# How To Respond to a Request to “Remove Me From Your Mailing List”

You have just sent a mailing to a rented list. You get a call from one of the recipients saying **“Remove me from your mailing list.”**

**What do you do?**

It is not unusual to get some of these requests after mailing to a large, rented list of consumers or occupants.

As the owner of the mailings that you send out or have sent out for you, you organization is required to maintain an internal list of ‘do-not-mail’ requests. You should

1. Keep a list of ‘do-not-mail’ requests.
2. If the person is someone you want to keep in your marketing or donor database, code them as ‘do-not-mail’ in the database.
3. Suppress those names out of any bulk mailing you do internally
4. Ask your mail house to suppress those names out of any mailing you have them do for you.

**What do you tell the caller?** You tell them that you will add them to your ‘do-not-mail list’.

**What do you tell the caller if they ask to be removed “from all lists”.**

There is no national *do-not-mail* list. Neither Congress nor the states have implemented anything like the national *do-not-call* list.

But, industry has taken a lead in establishing do-not-mail lists. Unfortunately, there are several, and list providers and mailers do not check their lists against all of them.

You may recommend to the consumer to register with the Direct Marketing Association (DMA) do-not-mail list. This is the most used do-not-mail list. The DMA do-not-mail list registration site is at the following address: [www.dmachoice.org](http://www.dmachoice.org).

All consumer lists provided by Five Maples have been suppressed against the DMA do-not-mail list.

Only the consumer can put themselves on this list. The DMA will only accept a do-not-mail request directly from the consumer, not from you or from Five Maples.