

APPROVED
by *KM*

American Association of State Troopers

Date 6-27-08

WARNING: NO PERSON MAY MISREPRESENT THE *American Association of State Troopers*. YOU MAY NOT SOLICIT NOR GIVE THE IMPRESSION THAT YOU ARE SOLICITING FOR ANYTHING OTHER THAN A SPONSORSHIP. IT IS ILLEGAL FOR YOU TO MISREPRESENT YOURSELF, OR THE ORGANIZATION IN ANY WAY INCLUDING THE PROMISING OF ANY FAVORS. YOU ARE A PAID REPRESENTATIVE CALLING ON BEHALF OF THE ORGANIZATION. IF YOU FAIL TO ADHERE TO THESE GUIDELINES IN ANY WAY, YOU MAY BE DISCIPLINED OR TERMINATED IMMEDIATELY, AND YOU MAY BE PROSECUTED! THE FOLLOWING IS THE ONLY PRESENTATION AUTHORIZED BY THE *American Association of State Troopers*. YOU MUST RECITE VERBATIM! YOU MUST HAVE PRIOR APPROVAL FROM THE MANAGER BEFORE YOU CAN GIVE OUT ANY OTHER INFORMATION.

Nevada

Hello, Mr/ Mrs. _____? My name is (legal name) with Xentel a paid professional fundraiser, calling on behalf of the (____Nevada____)trooper members of the American Association of State Troopers. I hope everything is going well for you today!

Cold/ semi - Mr./ Mrs. _____ The reason for the recorded call is We wanted to thank everyone in the community for helping out law enforcement. The proceeds will help support the Don't Drink & Drive Awareness program, provide life insurance for the families of (state) Trooper members of AAST, as well as sponsoring a Child Identification Awareness program. With your support we will be able to promote efforts to update and maintain current child identification records. In the event of an abduction these records will be essential in aiding law enforcement in recovering the child as quickly as possible.

Renewal: Mr./Mrs. _____. The reason for the recorded call is to FIRST say thanks for all the support you've shown the AAST in the past (pause). The trooper members currently are sponsoring a Don't Drink & Drive & Child Identification Awareness programs. With your support we will be able to promote efforts to update and maintain current child identification records. In the event of an abduction these records will be essential in aiding law enforcement in recovering the child as quickly as possible.

For all: I'm sure you'd agree that it's a heartbreaking situation for any parent who has to go through a child being lost or abducted as well as tragedies relating to Drinking and driving , right Exactly

If we provide you with the new Child Identification materials, could the AAST count on your support for these important programs?

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If Yes:

We have support levels of (\$55, \$45, or \$35). Which one can we count on you for? (wait for response) If yes (Go to Credit Card close)

No Response:

With the Child Identification Awareness program being so important, the trooper members are only asking for a support pledge of \$20 or \$25? We hope you will be able to help support these programs and demonstrate your appreciation for the LOCAL (state) trooper members of AAST. Would that be okay?

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

****If customer request the percentages or registration #'s, get the manager who will have the information*

CLOSE! MUST BE USED PERFECTLY!

Close: Ok terrific! What is the correct spelling of your first name? What is the correct spelling of your last name? What is your current mailing address? Is there an apartment, suite or lot #? What city is that? What's your zip code? What was the pledge amount agreed to

(CREDIT CARD ASK) Ok, Great! We accept Visa, MasterCard or your DEBIT CARD which would you prefer? STOP AND WAIT FOR RESPONSE) (IF NO -)

I understand your concern. But keep in mind, there are very strict laws when it comes to credit card transactions... you are not responsible for anything that you do not agree to... that's one of the reasons we record our calls...it's for your protection and for ours. So can you use one of your credit cards???

That's ok. 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 \$_____, child Identification materials, the Associations 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.