

*CORE's purpose is to raise awareness of environmental issues within the university community and Northwest Oklahoma.*

## REDUCING BUSINESS & PERSONAL JUNK MAIL

1. If possible, assign one person the task of reducing all unwanted mail -- this will streamline the process. This could be a temporary or student worker, a full-time employee, or a volunteer. Suggestions for getting off mailing lists:

- Announce the mail reduction program to the entire company along with instructions on how employees can help out (see Step 3). Post informational posters and/or periodically send out reminders to encourage continued support for the program. Explain your mail reduction program to all new employees.
- Put out clearly marked collection boxes near the mail slots for each department and ask employees to place all mail and faxes they no longer want to receive into these containers. If only name corrections are needed, ask them to note the corrections on the mailings.
- Contact the following source of business-to-business mailing lists and ask to be removed from their list:
  - Dun & Bradstreet: phone Customer Resource Center, 1-800-333-0505 or send an e-mail to: [custserv@dnb.com](mailto:custserv@dnb.com)
  - Provide a list of your former employees to EcoLogical Mail Coalition ([www.ecologicalmail.org](http://www.ecologicalmail.org)). They will remove these names from direct mailers' lists free of charge.
- How to request removal from different types of unwanted mailing lists:
  - Take advantage of toll-free or local fax or phone numbers and any enclosed postage-paid envelopes or postcards (tape your address to the postcard with a request to be removed from the mailing list). Toll-free area codes are 800, 888, 877, or 866.



- For first-class mailings or mail marked either "Return Service Requested" or "Change Service Requested", cross out your name and address and the bar code, write or stamp "refused: return to sender", and give back to the mail carrier.
- For bulk-rate mail without a fax number or postage-paid return mailer, remove and save the page with both your address and the sender's address and recycle the remaining paper. Group unwanted mail from the same sender together. Periodically, mail pre-printed postcards (see Step 2) or letters to all senders.

2. Create a model postcard to send to businesses requesting removal from their mailing list. Two ideas:

- If desired, request that all listings for your company be removed.
- To promote recycling of all paper, provide plenty of clearly marked recycling containers throughout the company (including at employees' desks).
- Preformatted postcards available at [your.kingcounty.gov/solidwaste/nwpc/bi-zjunkmail8.htm](http://your.kingcounty.gov/solidwaste/nwpc/bi-zjunkmail8.htm) (click on "Model postcard in Adobe Acrobat PDF format")
- Design a multi-use postcard (similar to preformatted card above):
  - At the top of the card, leave a space to tape the address label. You can say: "TAPE ADDRESS HERE." It is important to have the address (that you want deleted) taped to the top of the card (vs. the middle or bottom) to avoid confusion at the post office.
  - Print a series of check-off boxes:
    - "Delete Address." Below that, if you like, you can have smaller check-off boxes that say, "Info not wanted," "Person no longer here," "Person unknown," "Address Insufficient" or "Other".
    - "Do NOT place my address on any mailing lists".
    - "Please keep sending mailing, but change info to:" (then leave spaces for name, title, organization, and address).

3. Ask your employees for help in reducing unwanted mail by:

- Making sure all personal items are delivered to their homes.
- Depositing all unwanted mail and faxes into collection boxes.
- Asking businesses they deal with to not sell or trade your company's mailing information.

## Upcoming NWOSU & Earth Friendly Events

- Earth Day .....April 22
- Arbor Day .....April 30
- World Environment Day..... June 5

Check out our website at  
[www.nwosu.edu/core](http://www.nwosu.edu/core)



- Whenever possible, only providing other businesses your company's name, phone, and e-mail, but no physical address (including if they enter contests or drawings).
4. If no one is available to run the mail reduction program, ask employees to do the work to get off mailing lists. Provide preprinted postcards/letters along with easy-to-follow instructions.
  5. When your company registers for classes or conferences, purchases products or services, and/or orders subscriptions, include a request to not have your company's mailing information distributed to other vendors. This could be standardized as a memo, a pre-printed comment on documents, or a stamp. One idea: create a standard form for registrations for subscriptions, conferences, events, training classes, etc. Include the message "Please do not share this name or address through mailing list sales or trades" at the bottom.
  6. If you send direct mail, clean up your own mailing lists. Suggestions:
    - Consolidate mailing lists into one computer database and delete duplicate listings.
    - Send customers who receive multiple mailings a list of their recipient employees and ask them to cross off names of employees who have left or relocated.
    - Label all direct mail as "Return Postage Guaranteed".
    - On every mailing you send out, print easy "opt out" instructions in a visible place on the mailing.
    - To delete names from your mailing list, set up and maintain a system that can handle both returned mail and phoned-in requests for removal.
  7. Contact the Direct Marketing Association to be removed from many companies' mass marketing mailing lists for up to five years. Learn how at [www.dmachoice.org/MPS/proto1.php](http://www.dmachoice.org/MPS/proto1.php).
  8. Call the following companies directly to ask to be removed from their mailing lists: Val-Pak Coupons (1-800-676-6878), America Online Discs (1-800-827-6364),

**Junk mail kills 100 million trees every year.**

True

False

and Publisher's Clearinghouse Sweepstakes (1-800-645-9242).

9. To stop receiving unsolicited credit card and other credit related offers, gather your current address, other addresses from the last two years, and social security number (s). Call the credit reporting industry's toll-free number, 1-888-567-8688 (24 hours a day). Make a separate phone call for each social security number. Listen to all options before making your selection (the last option mentioned lets you remove your name from the list permanently). A letter will be mailed asking you to confirm your request.

10. Your credit card company probably sells your name the most often. Call and ask them to stop. Also make the same request of your bank and any other companies from which you purchase products or services on a regular basis (for example, companies who sell you magazines, phone service, and gas & electric services).

11. Product warranty cards are often used to collect information on your habits and income, for the sole purpose of targeting direct mail. They are not required in most situations - avoid sending them.

12. Avoid filling out "Contest" cards - these are almost always fishing expeditions for names.

13. Whenever you donate money or order a product or service, write in large letters: "Please do not sell my name or address". Most organizations will properly mark your name in their computer.

Reprinted in part from the website <http://www.globalstewards.org/junkmail.htm> on April 20, 2010.

**WEBSITES DEVOTED TO REDUCING JUNKMAIL**

- <http://www.41pounds.org/>
- <http://www.obviously.com/junkmail/>
- <http://www.privacyrights.org/fs/fs4-junk.htm>
- <http://environment.about.com/od/greenlivingdesign/a/junkmail.htm>
- <http://www.catalogchoice.org/>
- <http://myjunktrees.com/>
- <http://www.stopthejunkmail.com/>
- <http://www.ecocycle.org/junkmail/index.cfm>
- <http://www.newdream.org/junkmail/>

**DID YOU KNOW?**

- Every U.S. household gets six pieces of junk mail each day.
- In five days we produce enough junk mail to reach the moon.
- Junk mail produces 5.8 million tons of landfill each year.
- Junk mail weighs almost double the U.S. military's tanks.
- U.S. companies sent 100 billion pieces of direct mail in 2005. That totals 300 pieces of bulk mail for every man, woman, and child in the U.S.
- 44% of bulk mail thrown away is unopened.

If we cannot envision the world we would like to live in, we cannot work towards its creation. If we cannot place ourselves in it in our imagination, we will not believe it is possible. Chellis Glendinning, author of *My Name is Chellis and I'm in Recovery from Western Civilization*.