

Dear \_\_\_\_\_:

You have been recommended by tourism executives in your area as a true friend of local tourism marketing. We'd like you to lend your name right now to our statewide effort to secure more state Matching Grants for this critical program. All you have to do is confirm your invitation via return e-mail or by printing out and mailing the attached form to the address below.

You can make a significant difference right where you are -- in your community, municipality or area. That's because our democratic form of state government is responsive to the will of individual citizens like you.

Here are a few ideas to help you get started:

**Become a Fair Funding for Local Tourism (F3LT) endorsing organization.** *(More than 50 organizations, representing more than \_\_\_\_\_ citizens, already endorse us!* If you are active in a group which is concerned about tourism and economic development, tell them about F3LT and encourage them to visit our Web site (www.\_\_\_\_\_.org). If they want to help, an officer of the organization simply needs to sign the form provided and e-mail, fax or mail it to us. We will be happy to send you information, and we'll add your organization to our list of endorsing organizations and keep you informed about our work. To become an endorser, [click here](#).

**Become a Fair Funding for Local Tourism (F3LT) individual endorser.** Individuals can join our work simply by completing a simple form and faxing or mailing it to us. As an endorser, you will be kept up-to-date on our activities via our newsletter and action alerts. For more information, [click here](#).

**Support the Fair Funding for Local Tourism (F3LT) campaign to help promote a substantive increase in the state Matching Grant Program for local tourism marketing.** Donations in any amount are welcomed and can be sent to our office (see below):

Fair Funding for Local Tourism  
116 Pine Street, Fourth Floor  
Harrisburg, PA 17101

(See Side 2)

**Volunteer for Fair Funding for Local Tourism (F3LT). We would love your support!**  
Please send us your contact information along with area(s) of interest. Would you be willing to:

- \_\_\_\_\_ Write letters to editors
- \_\_\_\_\_ Meet with your state senator or state representative
- \_\_\_\_\_ Send a letter to your state senator and/or state representative
- \_\_\_\_\_ Use our handy website “search engine” to locate the name of your legislators and send them e-mails supporting fair funding for local tourism marketing
- \_\_\_\_\_ Come to Harrisburg for a “lobby day” for F3LT.

It’s important for you to act now. The Governor is finalizing his state budget including allocations for tourism marketing. The budget will be made public on February. 8, 2005. In the meanwhile, we’re building a list of at least 2,000 Pennsylvanians who are committed to bringing funding for local tourism Matching Grants up to the rising costs of advertising and marketing. Your formal participation in the future would be wonderful – but lending us your name now, in the next few days, is critical to the success of our effort.

Sincerely,

Bonnie McCarthy

Executive Director, F3LT