

National Change of Address is a critical part of maintaining a clean and current database. It is estimated 14% of the population moves on an annual basis. If you do not have an ongoing process to change and update your addresses you may be losing touch with customers, clients, constituents, and potential donors. As part of our normal process PostMark will compare your address list to the most current National Change of Address database. Our NCOA process looks back 48 months for address changes. We will provide you with any address changes, so you can maintain your internal records. Below is an explanation of some of the fields you will get in a return file from PostMark.

New Address - New address information will be indicated by column headings beginning with **NEW..**, whereas your original address supplied to us is in the columns marked with **OLD...**

Move Date - This is the date that the change of address was put on file with the Post Office.

Move Flag - These codes indicate the type of match that was made on the address

| FLAG | Description | FLAG | Description |
|------|---|------|--|
| C | Original address is undeliverable | M | Recipient has moved and left a forwarding address |
| F | Foreign Move. The recipient has moved to another country | P | The new address is not a standardized address, but is deliverable |
| G | PO Box has been closed and no forwarding information has been put on file | S | The new primary address is valid, but the secondary information (Apt or Ste) does not meet standardization |
| K | Recipient has moved and left no forwarding address. | W | The address matched for a temporary Change of Address (i.e. someone on extended vacation) |

Move Type - Describes the type of move, the codes are below

| CODE | Description | FLAG | Description |
|------|---------------|------|--------------------|
| B | Business Move | I | Individual Move |
| F | Family Move | L | Address conversion |

Process Date - Date the file was processed through National Change of Address by PostMark. In order to qualify for presorted discounts your file must be processed through NCOA every 95 days.