CASS Certified Address Verification System Add-On
with optional Political Districting System

What is a CASS certified address and how does it help me?

CASS is a United States Postal Service (USPS) acronym that stands for Coding Accuracy Support System. The term CASS is commonly used by the USPS when they refer to the verification status of an address list. In order for an address to receive CASS certification the following conditions must be met:

1. Address must be checked against the USPS Address Matching System
2. Match must be found for the address provided
3. Correct 11-digit Delivery Point ZIP code (ZIP+4) must be added
4. Delivery point barcode must be added to the address label to receive bulk mailing rates

How would this system correct a member-entered address to make it CASS certified?

An address might be entered as follows:

> 300 First Avenue South
> Suite 300
> St. Petersburg, Florida 33701

The CASS-corrected address would automatically update to:

> 300 1st Ave S
> Ste 300
> Saint Petersburg, FL 33701-4246

How does the address verification system work?

Available for all U.S.-based addresses, the address verification system's CASS-certified validation engine provides corrected address suggestions in the preferred USPS format. The engine also provides multiple suggestions if an exact address match is not found, allowing the user to select the most appropriate, valid address.

In addition to address verification of manually entered addresses, customers can mass update all primary addresses on a quarterly basis by running them through the CASS-certified validation engine with just a single click. When activated, the system will update primary addresses whenever an exact address match is found.

Also, all verified addresses display an easily recognizable "Address Verified" icon next to the address, and exports of community directory data, online store shipping information, and résumé addresses include a column that identifies the addresses that have been "verified."

Within YourMembership.com, the address verification system is integrated into: the community directory database of member and non-member primary addresses; the online store's shipping addresses at checkout; and the career center's résumé addresses.

CASS is part of YourMembership.com's Performance Pack — learn more about the Performance Pack and the cost savings it delivers for several popular add-ons.

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CASS Certified Address Verification System Add-On
with optional Political Districting System

Add Political Districting for enhanced features

You must be using the CASS Certified Address Verification System in order to take advantage of political districting. This system is available for the U.S. Senate and House representatives and their districts. The integrated district information and system is based on the directory-listed constituent's primary address once it has been CASS certified using the YourMembership.com address verification system.

The following features are included with Political Districting:

- **Backend Representative Lookup Utility**: Administrators can access an exclusive backend feature to search representatives by name/state and view extended contact information, including a map for the state's districts. Administrators may use this lookup utility to find and contact constituents within their directory who are located within these districts.

- **Backend Directory Search Integration**: The Political Districting System is integrated with the backend community directory search. This allows administrators to perform complex, multi-criteria searches while providing all the backend capabilities of the directory search (messaging, bulk-email campaigns, directory exporting, etc.) and the added benefit of district and representative filtering.

- **Member Profile Integration**: When a member views their own profile bio on the website, the U.S. House and Senate representative information related to the member's primary address is listed. The member can click on the name of the representative to view additional information including: district information, affiliation, office address, phone, fax and website. This information may vary depending on the representative.

- **Frontend Representative Lookup Utility**: Members can access an exclusive frontend feature to browse representatives by state and view extended contact information, including a map for the state's districts.

		Low Annual Fee:
What fees are associated with CASS Certified Address Verification System?	One-time Setup Fee: $395 (includes mass update of primary addresses)	$595
What fees are associated with CASS plus Political Districting?	$395	$1,090

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