



Date:

Nonprofit
222 profit way
Profit, Ca. 99999

To Whom It May Concern:

We need your help to reduce junk mail. Why? Because a vast amount of natural resources are consumed in the production of junk mail. And with a few steps junk mail can be drastically reduced. The Bay Area Recycling Outreach Coalition (BayROC)¹ is running a regional Junk Mail Reduction Campaign, January 10 – 23, 2005, to increase awareness on how to reduce the amount of junk mail received at home and at work.

BayROC is purchasing advertising on radio and in newspapers to promote the Junk Mail Reduction Campaign. Free Kits will be available on our website www.StopJunkMail.org.

We need assistance from “name of non-profit”, to help get the message out on how to reduce the amount of junk mail. The list below contains ideas on how your organization can help:

1. Have members reduce junk mail by going online or having a Stop Junk Mail Kit sent to them, and using the Kit to reduce the amount of junk mail they receive at home.
2. Host a work party during the campaign where your members take action by filling out postcards in the Kit.
3. Place an article (sample attached) in your member based newsletter on the Junk Mail Reduction Campaign.
4. Send out an email to your members asking them to participate in the Junk Mail Reduction Campaign (BayROC can provide).
5. Link to www.StopJunkMail.org (graphic can be provided)
6. Remind your members to recycle the junk mail they receive.

¹ The Bay Area Recycling Outreach Coalition (BayROC) is comprised of staff from Bay Area cities, counties and other public agencies working together to promote waste reduction and buy recycled concepts and behaviors through regional media campaigns. In the past years, BayROC has conducted the *Shop Smart, Save Money and the Environment Too* and the *Buy Recycled Paper Campaigns*.

In return, BayROC will:

1. Provide a link from our website (www.StopJunkMail.org) to yours.
2. Provide free Stop Junk Mail Kits to your organization.
3. Recognize your organization as a participant in the campaign and include your organization in our final report, which will be sent out to 9 counties and 110 cities throughout the Bay Area.

BayROC appreciates your organization's assistance. The participation of your organization's members and thousands of Bay Area residents in the Stop Junk Mail Campaign will reduce consumption of valuable natural resources and result in less paper dumped in landfills.

We look forward to working with you on this campaign. Tracie Bills will contact you within the next week to see if there is any additional information you might need.

David Assmann
San Francisco, Dept of the Environment

Jill Boone
San Mateo County, RecycleWorks

Susan Kattchee
Alameda County Waste Management Authority

Deidra Dingman
Contra Costa County

Elizabeth Finley
Santa Clara County

Tracie Onstad Bills
BayROC Campaign Coordinator
Tracie_bills@sbcglobal.net
(408) 559-0899