

Envelope Manufacturers Association Foundation

Advocacy Toolkit

Purpose and Overview

Advocacy Toolkit Purpose

To empower EMA members to **effectively engage with their elected officials** by educating them about the envelope and paper-based communications industry.

With the help of this toolkit, members will share perspectives on issues that affect the sector, such as **sustainability, the importance of physical mail, workforce development, and postal system stability.**

Toolkit Overview

- Member advocacy is essential for the future of the paper-based communications industry.
- This toolkit will help EMA members:
 - Contact your elected officials to tell your story and explain how they can support paper-based communications
- This toolkit is not designed for lobbying. For lobbying information, please see the EMA toolkit available [here](#).



Know Your Role as a Constituent Advocate

Elected officials often rely on constituent insights to understand how federal decisions impact local economies. Your voice carries weight, especially when it comes from a business rooted in their district.



Constituent Advocate

What We Can Do on Behalf of EMAF

- Sharing your experience or the impact of an issue
- Educating officials about your industry
- Expressing your views without mentioning specific legislation



Lobbying

What Constitutes Lobbying

- Sharing your experience or the impact of an issue
- Educating officials about your industry
- Expressing your views without mentioning specific legislation

How to Identify and Contact Your Representatives

Step-by-step guide

Step #1: Find your Senators and Representatives using official lookup tools

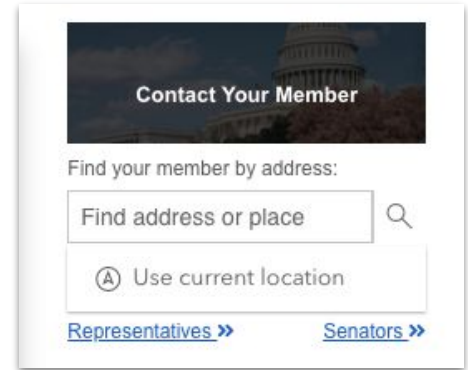
- [Congress.gov](https://www.congress.gov)

Step #2: Understand representative's committee assignments that are relevant to our paper-based communication interests

- Congressional
 - Joint Committee on Printing
 - Oversight and Government Reform Committee
 - Committee on Small Business
- Senate
 - Environment and Public Works
 - Homeland Security and Governmental Affairs Committee (HSGAC)

Step #3: Choose your contact method

- For paper-based communications, we recommend send a mailed letter and following up with a phone call, if time allows
- Other methods include email, social media, and district office visits
- For EMA-specific resources (e.g., phone call script) see Slides 11-15



Crafting Your Message

Key Message Themes

The importance of
keeping physical
mail relevant and
affordable

Paper and
envelopes as
sustainable,
recyclable
communications

Local jobs
supported by the
envelope and
printing industries

Innovation in our
sector (e.g., smart
mail, automation,
hybrid
communications)

Telling Your Story



How to Talk About Your Role in the Industry

- Briefly introduce yourself: name, title, company name, and location.
- Describe what your company does
- Mention your company's history or unique role: family-owned, regional employer, innovator, etc.



Explain Your Local Economic Impact

- Share how many people you employ locally or regionally.
- Highlight the types of jobs supported (manufacturing, operations, logistics, etc.)
- If applicable, mention community involvement (e.g., local partnerships, volunteerism, schools)



Speak to Current Challenges or Opportunities

- Share specific, non-legislative concerns or trends:
 - “Rising postage rates are making it harder for small mailers to stay competitive.”
 - “We’re having difficulty recruiting skilled workers for our press and converting teams.”
 - “We’ve invested in new technology that integrates digital data with print mail.”
- Offer a constructive takeaway: “We want to continue growing jobs and supporting secure, sustainable mail options.”



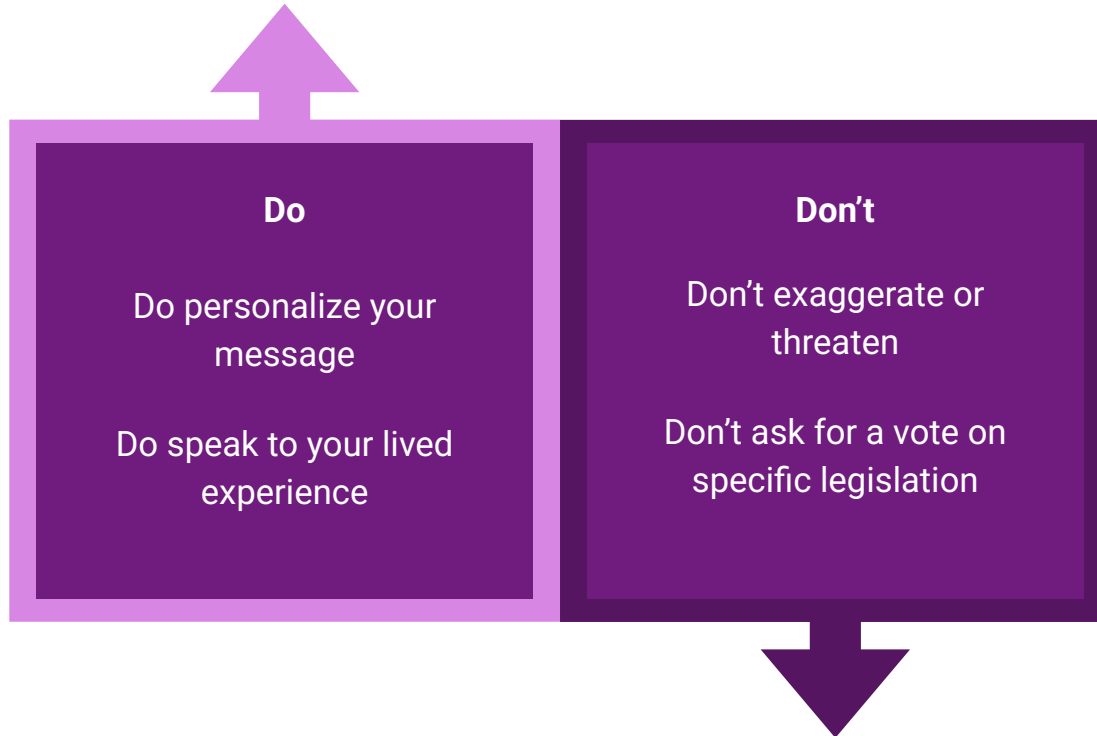
Tips for Effective Storytelling

1. Keep it personal, clear, and concise.
2. Focus on how policy decisions impact your ability to do business and support your community.
3. Avoid political language—your goal is education and connection.

Templates and Resources

Templates Overview

The following templates are designed to provide an outline to structure your organization's outreach to your representatives on behalf of paper-based communications. They are intended to be personalized for your needs, and adjusted for situational relevance.



Letter Template

[Your Name]
[Your Title]
[Company Name]
[Street Address]
[City, State, ZIP]
[Email Address]
[Phone Number]
[Date]

The Honorable [Representative's Full Name]
[Address of District Office or Washington, D.C. Office]

Dear Representative [Last Name],

I'm writing to introduce myself as a constituent and a proud member of the envelope and paper-based communications industry. I serve as [Your Job Title] at [Company Name], a [brief description: e.g., family-owned / regional / national] envelope manufacturing company located in [City, State].

Our company plays a vital role in keeping communication accessible and secure for individuals, businesses, and public agencies alike. From mailing utility bills to delivering ballots and essential information, envelopes remain a foundational part of our communication infrastructure. We employ [X] workers in our facility, supporting local families and the broader supply chain that fuels American manufacturing.

I want to share a few reflections on the current state of our industry:

- **Physical mail remains essential**—especially for seniors, rural communities, and those without reliable internet access.
- **The envelope industry is advancing sustainability**, using recyclable and renewable materials while maintaining high performance and reliability.
- **Postage costs and workforce challenges** continue to affect our ability to grow and compete, especially for smaller producers and printers.

My purpose in writing today is not to ask for a specific action, but simply to share our story and encourage you to keep companies like ours in mind when discussing policies related to communications, sustainability, or workforce development.

If you or your staff are ever interested in learning more or visiting our facility, we'd be honored to host you and show you the impact of this industry firsthand.

Thank you for your service, and for taking the time to consider this message.

Phone Call Script

Hello, my name is [Your Full Name], and I'm a constituent from [City, State]. I work in the envelope and paper-based communications industry as a [Your Job Title] at [Company Name], located in [Your City or District].

Our company manufactures envelopes that are used every day by businesses, nonprofits, and government agencies to send bills, ballots, and vital communications. We've been part of this community for [X] years and currently employ [X] people in good-paying jobs — from machine operators and technicians to sales and logistics staff.

I'm calling today because I want to highlight the importance of keeping paper-based mail relevant, secure, and affordable. As more communication shifts online, it's important to remember that not everyone has access to digital platforms — and mail still plays a critical role in daily life.

We're also seeing rising postage rates and increasing labor shortages, which challenge our ability to stay competitive and grow. Still, our industry continues to invest in innovation — combining print with digital tools and advancing sustainability with recyclable, renewable materials.

I'm not asking for anything specific today — just encouraging your office to keep businesses like ours in mind when discussing issues related to the USPS, workforce development, or sustainability.

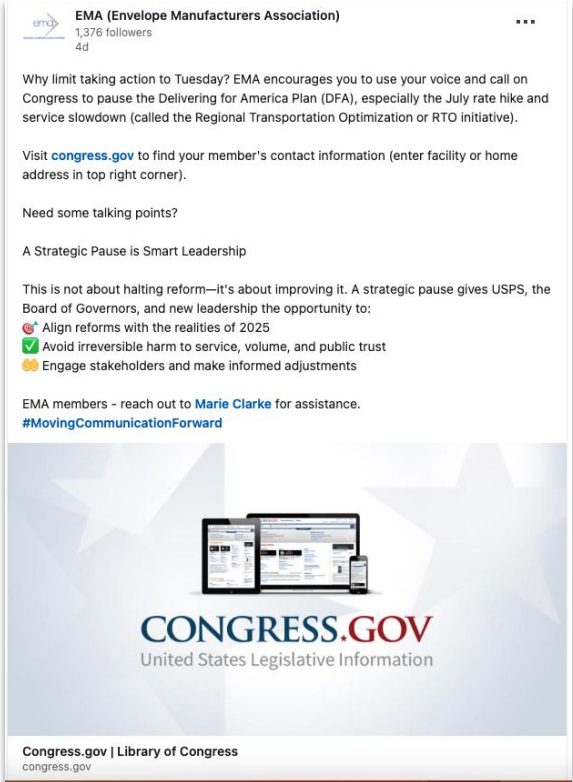
Thank you for your time, and I'd be happy to follow up with more information or materials if helpful.

LinkedIn Post Templates

With LinkedIn you can:

- Repost EMA posts like this example with your thoughts
- Create posts and share newly published reports
- Create posts that show the lesser-known side of the envelope manufacturing industry: How it helps the economy, is better for the environment, or even - just how nice it is to receive something from a friend or loved on in the mail.

Example



EMA (Envelope Manufacturers Association) 1,376 followers 4d

Why limit taking action to Tuesday? EMA encourages you to use your voice and call on Congress to pause the Delivering for America Plan (DFA), especially the July rate hike and service slowdown (called the Regional Transportation Optimization or RTO initiative).

Visit congress.gov to find your member's contact information (enter facility or home address in top right corner).


Need some talking points?

A Strategic Pause is Smart Leadership

This is not about halting reform—it's about improving it. A strategic pause gives USPS, the Board of Governors, and new leadership the opportunity to:

- 🔄 Align reforms with the realities of 2025
- ✅ Avoid irreversible harm to service, volume, and public trust
- 🗣️ Engage stakeholders and make informed adjustments

EMA members - reach out to [Marie Clarke](#) for assistance.
[#MovingCommunicationForward](#)


CONGRESS.GOV
United States Legislative Information

Congress.gov | Library of Congress
congress.gov

EMA Resources

- One-pagers (e.g., envelope industry, economic impact, sustainability) [Links]
- EMA Legislative Action Toolkit [Link]
- Permission-to-use graphics (EMA-approved logos)



- Want to get involved in outreach events/district office visits or have questions on how to be a non-lobbying advocate?
 - Contact EMA Leadership
 - Marie Clarke