

REDUCE UNSOLICITED MAIL AT YOUR WORKSITE



Unsolicited mail costs time, money and natural resources. Whenever you order a product, attend a conference, donate money, or fill out a warranty card, your name, address and preferences are compiled by direct mailing companies and sold to various advertisers. To reduce the amount of unsolicited mail your company receives, you must actively remove your employees' names from the direct mail marketing lists by contacting the companies that maintain and sell the information. The following approaches outline some effective ways to reduce unsolicited mail at your company:

1. JUNK MAIL CHAMPION APPROACH:

This person will annually contact the direct mailing contacts listed below on behalf of the company, gathering necessary names and signatures of current employees that do not want to receive unsolicited mail.

2. INDIVIDUAL APPROACH:

At a staff meeting, educate staff on how to reduce the amount of junk mail they receive by writing or calling direct mailing companies. Provide postcards (view a template at www.RecycleWorks.org) for employees to mail to catalogues and other companies that send unwanted mail.

DIRECT MAIL CONTACTS

CATALOG CHOICE

www.catalogchoice.org

Stops all forms of junk mail, including catalogs.

Method: Fill out an online registration form, indicating which mailings are not wanted. No charge. It's also possible to purchase envelopes to mail in requests.

ECOLOGICAL MAIL COALITION

www.ecologicalmail.org

Method: Ecological Mail helps marketers "clean" their lists by informing them of employees who no longer work for the company. Log onto the Ecological Mail website and click on the "Getting Started" icon for more information.

JUNK MAIL COSTS MONEY

At the Minneapolis office of a major financial services corporation, they receive more than 40,000 pieces of advertising mail every month, and discard almost 88% of that mail. They dispose of more than 68 tons of unwanted mail every year. The company estimates that it costs them more than \$75,000 a year to deal with this unwanted mail. Source - National Waste Prevention Coalition

INFO USA

Attn: Content Feedback
1020 E. 1st St.
Papillion, NE 68046
Fax: (402) 836-3993
contentfeedback@infogroup.com

Method: Use company letterhead to send a letter or facsimile. Include your complete company name, address and phone number as well as the name, title and signature of each person requesting removal. At the top of the letter write, "Attention - Content Feedback Department."

MAKE IT A HABIT

Writing checks and ordering products: Write or say, "DO NOT SELL MY NAME."

Purchase Orders: Write on order forms and purchase orders: "In the interest of reducing waste, do not add this name or address to your mailing list." You can order a rubberstamp or sticker to use on forms.

Registration: When registering at conferences, trade shows or large meetings give your name, phone number and email, but not your address.

Subscriptions: Share magazine and catalogue subscriptions in the office.

THE JUNK MAIL THAT YOU DO GET

REUSE: Use blank return envelopes for outgoing mail. Reuse large envelopes in the office. Re-use one-sided letters for scrap paper.

RECYCLE: 39% of what California businesses throw away is paper. It's easy to recycle! To set up a recycling program in your business, please call the RecycleWorks hotline at (888) 442-2666.

