



NALC FACT SHEET

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

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April 8, 2011

‘Do Not Mail’ Registries

Many state legislatures consider passing bills that would create "Do Not Mail" registries to prevent mailers from sending direct mail to those who sign up, just as "Do Not Call" registries prevent homes from receiving calls from telemarketers. However, a "Do Not Mail" registry would be an extremely negative development for letter carriers, mailers and postal patrons alike.

The NALC opposes "Do Not Mail" initiatives.

Here are just a few of the many reasons we stand together in opposition to "Do Not Mail" registries:

A "Do Not Mail" registry would threaten letter carrier jobs. Direct mail now accounts for more than 50 percent 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. The Postal Service is the nation's second largest employer. "Do Not Mail" registries would result in a significant reduction in revenue, which in turn would have a drastic impact on its service to the American public.

A "Do Not Mail" registry prevents mailers from promoting their businesses. Advertising mail is simply an affordable medium of advertising for many of America's small-town businesses. 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 customers are 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. According to one U.S. Postal Service study, 81 percent of Americans review the direct mail that they receive. 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 that do not provide much in the way of benefits. "Do Not Mail" 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 at 202-662-2833.