

## Business Script\_16 (revised 8-21-08)

Hi There. This is \_\_\_\_\_ with NROTC, the National Remember Our Troops Campaign. We are a national military charity. I would like to speak with the owner, manager, CEO. Would that be you? (OR SAY NAME IF YOU HAVE IT)

Hi Mr./Mrs. \_\_\_\_\_, This is \_\_\_\_\_ with NROTC, the National Remember Our Troops Campaign. We are a 501(c)(3) **100% tax-deductible** military charity whose **mission** is to provide **aid** to our wounded warriors returning from Iraq and Afghanistan.

We pick them up from their homes and VA hospitals, and take them to movies, restaurants, golf courses, sporting events and various outings!... For many, it's their first time in public since being wounded!

We also provide free congressionally approved Blue Star and Gold Star Service Banners to military families.

You can learn more about NROTC's charitable work on our website at: [nrotc.org](http://nrotc.org)

**Let's not forget these wounded warriors who really deserve our support!** We were hoping you guys could help us out during our drive this year.

Donors of \$100 or more receive a **page one** link on our website! The more you donate, the higher on our list you go. You WILL get some recognition and advertising value on our website, best of all, Uncle Sam picks up the tab.

We have suggested pledge levels of a thousand or more if you can, five hundred, 250, 200, 100, whatever you feel is right. Keep in mind this is 100% tax-deductible! **Can we count on you for a hundred dollars or better this year?** *(SHUT UP AND WAIT)* **Great Mr/Mrs \_\_\_\_\_, What amount would be comfortable for you?**

**(IF OVER \$200)** Mr/Mrs \_\_\_\_\_, UPS is working with us on this. We can have a driver show up in a day or two to pick up your check. Just make it payable to NROTC and put it in one of your standard business envelopes. Have it waiting inside your front door. **Is there another person at your front door the UPS driver should ask for?**

Mr/Mrs \_\_\_\_\_, We can handle this by credit or debit card, virtual check by phone, by fax, by mail or email. Either way is okay but credit cards save us a **tremendous** amount of money in mailing and associated costs. We would much rather be spending that money to help a wounded veteran rather than waste it on paper and postage! It will really help if you can do this! **All I need now is the number and expiration date ...** *(SHUT UP AND WAIT for a response)*

Fill in the credit card info, Then Go To **GOODBYE:** IF They Don't Want To Do It By Credit Card, Go To **VIRTUAL CHECK CLOSE:**

**VIRTUAL CHECK CLOSE:** No problem Mr/Mrs \_\_\_\_\_. I can save you the trouble of mailing a check by using a virtual check. It works just like mailing a check, only we do this all by phone. It will really help if you can do this and it only takes a minute! All I need is that line of numbers at the bottom of one of your checks ... **Is your checkbook handy?...** *(SHUT UP AND WAIT for a response)*

Fill in the virtual check info and Then Go To to **GOODBYE:** IF They Don't Want To Do It By Virtual Check, Go To **FAX CLOSE:**

**FAX CLOSE:** No problem Mr/Mrs \_\_\_\_\_. I know this don't sound like much but if we could send over your pledge form by fax it would save us about 65 cents in postage and handling, **Can we just fax your pledge form over?** *(SHUT UP AND WAIT for a response)* What is your fax number Mr/Mrs \_\_\_\_\_? *Fantastic Mr/Mrs \_\_\_\_\_,* Do you think you'll be able to get that check off to us right away it will really help?

IF They Don't Want A Pledge By Fax, (TRY ASKING FOR EMAIL ADDRESS)... OR Go To **MAIL CLOSE:**

**MAIL CLOSE:** No problem Mr/Mrs \_\_\_\_\_. We can just send you a Pledge by mail. Do you still get your mail at \_\_\_\_\_?

\*Is there a suite number or box number? *(check zip) (check first name)*

\*Thank you so much, I just want to make sure that your generous pledge of \$\_\_\_\_\_ is comfortable for you?

\*All we ask is that you return your pledge as soon as you receive it in the mail. Fair enough?

**GOODBYE:** On behalf of our troops and their families, THANK YOU!... We know they will be truly appreciative! Goodbye

**IF NO Pledge or Donation:** No problem Mr/Mrs \_\_\_\_\_. Thank You for listening. Please Remember Our Troops! Goodbye