

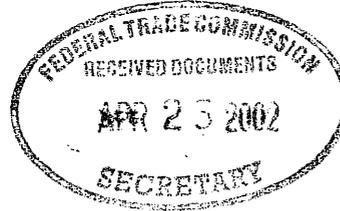


Special Olympics
Missouri

KC Metro Area ▼ One Lee Drive ▼ Merriam, KS 66202 ▼ 913-789-0330 ▼ 913-789-0331 (fax)

April 12, 2002

Office of the Secretary
Federal Trade Commission, Room 159
600 Pennsylvania Avenue NW
Washington, D.C. 20580



To Whom It May Concern:

Special Olympics Missouri is a 501c3 that relies solely on individual and business contributions, sponsorships, grants, special events and direct marketing to provide year-round sports training and athletic competition to children and adults with mental retardation or other closely related developmental disabilities. I am writing to voice my opposition to the proposal of the Federal Trade Commission to create a national do-not-call list that would extend to and include calls made on behalf of not-for-profit organizations such as Special Olympics.

In addition to balancing the revenue streams it is an ongoing challenge to grow the support of both volunteers and donors. Special Olympics Missouri has found that the use of telemarketing and direct mail is effective to bring in new volunteers, coaches, athletes and donors. Of the 1.4 million residential calls made in 2000, 90+% are under the \$25 giving level. Our program relies on these small gifts and would not have a way to offer them the ability to support Special Olympics without utilizing the expertise of professional telemarketing company.

Many states, including Missouri already have do-not-call laws. It is my strong feeling that the federal government should not be duplicating these services and utilizing taxpayer money when this service is already being provided. With technology today if someone chooses to eliminate unwanted phone calls they can do so with the purchase of an answering machine or blocking unwanted calls.

Lastly the enforcement of this type law at the federal level would only lead to more bureaucracy and the need for additional layers involving states for implementation. It is my opinion that this is not an issue that the federal government should be involved.

I am opposed to the proposal to amend the Telemarketing Sales Rule. If the amendment to the Rule goes into effect, it will adversely affect our organization financially and in turn our program service as well as our 12,959 athletes that are served within Missouri. I oppose the proposed amendment and ask that all calls on behalf of not-for-profit organizations be exempt.

Very truly yours,

Laurie K. Shadoan
Vice President of Development
Special Olympics Missouri

*Created by the Joseph P. Kennedy Jr. Foundation
Authorized and Accredited by Special Olympics Inc. for the Benefit of Persons with Mental Retardation.*