



*Uniting the Teleservices Industry for Political Activism*

Dear Company CEO or President,

The Federal Elections Commission (FEC) has finally approved Payroll Deduction. This year, for the first time, employees of ATA Member Companies can contribute to our Federal PAC by electing to have a portion of their paycheck deducted and transmitted to ATA-PAC. This new Payroll Deduction program can transform ATA's fundraising potential and enhance our already strong presence on Capitol Hill and in Statehouses nationwide.

The contributions will accomplish a number of meaningful objectives including access to elected officials, putting supporters of ATA issues in office, and preventing less favorable candidates from reaching office. To be successful, we request your company's participation in this vital program.

Here is how Payroll Deduction works:

- ➡ First, if you have not already done so, sign a participation agreement allowing your employees to be solicited for ATA-PAC.
- ➡ Next, contact Zachary Rice at 317.816.9336 or at [zach@ataconnect.org](mailto:zach@ataconnect.org) to receive your Payroll Deduction Tool Kit, with everything necessary to implement this program.
- ➡ Finally, sign the Company Payroll Deduction Agreement.

Beyond traditional fundraising efforts, Payroll Deduction is easily sustained and a simple way for your company to positively support the Teleservices Industry. Employees may select how much they would like to deduct from their paycheck as well as when it is deducted.

We are very excited about Payroll Deduction. It is important to note that this new rule has been put in place by many other major trade associations, and they are currently soliciting their employees through this very same program! Payroll Deduction affords our companies the opportunity to compete with other associations on a "level playing field."

Sincerely,

A handwritten signature in black ink that reads "Tim Searcy". The signature is written in a cursive, flowing style.

Tim Searcy  
ATA, CEO

*Contributions to ATA-PAC are not tax deductible. Contributions are voluntary and will be used for political purposes. You have the right to refuse to contribute without any reprisal.*