



AMERICAN CATALOG
MAILERS ASSOCIATION

Your Catalog Advocate!

August 17, 2012

Preserve *Quill* Tax Law; Preserve Your Way of Doing Business; Donate Now & Join TruST

Dear Catalog Industry Participant:

A couple of weeks ago, I contacted you about the progress ACMA has made as part of TruST, the coalition for the True Simplification of Taxation. Now comes the bigger challenge: fundraising. To date, TruST has raised \$150,000. We need at least another \$300,000 - and we need it quickly. Here are the easy details on how you can make your contribution today:

- \$25,000 gives you a seat on our Steering Committee
- Smaller donations of your choosing also are gladly accepted, and will automatically make your company a member of TruST
- To donate, simply [click here](#) and include the following information:
 - Your donation amount
 - Your full name
 - Your title
 - Your company's name
 - Your mailing address & phone number
 - Your email address
- We'll then send you an invoice. (Alternatively, you can just respond to this email or send an email to pmiller@catalogmailers.org and include your name, title, company name, address, phone number, and the amount you'd like to donate.)
- Please note that TruST will not make donating company names public without permission
- For more background on where things stand in TruST's efforts to retain the *Quill* tax law, [click here](#) for our recent update.

Sincerely,

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