



NALC FACT SHEET

Department of Legislative and Political Affairs — National Association of Letter Carriers, AFL-CIO

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Do Not Mail

Why NALC Opposes "Do Not Mail" Initiatives

Many state legislatures are currently considering passing bills that would create "Do Not Mail" registries that would prevent mailers from sending direct mail to those who sign up, just as "Do Not Call" registries prevent homes from receiving calls from tele-marketers. However, a "Do Not Mail" registry would be an extremely negative development for letter carriers, mailers, and postal patrons alike. Here are a few of the many reasons we stand together in opposition to "Do Not Mail":

A "Do Not Mail" registry would threaten our jobs. Direct mail now accounts for more than 50% of mail delivered by the postal service. If we were unable to deliver that mail to our customers, it would slash our revenues and adversely affect service levels in ways we can't begin to predict, and the USPS might well be forced to cut down on our overtime, our routes, and our jobs.

A "Do Not Mail" registry could threaten the Postal Service. We just passed a Postal Reform bill that was designed to protect the USPS for years to come, but a "Do Not Mail" registry could instantly undo all of that progress. If the USPS lost 50% of its volume, the situation could get much worse than some of us losing our jobs – the USPS might have to close its doors once and for all.

A "Do Not Mail" registry prevents mailers from promoting their businesses. Unlike annoying tele-marketing phone calls which are often timed to intrude on the dinner hour, direct mail provides a valuable opportunity for mailers to offer coupons and specials that postal patrons can peruse and take advantage of at their leisure. If they're not interested in the offers available, they are always free to recycle their mail.

"Do Not Mail" is a solution in search of a problem. Surveys routinely show that most Americans like to receive direct mail, and all Americans benefit from such mail: A large volume of direct mail keeps the cost of postage on all types of mail low by allowing the USPS to spread its overhead costs across the largest possible volume of mail.

Conclusion. A "Do Not Mail" registry is rife with serious risks without providing much in the way of benefits. These initiatives could have a devastating impact on the NALC, and we hope you will work with us to oppose them.

For further information, please contact the NALC office of Legislative and Political Affairs 202-662-2833.