



Uniting the Teleservices Industry for Political Activism

## Sample Newsletter Article

*Are you interested in preserving [redacted] (insert Company), the Teleservices Industry and your job? How can YOU help? Keep reading.....*

[redacted] (insert Company) is excited to offer its employees the ability to participate in a new ATA-PAC fundraising program to benefit companies within the Teleservices Industry. Becoming politically involved in the teleservices movement has never been easier. This year, for the first time, ATA member's employees can contribute to the ATA's PAC by electing to have a portion of their paycheck deducted and transmitted to ATA-PAC.

What does ATA do with PAC money? Simple, ATA will engage in three activities:

- 1. We become noticed.** Elected officials must know about the ATA. Getting noticed is accomplished by raising funds for the elected officials and introducing them to constituents that care about teleservices issues. When we bring money and constituents, the ATA has found the representatives become more interested and willing to consider our position.
- 2. We reward good behavior.** The ATA has a small but growing number of friends in Congress, and it is appropriate and EXPECTED that friends will receive our financial support.
- 3. We move our agenda.** Through previous efforts, ATA has begun to get assistance on pending laws, and better reviews of existing regulations. In particular, in the last year, the ATA was able to eliminate onerous language in a bill in the House Energy and Commerce Committee that would have made the use of predictive dialing equipment impossible. Letters have been sent to the FCC requesting resolution of the exclusive jurisdiction petition the ATA forwarded to the Commission. These kinds of wins are becoming more common as we get better known as "players" in DC.

This new Payroll Deduction program can transform ATA's fundraising potential and enhance our already strong presence on Capitol Hill and in Statehouses nationwide.

[redacted] (insert Company), as a corporation, is prohibited by law from making political contributions, which is why your individual contribution to ATA-PAC is so crucial.

Your contribution makes a HUGE difference!

*Contributions to ATA-PAC are not deductible for federal tax purposes, are strictly voluntary and will be used for political purposes. The law requires political action committees to report the following information for individuals whose contributions exceed \$100 in a calendar year: name, address, occupation and employer. All information will be kept confidential unless required by law. You must be a US Citizen or a person lawfully admitted for permanent residency in the United States.*