

Snail Mail It!

Paper Plus Postage = Powerful Political Pressure

The Blue Paper Project: retro rocks

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 action**: 2 million people canceling their Disney+ subscriptions in solidarity with Jimmy Kimmel; constituents writing and calling Democrats to demand a NO vote on DHS funding for ICE - that **is the bomb**, proof that when people move together, change will come. Had these same people signed an online petition...meh. People doing stuff IRL - that's power.

IMAGINE MORE

We are advocating letter-writing! A mailed letter is oh-so-powerful. Oh, you think it's old-fashioned? Quaint in the age of tweets and hashtags? Congress and corporations don't see it that way. Staff often treat a single 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 - they require effort, time and thought. And a stamp! That makes them powerful. One letter is never considered just one voter - 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.

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 (paper, envelope and stamp) each time you play, but perhaps it is a dollar more effectively spent than sent?** And we make it easy - simply mail a Blue Paper!

GAME ON

Imagine one day harnessing the oft overlooked but beloved USPS, and using it for **mass, synchronized campaigns**. Companion Blue Paper **GroupOff** proposes a 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.

Your Move!

Sign and send your favorite Blue Paper, or write a letter about any topic you choose, and send it by way of the USPS to your [Representatives in Congress](#).

messaging and strategy ground up

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