

SANTA BARBARA COUNTY TAXPAYERS ASSOCIATION

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May 11, 2009

Friend,

I need to make an important request and I hope you will give it serious consideration.

I know times are tough for a lot of Americans due to the recession but I am asking for your financial help to assist the Santa Barbara County Taxpayers Association (SBCTA) in securing some essential capital equipment and supplies.

This is only our second request for help purchasing needed office equipment and office related supplies including software. And I am pleased to say you were very generous and your support allowed us to purchase a new computer, a new printer, a copier and some essential software as well as a new web site in 1999. But as you can imagine, office equipment doesn't last forever, web sites need to be upgraded and modernized and software needs to be upgraded as well.

Today, we need a new computer, a new printer, a major over haul of our web site, to better utilize web 2.0 communications technology, and the technological infrastructure to help us communicate with our membership, policy leaders and the media.

Today, we have already utilized technology better than most local organizations do and with a fraction of the money other organizations spend. We have been able to do this by relying on in house staff (yours truly) to do it. But as the times change and the challenges on taxpayers throughout our county, state and nation mount, it's time we once again change with the times and reposition SBCTA for the next wave of grassroots advocacy.

Two major projects underway by SBCTA are "white papers" that will provide county taxpayers an analysis of the county and city of Santa Barbara's budget and operational effectiveness. These papers will scrutinize employee salaries, retirement benefits, various revenue sources and will especially scrutinize all discretionary and non discretionary expenditures.

Our team of white paper authors will also look closely at the county's over promised and underperforming retirement system. The information we will include will be a real eye opener for the public while also providing a menu of options and solutions to help bring the retirement plan into the black.

Our decision to pursue a capital campaign is directly tied to this effort. I can't stress enough how important it is that we have the tools we need to do public these important white papers and disseminate them throughout the community for maximum impact.

Based on the costs associated with the various capital items needed, we estimate we need to raise approximately \$7,500. This is a relatively modest goal to reach and we hope you will

Sincerely,



Joe Armendariz
Executive Director

Yes! I want to help SBCTA with their Capital Campaign

Enclosed is my check for: ___\$1,000 ___\$750 ___\$500 ___\$250 ___\$100 ___\$50 ___ Other

Name: _____

Company: _____

Address: _____

Email: _____

**Please make checks payable to
SBCTA
PO Box 21621, Santa Barbara, CA 93121**