



America Recycles Day  
NOVEMBER 15

# Stop Unwanted Mail and Phone Books

## *America Recycles Day Activity*

### Audience

General and College Students

### Objective

Inform and motivate participants about how to reduce paper waste and help the environment by opting out of receiving phone books and unwanted postal mail such as catalogs, coupon circulars, and credit card offers.

### Overview

In this activity, you will invite participants to opt out of receiving unwanted mail through the America Recycles Day opt-out site (powered by Catalog Choice). The process of opting out will be completed at home because participants need to collect their unwanted mail before unsubscribing online. So, your immediate goal should be to inform participants about Catalog Choice and either help them create an account or hand them a program card as a reminder to start the process at home. This activity can be done in coordination with other ARD tabletop events.

### Step 1: Planning

Before the event, collect the advertising mail you no longer wish to receive so you can demonstrate how to opt out. The unwanted mail you collect will also provide a visual to motivate participants to reduce their own unwanted mail. Create a personal account on the America Recycles Day opt-out service at <http://americarecyclesday.catalogchoice.org> to familiarize yourself with the site before the event.

Optional: If you have an iPhone, you can also download the free MailStop app through iTunes to stop unwanted mail by taking a picture of the catalog and other unwanted mail items. Catalog Choice processes MailStop opt-outs for free.

### Step 2: Demonstration and Signup

On a laptop (or using the MailStop iPhone app), show participants how to sign up and opt out of a specific piece of mail on the America Recycles Day registry and how to see environmental benefits of the opt-outs. Also distribute Catalog Choice program cards to remind participants to opt out of their own unwanted mail.

### Step 3: Opt Out

The actual “opting out” process happens at home. Individuals who create an account at your event will receive an email to finish the account activation.

- Option 1: Use the website to opt-out of unwanted mail and phone books
- Option 2: Download the MailStop iPhone app, then take pictures of advertising mail and submit it to Catalog Choice for processing.

Contact [team@catalogchoice.org](mailto:team@catalogchoice.org) if you need technical assistance or have questions.