



**Stand With
MainStreet**.com

10 Things You Can Do to Support E-Fairness

We believe that all businesses, whether they sell online or on Main Street, should be able to compete on a level playing field when it comes to taxes. Consumers should also be treated fairly whether they shop online or on Main Street. Because of an outdated loophole from a pre-Internet era, online-only businesses currently have an unfair advantage over local retailers because they are not required to collect sales tax. **This undermines Main Street businesses, threatens local jobs, and weakens our state and local economy.** The fight for e-fairness is an effort to keep our Main Street businesses and communities strong.

Closing the online sales tax loophole is one small thing Congress can do to help local businesses and our communities move further along the path toward economic recovery. If Congress does not pass federal e-fairness legislation soon, however, America's Main Streets will continue to dwindle. The Marketplace Equity Act and the Marketplace Fairness Act both enjoy strong bipartisan support in Congress—it's a matter of making e-fairness enough of a priority that Congress will finally push the legislation over the finish line.

That's why the Alliance for Main Street Fairness is standing up for Main Street, speaking out for small businesses, and asking Congress to pass e-fairness THIS YEAR. Our Main Streets cannot afford for Congress to delay this issue another year. **You can help us win this fight and protect local businesses and jobs by taking the simple steps below.**

1. **Join the Alliance for Main Street Fairness.** AMSF is standing up for Main Street jobs and local communities. Visit our website (www.standwithmainstreet.com) and get involved today.
2. **Learn more about why e-fairness matters.** The AMSF website has a variety of resources.
3. **Find out how e-fairness impacts your state.** The AMSF site can tell you exactly how much the online sales tax loophole is costing your state.
4. **Talk about e-fairness on social media.** Follow AMSF on [Twitter](#) or [Facebook](#), and check out our blog, [The Loophole](#). Most importantly, urge others in your own online circles to support local businesses.
5. **Email your elected officials.** The AMSF website makes it easy to email your Members of Congress and urge them to pass e-fairness legislation this year.
6. **Write a letter to the editor** of your local newspaper explaining why e-fairness matters to your local community.
7. **Take the Five for Fairness Challenge.** AMSF is encouraging e-fairness supporters to take five important actions that will put pressure on Congress to pass federal e-fairness legislation this year.
8. **Shop Main Street.** Keep revenues in your community and help fend off the unfair competition from online retailers by shopping Main Street this holiday season.
9. **Say NO to "showrooming."** Local businesses shouldn't be showrooms for online shopping. Discourage the use of price-comparison apps that undermine Main Street retailers.
10. **Encourage others to get involved.** Make your voice even more powerful by getting your friends, family, and community involved. Tell them about AMSF and [urge them to join](#).