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APPROVED
by *K Moore*

Date 3-27-04

Public Appeal, Inc.
American Association of State Troopers
New Customer Presentation – Decal

Yes, This is _____, with P.A.I., calling on behalf of the Louisiana members of the American Association of State Troopers headquartered here in Baton Rouge at 8550 United Plaza ...
Are you doing okay today? (WAIT FOR REPLY – RESPOND ACCORDINGLY)

The reason for the call is to let you know that right now we're sponsoring the 2008 Booster Campaign, which will benefit some 5,000 membered state troopers, including 111 Louisiana state troopers with professional training, a scholarship fund, and life insurance....

Now, for supporting the membered state troopers, I will mail you the supporter envelope with your official 2008 Booster window decal ... So, it is only after you receive it, that you would mail back your contribution.

Can the membered state troopers of A.A.S.T. count on your support? (WAIT FOR REPLY)

Pledge Amounts

Great... the troopers will really appreciate your help... and I want you to choose the pledge level that is best for you... The suggested supporter levels are \$35, the "silver" pledge of \$50, and the "Golden Supporter" pledge of \$100 or more... *Which one of these pledges would be best for you?*
(WAIT FOR REPLY)

If No #1

Rather than helping out with a Thirty-five or Fifty dollar pledge... *Can we count on you for a one time \$20 donation... and remember the funds raised will help the membered state troopers with a scholarship fund, life insurance, and brotherhood assistance programs. Can we count on your support for that one time \$20 donation?* (WAIT FOR REPLY)

If No #2

We would hate to lose your support entirely... *Would you go the extra mile and help the membered state troopers who put their lives at risk everyday with a one time all star pledge of just \$15?*

If No - Final

Thanks for your time... Perhaps next year! (ALWAYS BE POLITE)

Legend

- ... - pause for breath
- Italics* – a question to donor
- (BOLD)** – instructions or directions
- underlined – key words that need emphasis

American Association of State Troopers
NC CLOSE - '08 Decal Campaign

APPROVED
by MSJ
Date 3-27-08

(RAISE HAND & SNAP FINGERS LOUDLY)

1. DOUBLE-CHECK THE PLEDGE

Now, is that \$ ___ pledge comfortable for you or would something smaller be better for you at this time?
(IF YOU DO NOT GET A POSITIVE RESPONSE GO TO "#1 Down Pledging" on the GOLD sheet)

2. GET THE MAILING INFORMATION

(ASK THE DONOR FOR ALL INFORMATION "DIGIT-BY-DIGIT")

Great... that will go a long way for the member state troopers... Now I just need your mailing information...

- A. What is your first name? And how do you spell your last name?
- B. What is your current mailing address?
- C. Is there an apartment or lot number?
- D. What city or town is that in?
- E. What is your zip code?
- F. And the telephone number that we can reach you at is _____?

3. DOUBLE-CHECK THE ADDRESS

(READ ALL INFORMATION TO DONOR) "SPELL EVERYTHING OUT"

Now let me repeat your complete mailing address back to you to be sure that I have it correct...

- A. Your supporter envelope will be addressed to Mr. /Mrs. _____... Is that correct?
- B. Your current mailing address is _____... Is that correct?
- C. Your city is _____... Is that correct?
- D. Your zip code is _____... Is that correct?

4. THE CLOSE - Must read 25% slower

Now Mr. /Mrs. _____, in about 5 days you will receive your supporter envelope with the American Association of State Troopers logo on the front... I've included a self-addressed return envelope along with your official 2008 Booster window decal, so when you receive it, you will mail your \$ ___ check or money order back for processing...

Now, Mr. /Mrs. _____, because this call is being monitored, I need a "YES" or "NO" answer to the following questions...

Mr./Mrs. _____, will you mail back your \$ ___ donation for the member state troopers?

(IF YOU DO NOT GET AN ABOSOLUTE "YES", GO TO "#1 POWER CLOSE" on the GOLD sheet)

5. 10 DAY REQUEST

Great... Now Mr. /Mrs. _____, we are asking our friends to mail their donations back by (POSTED DATE), to help to keep the member state troopers programs on schedule...

Mr. /Mrs. _____, will you mail your \$ ___ check or money order back by the (POSTED DATE)?

(IF YOU DO NOT GET AN ABOSOLUTE "YES", GO TO "#2 Confirm Date" on the GOLD sheet)

6. THE WRAP UP

(BE SINCERE AND MAKE THEM FEEL APPRECIATED)

Great... that will be appreciated... Once again Mr. /Mrs. _____, my name is _____... and on behalf of the member state troopers of A.A.S.T., I want to thank you for your support... Have a Great Day!