[**https://speaker.asmdc.org/contact-me**](https://speaker.asmdc.org/contact-me)

Dear Speaker Rivas,

[Org Name] is a California-based nonprofit organization. We are just learning of SB 362 and fear its enactment will hamper our ability to fulfill our mission - in California and elsewhere. Respectfully, we ask you to make it a two-year bill. A slowed pace will permit careful consideration of its impact upon nonprofits, something we suspect the process may not have thus far incorporated.

[Describe your mission in no more than two sentences] We utilize third-party data from providers we know to be responsible and ethical, many of whom may be “data brokers” under this legislation. Enabled by this data, our fundraising is far more efficient. The resulting increased revenue fuels our work. It’s as simple as that.

In a fashion, the proposed omnibus “delete my data” provision turns consumer choice on its head. How is an individual consumer/donor to know that among those labeled “data brokers” are reputable businesses who serve charities, perhaps the very charities they support?

While it is very difficult to project, once SB 362 kicks in some estimates predict precipitous drops in fundraising from Californians, as much as 25% or more. This is far from a parochial California issue. While 12% of the nation’s population, generous Californians account for about 20% of nationwide contributions. Piled atop widely reported downturns in giving over the last year or so, additional fallout from SB 362 would handicap our ability to [mission in short-form].

We repeat our request. Please slow the pace of SB 362 in order to give critical attention to its presumably unintended consequences for us - and for all charities. We would be pleased to field any questions you may have as you consider our request.

Sincerely,