

APPROVED  
by *W. Jones*  
Date 7-25-08

## STATEWIDE APPEAL, INC.

AAST – 2008 New Customer Script Request

Fundraising Office 1-800-310-1911

Web-Site: [www.Statetroopers.org](http://www.Statetroopers.org)

### The Intro

Good morning/afternoon/evening, my name is \_\_\_\_\_. I am employed by Statewide Appeal, a paid professional fundraiser. I am contacting you on behalf of the **Pennsylvania Members of the American Association of State Troopers, Inc.**

The reason for the recorded call is just to let you know the A.A.S.T. has just kicked off the 2008 *“Don’t Drink and Drive Campaign”* ... The funds raised of course are still providing programs and services to help the over **760 Pennsylvania Members**, both active and retired, that belong to the AAST...and I’m just calling to make sure your member state troopers of the AAST can count on your outstanding support and drop that new supporter envelope and sticker in the mail to you ... *Would that be OK?*

### If Yes

Great! The member troopers of the AAST really do appreciate your support...and we ask you to choose a pledge amount that will be comfortable for you...the standard “Family” pledges are still set at \$35 and \$50, and the top pledges for those who want to go the extra mile are still set at \$75 and \$100...which one is best for you this year? (Wait for reply)

**GREAT, AND ARE YOU SURE THAT \$ \_\_\_ PLEDGE IS GOING TO BE ABSOLUTELY COMFORTABLE FOR YOU THIS YEAR MR. / MRS. \_\_\_\_\_?**

### If No Financial

Yes, the main idea is just to get everyone involved without putting you in any sort of financial burden...rather than helping out with one of the larger pledges, I can always set you up with an “Individual” \$25 or even just the “Minimum” pledge of \$20...*can you do at least that for your member state troopers of the AAST this year?* (Wait for reply)

### If Not Interested

Keep in mind that AAST relies solely on support from concerned citizens just like yourself to provide programs and services for the over **760 active and retired Pennsylvania State Troopers** that belong to the AAST, rather than counting you out completely, I can always set you up with just the “Minimum” \$20 pledge...Would that be okay? (Wait for reply)

### If No - Final

(Read after every turn-down)

I want to thank you for your time...and perhaps you can keep us in mind for the future.

**ALL CALLS ARE BEING RECORDED TO ENSURE COMPLIANCE WITH STATE LAW. THE PRESENTATION & ALL PRINTED MATERIALS MUST BE READ VERBATIM!!**

**ANY WILLFUL DEVIATION WILL RESULT IN IMMEDIATE TERMINATION!!**