



THE NATIONAL CHILDREN'S CANCER SOCIETY, INC.

**Celebrating 15 Years
1987-2002**

March 11, 2002



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Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, N.W.
Room 159
Washington, DC 20580

Dear Sir/Madam:

The National Children's Cancer Society was originally established to fund bone marrow transplantations for the youngest victims of cancer – children. The organization broadened its mission in response to the needs of children with any type of cancer and their families who had no where else to turn. In addition, our organization has developed comprehensive service programs to support the children and their families throughout the treatment and recovery process. Our mission is simple and direct: to improve the quality of life for children with cancer, and to reduce the risk of cancer by promoting children's health through financial and in-kind assistance, advocacy, support services, education and prevention programs.

Throughout our existence, we have depended on different means to fund our program service. Telemarketing fundraising conducted by professional representatives have made a very significant contribution to our efforts to fund the mission of The National Children's Cancer Society.

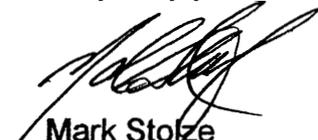
I am writing today to voice our concern over the proposed amendments to the Telemarketing Sales Rule, which will create a national do-not-call registry that will apply to calls made on behalf of nonprofit organizations like The National Children's Cancer Society. From our experience with state do-not-call laws that many of our regular supporters will sign up with the expectation they will be avoiding telephone calls from vendors who sell goods and services —not The National Children's Cancer Society. In order to reactivate those supporters, we will have to undergo a process that we cannot pursue without incurring great cost, and as a result, we could lose up to 50% of our donor file.

The telemarketing services bureaus that conduct our public appeals subscribe to the states' do-not-call lists, and also maintain a voluntary do-not-call list to ensure that anyone requesting not to be called is placed on our list.

I am particularly concerned because as I understand the proposed revisions, certain calls would be exempt from coverage. It has been explained to me that politicians would be allowed to continue calling would-be supporters or past supporters to raise funds for their political campaigns, as would credit card companies, longdistance telephone providers to sell their services, and charities that can afford to conduct telemarketing campaigns using employees or volunteers. If the basis of the proposed amendments is to protect privacy, how can that be justified when political and commercial calls will still go to destinations that do not wish to receive them?

Telemarketing is already an expensive way to attract financial support. With the expenses that our telemarketing service bureaus have to bear for state registration and compliance with state do-not-call laws, more regulation will only serve to reduce the amount charities receive from their fundraisers. For The National Children's Cancer Society it means we would be unable to continue the level of program services that we provide to families with children suffering from cancer. We do not want to have to tell the families that depend upon us we no longer have the resources available to help them. For that reason we are opposed to the establishment of a national do-not-call registry that does not exempt calls made on behalf of nonprofit organizations. Please do not let us and our families down.

Very truly yours,



Mark Stolze
President & CEO