

APPROVED

by

*[Signature]*

Date

7-1-04

**American Association of State Troopers  
Don't Drink and Drive Program**

Hello, Mr./Mrs. \_\_\_\_\_? My name is (full name) with Shortcall Services INC, a paid professional fundraiser for the MISSISSIPPI MEMBERS OF THE A.A.S.T. of the American Association of State Troopers. How are you today?

This call is being recorded for quality control and verification purposes.

Mr./Mrs. \_\_\_\_\_ the Mississippi trooper members of the A.A.S.T. currently are sponsoring a Don't Drink and Drive Awareness program. With your support we will be able to fund efforts to promote public awareness of the serious consequences of driving while impaired. Hopefully, this will help to reduce the number of traffic related deaths and serious injuries.

Your support helps to continue their efforts with the Don't Drink and Drive Awareness Program; helps provide life insurance for the families of trooper members of the A.A.S.T.; continuing professional education programs; aid in the sharing of VITAL information between state troopers; as well as helps fund scholarships to the dependents of trooper members of the A.A.S.T.. (pause) Over 1.7 million dollars in scholarships have been awarded to troopers' children through AAST and its foundation since 1990. You can understand how important these programs are, right?

Mr./Mrs. \_\_\_\_\_ with this in mind, we are sending out the new Don't Drink and Drive materials and bumper sticker, and we wanted to make sure we can count on you for a small contribution to their campaign. OK?

**No Response:**

Before you let me go, can I ask you a question? The Mississippi trooper members of the A.A.S.T. are only asking for a support pledge of (\$20) or a booster pledge of (\$15)? We hope you will be able to help support these programs and demonstrate your appreciation for the Mississippi trooper members of the A.A.S.T..

**If No:** Thank you again for your time. Please keep us in mind for next year.

**If Yes:** Most people are giving a gift of only (\$50, \$ 35, or \$25). Which one can we count on you for? (response)

**If No:** If that is MORE than your budget allows, would you consider a support pledge of (\$20) or a booster pledge of (\$15)? We hope you will be able to help support these programs and demonstrate your appreciation for the Mississippi trooper members of the A.A.S.T..

**If No:** Thank you again for your time. Please keep us in mind for next year.

**Close:** Thank you Mr./Mrs. \_\_\_\_\_. Your support really makes a difference. Let me have just one more minute of your time to go over the details.

Within the next few days you will receive an envelope on behalf of AAST. You will get a pledge verification for \$ \_\_\_, Don't Drink and Drive materials, the Association's thank you letter and a receipt, and a self-addressed envelope for your convenience in returning your support.

Please return your support pledge of \$ \_\_\_, payable to AAST, within 5 to 7 days after you receive the package. AAST will move quickly to put your donation to good use.