

N.C. E-mail + zip code.

DRAFT- 6 September 2018 – minor edits

Proposed Letter by Charlotte-Metrolina Chapter designed to maximize participation in 4th Branch Website and Legislation Action Center.

The NC 4th Branch is lobbying hard to get legislative bill, probably entitled "Equal Tax treatment of Government Retirees" passed this upcoming session. We are approaching a make-or-break point on this critical tax exemption issue that benefits new retired and soon to be retired military personnel, as well as retired government employees at all levels. A key factor that the General Assembly legislators have often pointed out is that they are not hearing about this issue from their constituents throughout the state. The 4th Branch lobbying team sends out legislative alerts at appropriate times and asks subscribers to send out pre-staged email messages to their respective state legislators. Please know that we have established a new platform to enhance the quality of all website operations. Today most organizations that advocate for causes, use a similar technology as one method of outreach to legislators. Our website is easy to navigate and use to get important messages to the smart phones and computers of staff and legislators. Our chapters of 4th Branch member organizations have tried a variety of outreach methods to solicit support for registering for the 4th Branch website and system with minimal results. What we do know from communication experts, is that it is fairly normal to have a fairly low return rate for email messaging so the best way to tackle that dilemma is to vastly increase our registration population. With this in mind, we intend to be responsive to ta 4th Branch request that we provide e-mail addresses of our chapter members so that they can be uploaded into our Legislative Action Center. Other 4th Branch member organizations are doing the same. The 4th Branch absolutely does not release the e-mail addresses to any other parties. Only the simple e-mail address on its own will be given. This simply means that you will occasionally receive a 4th Branch e-mail alert to act on, if you so desire. You are not comfortable with this initiative YOU MAY OPT OUT by sending a short e-mail, by September 15th to our Chapter Treasurer and NCCOC 2nd VP, CDR Ron Wilsbach, USN (Ret) at rwilsbach@carolina.rr.com Very importantly, you do NOT need to be a military retiree to register for the 4th Branch website. Please consider encouraging your spouse, other adult family members, neighbors, friends, colleagues to register for the www.4thbranchnc.org