

Each household receives almost **40 pounds** of junk mail each year. This is more than 4 million tons of paper per year that mostly goes straight into the garbage cart. 54 million trees were chopped up for junk mail purposes last year. You can stop that junk mail. Following are some simple guidelines you can implement to reduce both your own and your company's junk mail.



**Avoid Getting on the Lists**

- Screen callers who ask for company information and ask them not to add your business to their mailing list.
- Make it standard practice for employees to ask businesses they deal with to not share the company mailing address.
- Be aware that if you submit a post office change of address form when you move, your name and address are sold to advertising companies. If possible, notify your contacts directly of your move. The Post Office provides the addresses from its Change of Address cards to mailers, which include the major marketing and financial companies.
- Place standard language on purchase orders, registrations, subscriptions, conferences, events and trainings, such as "Please do not share this name or address with other mailers."

**How to Deal with Specific Kinds of Junk Mail**

- Postage paid mail with return envelope:** Write "Please Remove from Your Mailing List" along with your name and address on the mail, place in the return envelope and mail it back to the sender. Be sure to write the name and address exactly as it's found on the mailing label.
- Postage paid mail with no return envelope:** Write "Please Remove from Your Mailing List" on the section of unwanted mail that includes your address. Place that in an envelope, apply proper postage and mail it to the sender.
- First class, first class pre-sort, express and priority mail:** Write on the outside of the envelope "Not at this address" or "Refused". The post office will return it to the sender at no charge to you.
- Bulk mail:** Contact the organization through email, mail or fax. Use the sample language included on this tip sheet to request that the organization remove your company from their mailing list.

**Implementation**

Implementing these strategies will reduce waste, save time and natural resources. However, it will take time and you may have to be persistent and patient. These strategies can take up to six months to work. Incorporate junk mail strategies into your daily mailroom operations.

*Sample language for removal from mailing lists*

To Whom It May Concern;

I am contacting you to request that you remove the following name(s) and address(es) from your mail list(s).

Mary Jones  
XYZ Company  
123 4<sup>th</sup> Street  
Someplace, TX 00000

*List of national mail houses*

Mail Preference Service	ADVO/Mailbox Values
Direct Marketing Association*	List Serve Department
PO Box 282	239 West Service Road
Carmel, NY 10512	Hartford, CT 06120-1205
(\$1 fee)	
Donnelley Marketing, Inc.	Metromail Corp.
Database Operations	List Maintenance
416 South Bell	901 West Bond Street
Ames, IA 50010	Lincoln, NE 68521

\* Direct Marketing Association offers this service only for individuals, not for businesses.

**For more information call 974-9727, or visit [www.austinrecycles.com](http://www.austinrecycles.com)**



## Additional Resources

*For additional detailed information on reducing your junk mail, visit these websites:*

National Waste Prevention Coalition, "Business Junk Mail Reduction Project"  
<http://www.metrokc.gov/dnrp/swd/nwpc/>

Privacy Rights Clearinghouse, "Junk Mail: How Did They All Get My Address?"  
<http://www.privacyrights.org/fs/fs4-junk.htm>

*Sign up at this site to stop mail to former employees:*

Ecological Mail Coalition  
<http://www.ecologicalmail.org/>

Private Citizen - offers a junk mail reduction service for a fee  
<http://private-citizen.com/>

Junkbusters web site has tips and sample letters  
<http://www.junkbusters.com/>

