



*Uniting the Teleservices Industry for Political Activism*

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## **Why Payroll Deduction?**

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As many trade associations that already use payroll deduction for charitable giving can attest, payroll deduction offers a number of attractions as a fundraising tool:

**It's Automatic:** once an employee has provided initial authorization, no renewal is necessary and a steady stream of revenue for the ATA-PAC continues with every pay period.

**It's Painless:** having a small amount automatically withheld every pay period is barely noticeable, and yet adds up over time, thereby ensuring the longevity of the teleservices industry.

**It's Easy to Administer:** using the payroll deduction program designed by ATA's Government Affairs staff simplifies tracking and reporting contributions for both companies and the ATA-PAC.

**Best of All, It Will Raise More Money:** the ease and efficiency of payroll deduction will help the ATA-PAC meet and exceed our goals.

Take advantage of this rule change to help us increase our political influence on Capitol Hill in Washington DC as well as Statehouses nationwide!