

COMMENTS OF THE YOUTH SPORTS COLLABORATIVE NETWORK  
ON  
ICANN's PROSAL TO REMOVE PRICE CAPS ON THE .ORG TOP-LEVEL TLD

April 29, 2018

The Youth Sports Collaborative Network (YSCN) is a newly-formed, national member association in the U.S. for nonprofit organizations that provide sports-based youth development programs to low income children in the United States.

We are writing in full support of the April 25, 2019 comments submitted by ASAE, The Center for Association Leadership. In particular we want to stress the importance of ASAE's following statement in its comments –

*Stating that nonprofit organizations can easily switch from one domain name to another if they don't like the pricing structure ignores the reality that established nonprofits have a longstanding Internet presence built on a .org domain name – a name and online reputation that the organization (not the registry operator) has spent decades cultivating.*

The website of a nonprofit is an essential low-cost communication tool to inform supporters and potential donors of its good social work. A nonprofit goes to great length to create a web address that reinforces its name, mission and hard-earned reputation. Together, they provide a level of marketing and communication capability that was not possible before the Internet.

Nonprofits face many challenges to provide their social good programs. They should not be expected to add preserving their web address as another challenge to their operational list.

The United States Government recognizes nonprofits as “public benefit corporation” and as a result do not tax nonprofits. ICANN needs to also recognize nonprofits for their “public benefit” purpose and continue price caps for all .org domain.

Thank you for considering our comments.

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