

## Business Script\_9 (revised 2-10-08)

Hi Mr./Mrs. \_\_\_\_\_, This is \_\_\_\_\_ calling for 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 troops returning home right now from the war on terrorism through our Purple Heart Fund.

We also provide free Blue Star and Gold Star Service Banners to military families. A Blue Star Service Banner displayed in the window of a home is a long-standing tradition in America dating back to World War 1 and symbolizes a family member serving in the military. If a trooper dies while in service, the blue star goes gold.

We have suggested pledge levels of a thousand, five hundred, 250, 200, It goes up or down from there. Whatever you feel is right. What can we put you down for this year? (**run on sentence here – no pause**) Keep in mind this is 100% tax-deductible!

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**Rebuttal 1** - Certainly understandable, but we **honor** the men and women who are **killed** in action by presenting Gold Star Service Banners to the grieving families of our fallen hometown heroes. Even a smaller pledge level of \$100 would really go a long way in helping out. Can we count on you for that?

**Rebuttal 2** - It doesn't matter how much you give Mr/Mrs \_\_\_\_\_. We are just asking that you get involved and show your support for the troops and their families if only in a small way. Our smallest pledge is only \$50. A lot of businesses doing just \$50 will still help; Can we count on you for the 50?

**WRAP UP:** Fantastic Mr/Mrs \_\_\_\_\_. We do not ask you for a credit card over the phone because they are too easily abused. I hope you appreciate that. We will just send you a pledge form by mail for the generous donation you have promised.

You still get your mail at \_\_\_\_\_ right?

\*Is there a suite number or box number? (Verify all information)

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

\*All we do ask is that you return your pledge as soon as you receive the pledge kit in the mail. We CAN count on you for that right?

\*Could you get your check off to us sooner if I fax over your pledge form right now?

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

**IF NO Pledge or Donation:** I am sorry you were not able to participate Mr/Mrs \_\_\_\_\_, but we Thank You for your time and Please Remember Our Troops and Pray for Their Safe and Speedy Return! ... Goodbye