

# Snail Mail It!

## Paper Plus Postage = Powerful Political Pressure

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### STATUS QUO

Online petitions are kinda bullshit. Ineffective. They offer little evidence of having changed the behavior of a single politician or corporation.

But collective power, that is the bomb - the only thing that proves that when people move together, those in charge have no choice but to listen. Had these same people signed an online petition...meh. Disney and ABC caving to Jimmy Kimmel in response to almost 2 million people canceling their subscriptions? Constituents writing and calling Democrats to demand they not approve government funding for ICE? People doing stuff IRL. That's power.

IMAGINE MORE

Which brings us to letter-writing. We say a mailed letter is oh-so-powerful. You think it's old-fashioned, quaint in the age of tweets and hashtags, eh? Congress and corporations don't see it that way. Staff often treat a single constituent's/consumer's letter as representing hundreds, or even thousands, who feel the same way but simply did not take the time to write. Letters are tangible proof of intent, requiring effort, time and thought. And a stamp! That makes them powerful. One letter is never just one letter - so when letter volume spikes, those in power notice.

**Letters carry weight and command staff attention in a way email never will.** Congressional communications are sorted by type - social media is skimmed; emails are filtered. Physical letters are always handled, always read, and often flagged for review. Advocacy groups know this. Staffers in both government and business know this. Digital noise can be deleted with a click, but an office flooded with physical letters is, by contrast, a situation that needs to be dealt with.

The Blue Paper Project proposes a new push for paper. Tactile protest. Tangible dissent. When letters arrive in waves, so does the media. Letters can create tipping point visibility - stacked on a desk, captured by cameras. In a different time we would not be advocating wasteful behavior. But these are the times we are in, and it is time to be seen, and heard - and loudly. Sure, it'll cost you a buck each time you play, but perhaps a dollar better spent, than sent? And we make it easy - simply mail a Blue Paper!

GAME ON

**Now imagine** one day harnessing this oft overlooked institution, our beloved USPS, and using it for **mass, synchronized campaigns. GroupOff (BP#106) is a proposed, as yet unrealized, platform that would coordinate actions en masse.** When coordinated at scale, letter-writing campaigns would become impossible to overlook. They would shift internal conversations, spook wavering lawmakers, and spark national coverage. When headlines read, "Tsunami of letters flood Capitol Hill over [Issue]", the times, they will be a changin'.

Envision the delivery of 10,000 letters turning a private issue into a public thunderclap. Picture 50,000 envelopes stacked on a Senator's desk or a viral photo of postal bins overflowing with constituent mail. Fancy timed mailings and offices suddenly overwhelmed with our collective voice. Digital coordination plus physical action allows us to manifest private frustration into public spectacle. **GroupOff could potentially "break" the Post Office!**

If one letter indeed represents the voice of many, how deafening our chorus? GroupOff proposes coordinated actions, but while we wait for that tool, we can still harness the same principle. Physical letters - real envelopes, real stamps - are an action hiding in plain sight. Paper and postage may be small things, but when thousands act together, they become something mighty: a roar of democracy that cannot be ignored.

Ideas move  
when people  
MOVE them

Try it! Send someone a letter through the USPS and see what reaction you get!  
Write it, fold it, put it in an envelope, stamp it and take it to the post office. It's real, easy.  
Are you an APP developer? GroupOff needs you, and some real mad money!