

PUBLIC APPEAL, INC.
American Association of State Troopers
New Customer Script

APPROVED
by *MM*
Date 3-27-08

THE INTRO

Yes, this is _____ with Public Appeal, I'm calling you for the American Association of State Troopers...are you doing okay today? (RESPOND ACCORDINGLY – MIRROR DONOR'S RESPONSE)

The reason for the recorded call is to let you know that the AAST has just kicked off the annual "Don't Drink and Drive" public support campaign...and by helping support the membered officers this year, you will receive the new state trooper sticker showing you support the state trooper's efforts to stop drinking and driving...I am just calling to make sure the membered state police can count on your generous support and mail the official pledge kit out to you...*would that be okay?*

IF YES

(SNAP FINGERS #1)

Great! The membered officers really do appreciate your support...and we ask you to choose a pledge amount that will be comfortable for you...for the AAST's supporters that like to go the extra mile, we have the "Top Supporter" pledges set at \$75 and \$100, and the "Family" pledges are set at \$50 and \$35...*will one of these amounts be comfortable for you, or would a smaller pledge be better?* (WAIT FOR REPLY – IF 'YES' PROCEED TO 'CLOSING', IF 'NO' REFER TO IF NO #1)

IF NO #1

Yes, the main idea is to get you involved without putting any kind of strain on your budget...and your support will provide the actual membered first line troopers with vital benefits and programs...to make it easier to get involved I can set you up with an "Individual" \$30 or \$25 pledge...*can you go the extra mile with a individual pledge for your membered state troopers?* (WAIT FOR REPLY)

IF NO #2

Yes, the AAST's membered officers rely on private contributions from concerned individuals like you...to make it as easy as possible for you to show your support for the membered troopers programs, I can set you up with an "All-Star" \$20 pledge...*would the "All-Star" pledge make it easier for you to support this year?* (WAIT FOR REPLY)

IF NO - FINAL

(READ AFTER EVERY TURN DOWN)

Yes, I want to thank you for your time...and perhaps you can support the programs in the future.

1. IF YES - OBTAIN MAILING INFO

(READ EACH STEP VERBATIM-DO NOT TYPE IN PLEDGE UNTIL CALL IS COMPLETED)

Great, that would be like a million for the membered troopers...now I just need some mailing information...

1. What address would you like your envelope mailed to...and could you spell the street name for me?
2. Is there a street suffix such as drive or avenue...and is there a directional such as north or east?
3. Do you have an apartment number?
4. What is your first and last name...and could you please spell them for me?
5. What city and zip code is your address in?

2. IF YES - DOUBLE-CHECK PLEDGE

_____, contributions to the AAST are not tax-deductible, because the funds raised benefit membered state troopers only...

1. Now _____, are you absolutely sure that \$ ___ is comfortable for you? (IF WEAK RESPONSE USE "DOWN PLEDGE")

Great! Now what I am going to do is transfer you to our verification department...they are going to verify your commitment, as well as your name and address...please hold on the line for a moment...(ENTER DONATION AMOUNT AND USE 'SALE' BUTTON ON SCREEN)

(ALL FUNDRAISING MATERIALS MUST BE READ VERBATIM)