

Phase 1 - SAS

Junk Mail: A Call to Action

You can do something that will make a difference—one household at a time

Shared Goal: To end the outdated, wasteful practice of junk mail that drains time, kills trees, and other resources. Let's reclaim our mailboxes and show we are serious about the environment.

Why It Matters

- **Resource Waste:** While Junk mail may be an inexpensive marketing tool for advertisers, it is environmentally expensive for our planet.
- **Environmental Impact:** Over 100 million trees cut annually in the U.S. to produce mail that often goes straight to the trash or at best the recycler.
- **Time & Energy:** Sorting and discarding unwanted mail wastes your time—day in and day out. This is mindless waste.

STOP - ALERT - SHARE

1. **STOP - Use these tools to stop what you can right now!!!**
 - **PaperKarma** (PaperKarma.com) (\$25/year but well worth it): Snap a photo of unwanted mail; they handle the unsubscribe.
 - **DMACHoice.org** (ten-year coverage for \$6): Removes you from many direct marketing lists.
 - **CatalogChoice.org** (free, simple account creation): Quickly stop most catalogs.
 - **Writing note** "Return to Sender" on mail pieces has also been successful.
2. **ALERT-**
 - **Contact Elected Officials:** Let them know junk mail is a serious environmental issue.
 - **Easy Tools:**
 - <https://democracy.io> (simple, one-click way to email Congress)
 - <https://www.usa.gov/elected-officials> (drills down to local level)
 - Use the attached letter template to cut and paste a consistent message to your elected officials
3. **SHARE-**
 - Share this flyer with friends, family, neighbors, and coworkers. Everyone gets junk mail. And everyone wants it to stop.
 - Forward this flyer. Start the conversation—there's no downside!

Take Action Today

1. Download PaperKarma, sign up at DMACHoice.org (\$6/10 years) and CatalogChoice.org.
2. Go to: <https://democracy.io> to tell your representatives that junk mail is wasteful and go one step further and use: www.usa.gov/elected-officials to expand the message to more local levels and increase the effectiveness
3. Share the word with your network—every voice counts.

Common sense begins today!