Reducing Junk Mail to Your Department

User Guide

2011
How do Reduce Junk Mail to Your Department

On a daily basis, the University receives significant amounts of unsolicited mail that is wasteful and creates an administrative problem for UNLV. Simply put, the handling of this unwanted "junk mail" creates extra work for University faculty, staff students and the Mail Center.

Unsolicited mail is not only an administrative problem for those receiving it but the process of creating something that is disregarded and discarded also adversely impacts many aspects of our environment. It is estimated that more than a third of UNLV’s incoming USPS mail consists of bulk rate advertising mail. While some proportion of this may be considered useful information, a large amount is going to be discarded as “junk mail.”

Purpose

The Purpose of this User Guide is to walk you through the steps necessary to effectively reduce the amount of unsolicited mail to your department.

Contact

Questions concerning this Guide should be addressed to the Mail Center at (ext. 53786).
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General Information

Hours
Monday - Friday, 8 a.m. – 5 p.m.
Please call for holiday hours

Location
Herman Westfall Building located on the South side of Harmon

Web page
http://www.unlv.edu/depts/delivery/mailroom.html

Newsletters
http://www.unlv.edu/depts/delivery/newsletter.html

Helpful Links
Addressing Guidelines
http://pe.usps.gov/text/dmm300/602.htm#1_0

Postage Price Calculator
http://postcalc.usps.gov/

United States Postal Service
http://www.usps.com/

ZIP Code Lookup

Phone Numbers:
General information…, package tracking, problem resolution, etc.
(702) 895-3786

Fax
(702)-895-1833
What is Junk Mail?

Junk mail is unsolicited mail sent out usually by direct marketing or direct mail firms. Used mainly for introducing new products, books and magazines, investment opportunities, merchandise catalogs, etc., Most Junk mail is the result of direct marketing efforts that profile your buying habits and sell your name as a prospective buyer to new and existing companies.

What can I do to get my name removed from a junk mail list?

There is no simple solution to the junk mail problem, in part because what is one person's “junk mail” could be someone else’s golden opportunity. However, there are a couple of actions that can be taken to address the problem.

First of all, you can reduce the amount of unwanted bulk rate mail you receive by requesting that your name be removed from the mailing list. This won't work in the case of a one-time mailing, but it will certainly make a difference.

Contact the companies that send you mail, junk or otherwise

Send a postcard to the company requesting them to take you off their mailing list. To instruct a company to remove your name/department from their mailing list please contacts the Mail Center at ext 53786 for postcards you can use for this purpose. The preprinted postcard has a space for the name of the publication and a section to print or paste in the address label. You can also order the postcards from Reprographics.
Sample Postcard

Date ________________

To Whom It May Concern:

This postcard is to inform you that I no longer wish to receive your publication, ____________________________.

Please remove the following address from your mailing list:

__________________________________________

Thank you,

In addition to the postcard, contact the customer service departments of the companies that send you unwanted mail, ask that they remove you from their mailing list. Mailing lists are often sold or rented to other organizations, so, you may have to call the companies first to ask where they got your information.

If you read the code on your mailing label, the company will be able to tell you the supplier of your name. Often, this is a list broker, a company that specializes in selling mailing lists, but it also may be an individual company that rented or sold their membership or marketing list. You will need to call that company and ask that your name be removed from its list.

Contact all organizations/companies that you currently deal with through the mail, and ask them not to rent or share your name. Your credit card company, charities and other non-profit groups to which you send money, all potentially may rent or sell their lists to unrelated companies.
Other Resources that Exist

Still, several other options exist in coordination to the direct contact approach, to reduce the amount of unsolicited mail you receive. The additional steps that can be taken are:

Sign up for Catalog Choice. Catalog Choice is a free service that allows users to reduce the number of repeat and unwanted catalog mailings. Users set their mail preferences for catalogs and Catalog Choice contacts them on your behalf, requesting that their preferences be honored. Click here to register for this service.

Sign up for DMAchoice. DMAchoice is a free, on-line service offered by the Direct Marketing Association to help you manage your mail. Users can request to start or stop receiving credit offers, catalogs, magazine offers and other mail offers.

For more information on reducing the amount of junk mail you receive at work and at home and take other steps such as those recommended by Global Stewards.

Visit Privacy Rights. This website contains valuable information regarding the nature of junk mail and multiple resources to help reduce the flow of unwanted mail.

You can also visit the Ecological Mail Coalition which is a free service used by businesses and universities to remove former employees off mailing lists.

Conclusion

The most important aspect to remember when attempting to reduce junk mail is to stay pro-active. Simply throwing away the unwanted mail does not stop future unsolicited mail from being sent nor does it stop your information from being sold to other companies.