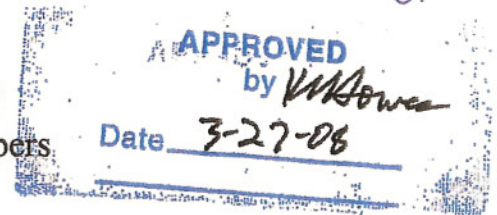


PUBLIC APPEAL, INC  
American Association of State Troopers  
Answers



## 1. SEND INFORMATION TO READ

The reason we take the time to call you personally is to answer all of your questions and to make sure that you want to get involved...this helps in achieving the goal of keeping fundraising costs down and not needlessly wasting money...before the envelope is mailed to you, I need you to make a commitment that you will be sending back your pledge...can we count on your support for the law enforcement programs this year?

## 2. WHEN IS MY PLEDGE DUE

Yes, in an effort to cut administrative costs, we count on most supporters sending their pledge back within ten days after receiving the pledge materials...although, we do realize that some of our supporters may require additional time, so I would like to inform you that you will be receiving a friendly reminder letter if your pledge has not been returned within two weeks...can we count on your support for these vital programs?

## 3. IS THE AAST LEGITIMATE

Yes, the American Association of State Troopers is registered with all of the state and federal government agencies required by law...in fact, the Oklahoma Secretary of State's office requires that I must be registered with them to legally make fundraising requests on behalf of the AAST...and I'll mail a receipt for your donation out to you first, which includes the AAST's web site address and fundraising office telephone number...we also include instructions to send only a check or a money order made payable directly to the American Association of State Troopers...would you like me to provide you with the AAST's web site address and our fundraising office telephone number? (REFER TO IMPORTANT REFERENCE INFORMATION SHEET)

## 4. ARE YOU A POLICE OFFICER/VOLUNTEER

I am not a police officer or a volunteer...I work for Public Appeal, which is a registered and bonded professional fundraising firm that directs the state-wide fundraising efforts for the American Association of State Troopers...we are paid to focus on raising funds full-time, so that the membered state troopers can devote their time to law enforcement...can we count on your support for the officers this year?

## 5. HOW OFTEN WILL I HAVE TO DONATE

We will not ask you to donate on a monthly or quarterly basis like most charities...in fact, we only contact supporters twice a year...the reason for the second call is to update you on the AAST's progress, and to give you an opportunity to show your support once again for the programs...I am just asking for your support this one time for the current fundraising drive...will you show your support for these law enforcement programs this year?

## 6. WHERE ARE YOU CALLING FROM

I'm calling you from the southwest regional fundraising office in Garland, Texas...and because the AAST is a nation-wide organization, citizens from throughout the state of Oklahoma are contacted from this location...in fact, the AAST includes the membership of over five thousand officers...so your support will benefit the membered troopers in Oklahoma and throughout the nation...can we count on your help for the troopers this year?

## 7. HOW DID YOU GET MY PHONE NUMBER

Yes, we are calling you from a telephone database that contains a state-wide list of telephone numbers...we do reach brand new listings and some unlisted telephone numbers, because these numbers may have been assigned to previous telephone customers...will you go the extra mile and help out the troopers this year?

## 8. WHY DON'T YOU HAVE MY ADDRESS

We do not sell the mailing addresses of the AAST's supporters to protect you from fraud and junk mail...this benefits you by protecting your privacy and respecting your decision to get involved...(REFER TO #7 ABOVE)

OK  
APPROVED  
by *V Moore*  
Date 3-27-08

**PUBLIC APPEAL, INC.**  
American Association of State Troopers  
AAST Info

### 1. WHAT IS THE AAST

The American Association of State Troopers was founded in 1989 in an effort to bring highway patrolman together with programs and benefits to improve the quality of their lives as officers...and because the AAST is a nation-wide organization, the membership is open to all active and retired state troopers...in fact, the AAST has over five thousand membered law enforcement officers from forty seven states across the country...*will you show your support for the membered troopers this year?*

### 2. WHAT WILL MY DONATION BE USED FOR

Your support will help to provide vital benefits and programs to improve the quality of life for membered state troopers...in fact, the American Association of State Troopers provides its members with a term life insurance policy...the AAST has also established a scholarship foundation to award grants to the children of membered state troopers each year...the AAST also provides retirement benefits as well as funding for advanced educational classes to improve the quality of law enforcement for all of us...*will you stand behind the membered state troopers and their programs this year?*

### 3. IS THIS FOR MY LOCAL POLICE

The American Association of State Troopers is a nation-wide organization that provides programs to over five thousand troopers members in Oklahoma and throughout the country...and because the AAST's membership is open to any active or retired state trooper throughout the country, your support will not be limited to just one area...*will you help the AAST reach out to our membered highway patrolmen?*

### 4. WHY DO I MAIL MY DONATION TO OKLAHOMA CITY

All donations are mailed to the AAST's donor return address in Oklahoma City for processing, where the funds are then distributed for programs and services that benefit over five thousand membered state troopers from Oklahoma and throughout the country...*can we count on your support for the membered trooper's programs?*

### 5. WHO IS IN CHARGE OF THE AAST

The president of the American Association of State Troopers is Tommy Moore, who is a retired officer who served with the Florida state troopers for over thirty years...and the organization's board of directors is made up of active and retired state troopers from forty seven states throughout the country...*will you show your support for the membered state highway patrolmen this year?*

### 6. WHAT PERCENTAGE OF DONATION GOES TO PROGRAMS

Of course part of your donation will be used to cover fundraising expenses such as postage, printing, and phone bills...so the AAST will receive at least 20% of the funds raised for its programs...(REFER TO #2 ABOVE)

### 7. WILL MY DONATION BE TAX-DEDUCTIBLE

Due to the structure of the IRS tax laws, the AAST is considered a non-profit non-charitable organization, and your donation will not be tax-deductible as a charitable contribution...although in some cases, your pledge may be used as a business expense...(REFER TO #2 ABOVE)

### 8. DO TAXES PAY FOR THESE PROGRAMS

The American Association of State Troopers is a non-profit organization, and does not receive any federal or state funding for its programs...the organization relies solely on funding from concerned citizens, like yourself, that want to get involved in supporting law enforcement throughout the country...(REFER TO #2 ABOVE)