



DoSomething.org FCC Comments

Overview

On behalf of DoSomething.org I'm filing this comment against the petition for SMS to be regulated as Title II (proceeding number 08-7), put forth by Twilio.

Reasoning

DoSomething.org conducts the majority of it's business using text messaging. We text user-friendly content detailing ways to volunteer and make a community impact to our 2.6 million subscribers on a weekly and monthly basis.

We've learned that one of the reasons text messaging is so valuable in activating our members is because it is relatively spam-free and users trust the medium.

While we don't believe that the current system is perfect, we believe that allowing carriers to continue to regulate this medium in union with the CTIA protects the quality of the messages that are distributed and therefore protects our users.

Spam messaging is a growing risk. If carriers are unable to filter out scammers and other unsolicited messages, we will have a significantly harder time trying to activate our member base to volunteer.

Please consider our comments in your decision on this petition. It would significantly damage our NGO activities and the quality of service for all users around the country who enjoy the current text messaging experience.

Sincerely,

Marah M. Lidey

Director of Mobile Product & Messaging
DoSomething.org

A handwritten signature in blue ink that reads "Marah M. Lidey".