

000700



Mr. Money

Good News From The Company That Cares

MOODY ASSOCIATES

**Bob Moody, fundraising consultant
1986-2004: Eighteen Years of Excellence!**

[Redacted address] Staunton, VA [Redacted]



AFRDS
MEMBER

<http://www.fundraisingcentral.net>

<http://www.bobmoody.org>

Our mission is to make it easy for you to succeed in your fundraising efforts...over and over...year after year.

April 16, 2004

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I applaud your efforts to curb the problem of unsolicited bulk email. I have had the same email address for at least 8 years and receive hundreds of spams a day. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully, with the hope that you will decide not to require suppression lists.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect. I for one may have to discontinue using the web, as I am a "one man show" with no employees and will not have the resources to attend to this. This will move marketing back 30 years and will seriously harm small businesses.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Sincerely,

Bob Moody
Bob Moody

*The Four-Way Test of the things we think, say, or do:
First: Is it the TRUTH?
Second: Is it FAIR to all concerned?
Third: Will it build GOOD WILL and BETTER FRIENDSHIPS?
Fourth: Will it be BENEFICIAL to all concerned?*