

EDDM Consumer Choice Act of 2026

TALKING POINTS BY AUDIENCE

Universal Talking Points

Core Message: "Americans have the right to say 'no' to advertising delivered to their phones, their computers, and their fax machines. Why not their mailboxes?"

Key Sound Bites:

- "100 million trees die every year for mail nobody asked for."
- "81% of people in the Netherlands chose not to receive advertising when given a real choice."
- "The current system is: advertisers have a right to your mailbox, and you have no say."
- "This isn't about banning advertising—it's about requiring consent."

For Conservative/Libertarian Audiences

Frame: Property Rights and Limited Government

"The government shouldn't force advertising into your home."

- Your mailbox is your property
- You should decide what enters your home
- The current system forces you to receive mail you don't want
- Opt-in restores individual choice

"End the USPS advertising subsidy."

- EDDM uses taxpayer infrastructure for private profit
- Consumers bear the cost of disposing junk mail
- This is a hidden subsidy to the direct mail industry
- Let the market decide—not the government

"Protect Americans from fraud."

- \$4.9 billion in mail-based fraud annually

- Seniors are disproportionately victimized
- Opt-in gives families a tool to protect vulnerable members

For Progressive/Environmental Audiences

Frame: Environmental Justice and Consumer Protection

"100 million trees die every year for mail nobody asked for."

- 100 million trees cut annually
- 51.5 million metric tons of CO2
- 28 billion gallons of water
- 44% thrown away unopened—pure waste

"Low-income communities bear the brunt."

- Saturation mail targets specific ZIP codes
- Predatory lenders, payday loans concentrate in low-income areas
- Environmental burden falls on communities with less political power
- This is an environmental justice issue

"The polluter should pay—not taxpayers."

- \$320 million annual disposal cost falls on local governments
- That's money not spent on schools, parks, or services
- Direct mail industry externalizes its waste costs

For Business Audiences

Frame: Quality Over Quantity, ROI

"Advertising works better when people want to see it."

- 44% of junk mail is thrown away unopened
- That's a 44% waste rate before anyone sees the message
- Opt-in means every recipient chose to receive advertising
- Higher engagement, better ROI

"Direct mail is already declining—adapt or die."

- Digital advertising has taken market share for 20 years
- USPS mail volume has declined 50% since 2001
- Forward-thinking businesses have already diversified

"The Netherlands model didn't destroy businesses."

- 81% opted out, but businesses adapted
- Some found response rates improved (reaching willing recipients)
- Digital channels filled the gap
- No documented wave of bankruptcies

For Senior Citizen Audiences

Frame: Fraud Protection and Peace of Mind

"Protect yourself from mail fraud."

- \$4.9 billion in mail-based fraud annually
- Seniors are disproportionately victimized
- Saturation mail includes many fraudulent offers
- Opt-in gives you control

"Your family can help protect you."

- Family members can help seniors opt in or stay opted out
- Clear default (no saturation mail) protects those who forget to act
- Physical sticker option is simple and visible

Quick Responses to Common Objections

Objection: "This will cost jobs."

Response: The 460,000 jobs figure counts ALL mail jobs. Saturation mail is a fraction. And the Netherlands didn't collapse.

Objection: "This violates free speech."

Response: The Supreme Court ruled in 1970 that advertisers don't have a right to force mail into homes. Do Not Call survived identical challenges.

Objection: "USPS needs the revenue."

Response: USPS has lost \$118 billion since 2007—junk mail hasn't saved it. The future is packages, not unwanted ads.

Objection: "DMAchoice already exists."

Response: DMAchoice doesn't stop EDDM. That's the whole problem.

Objection: "Just throw it away."

Response: 44% already do—that's the problem, not the solution. 100 million trees. \$320 million in disposal costs.

— *End of Talking Points* —