



## **EQUALITY** SOUTH DAKOTA

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November, 2007

Dear Friend,

**Remember November of 2006? South Dakota turned heads across the nation!**

We all but defeated a mean-spirited "gay marriage" ban, surprising everyone who was watching and maybe even ourselves. The amendment was an attack against every member and supporter of the lesbian, gay, bisexual and transgender (LGBT) community in the state -- people like you and me who work hard, care for their families, pay their taxes, and contribute fully to the vibrancy and quality of life in SD. The attack opened a floodgate of support from every county and neighborhood. **People like you and me, from all walks of life, political parties and denominations stood up, signed up and put up.**

**Enough is enough, we said.**

Remember?

Now, just one year later, we are in a different place. We're organized, we're smarter, we're no longer shy about speaking out -- and we're not going to wait around for the next attack. We want to put our collective energy to the task of creating positive change. We will leverage the valuable lessons learned and the sizeable database earned.

**Equality South Dakota is now officially in business! Our mission is to secure and protect the rights and wellbeing of LGBT South Dakotans and their families - through full engagement in the political process. The EqSD Political Action Committee will work to keep our friends in office and to put more friends there.**

**You were a critical supporter in the South Dakotans Against Discrimination campaign last fall and we need you to be part**

Equality South Dakota is a private, non-profit organization organized under the laws of the State of South Dakota. Contributions to Equality South Dakota or the Equality South Dakota PAC are not tax deductible.

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[www.eqsd.org](http://www.eqsd.org)

of Equality South Dakota. I am writing to ask for your financial help by making an annual gift or pledge. Please see the enclosed reply card to make your contribution.

We have big plans. You'll find an outline of our priorities at [eqsd.org](http://eqsd.org). However, there is no question that success will require that we enlist the involvement of everyone who believes in equal rights extended to sexual orientation and gender identity. **We need all the friends we can identify for letter writing, phone banking, visiting with legislators, sharing their stories, knocking on doors, conducting research, opening doors with receptive people of influence, and yes, writing checks.**

We need it all. **And it all takes money.**

**The battle for justice is not cheap. The other side is well funded and well organized. They don't plan to give up restricting our hard earned rights! They want to continue meddling in our lives.**

**Enough!**

To fight these forces and to work for justice takes volunteers, in-kind support, good wishes – and money. There are costs for grassroots campaigns; costs for a website and newsletters; costs for a lobbyist in Pierre; costs for PR and presentations to local groups to educate the public on the heartbreaks that LGBT individuals and their families and friends face every day. **Our PAC also wants to fund candidates who share our agenda.**

This is a good investment. **It is an investment in a South Dakota that we believe in and believes in us.** This is an investment in our future. **It will work – with your support it cannot fail.**

There will, of course, be future attacks. **Despite the message voters sent the Extreme Right that average South Dakotans are tired of being divided by race, gender, party, and sexual orientation, a radical minority is still intent on condemning our LGBT residents.** However, with a strong voice, an active membership, a savvy plan of action and a lot of hard work, SD will follow in the footsteps of some 43 states where a statewide Equality organization like ours has formed and steady progress followed.

**Thanks for your demonstrated belief that equality is indeed for everyone!**

Best regards,

Karen Mudd  
Founding Chair of Equality SD

P.S. Please be as generous as you can and know that a gift of any amount will help us establish Equality SD as a credible, professional advocacy organization with a seat at the table.