

March 21, 2002

Mr. Donald S. Clark
Secretary
Federal Trade Commission
600 Pennsylvania Ave., N.W.
Room 159
Washington, D.C. 20580

Dear Mr. Clark:

The Leukemia & Lymphoma Society is dedicated to curing the blood-related cancers of leukemia, lymphoma and myeloma and to improving the quality of life for patients and their families. We will fund almost \$40 million in research this year and operate 59 chapters nationwide delivering programs and direct financial assistance –one of the last voluntary health agencies to do so – to patients.

The Society does not receive any federal funding. It is completely dependent on the generosity of contributors and volunteers. Of the various means used to collect contributions, telemarketing fundraising by professional organizations has played a critical role. It now accounts for some \$16.6 million annually in our budget. That is funding that supports medical research, patient support groups and patient financial aid.

Accordingly, we want to voice our strong concern regarding proposed amendments to the Telemarketing Sales Rule that would create a national do-not-call registry that would apply to calls made on behalf of nonprofit organizations like the Society.

This amendment would have a severe impact on our ability to find a cure for these deadly diseases and to serve the patients who suffer from them. The average donation to the Society is in small amounts, most of which is collected through direct appeals to individuals who have an interest in supporting our mission.

Of particular concern is the inequity of the proposed amendment. This change would affect calls on behalf of non-profit organizations making valuable contributions to the health and welfare of our citizens, but not inhibit calls from sources that are frequently considered the more

objectionable; namely from banks, credit card and phone companies. There is an inherent inequity in this proposal that penalizes the innocent and leaves the most onerous unaffected.

Our experience with this matter on the state level has demonstrated that our traditional supporters have been unaware that enrolling in these registries has prohibited us from soliciting their support – support they are enthusiastic about offering.

We are not insensitive to concerns in this area. The telemarketing services organizations that we use to conduct our appeals maintain voluntary do-not-call lists and subscribe to the states' do-not-call registries to insure that individuals who make the request can be taken off the list.

Volunteers are the heart of The Leukemia & Lymphoma Society. Without their dedication and support we would not be able to provide the hope and help to the hundreds of thousands who have or will suffer from blood-related cancers. The proposed amendment would stifle that support and run contrary to the intentions of the President and the needs of the country.

On behalf of the more than 110,000 Americans who will be diagnosed with blood-related cancers and the 60,000 who will die from them this year, we urge you to table this amendment.

Thank you for your attention to these comments.

Sincerely,

A handwritten signature in black ink that reads "Dwayne Howell". The signature is written in a cursive, slightly slanted style.

Dwayne Howell
President and Chief Executive Officer

cc: Senator Kay Bailey Hutchison
Chairman C.W. Bill Young
Congressman Philip M. Crane
Congressman Jerry Lewis
Congressman Tony Hall
Congresswoman Marge Roukema
Congressman Mark Foley
Congressman Michael Ferguson
Congressman Vic Snyder
Elizabeth Foster - FTC