

The National Council of Supervisors of Mathematics (NCSM) is a mathematics leadership organization for educational leaders that provides professional learning opportunities necessary to support and sustain improved student achievement.

Vision

NCSM envisions a professional and diverse learning community of educational leaders that ensures every student in every classroom has access to effective mathematics teachers, relevant curricula, culturally responsive pedagogy, and current technology.

To achieve our NCSM vision, we will:

- N: Network and collaborate with stakeholders in education, business, and government communities to ensure the growth and development of mathematics education leaders
- C: Communicate to mathematics leaders' current and relevant research, and provide up-to-date information on issues, trends, programs, policies, best practices and technology in mathematics education
- S: Support and sustain improved student achievement through the development of leadership skills and relationships among current and future mathematics leaders
- M: Motivate mathematics leaders to maintain a life-long commitment to provide equity and access for all learners