

Residential Script_12 (revised 2-10-08)

Hi Mr./Mrs. _____, This is _____ calling from 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.

A lot of folks are helping us out this year with our Hero pledge of \$65 or the smaller Patriot pledge for just \$45. Our troops and their families will be truly honored and thankful for your support.

We're just contacting friends and neighbors in the area and asking what they can do to help. Can we put you down for 65 this year Mr/Mrs _____ or will the 45 be more comfortable? *(Run on sentence here - no pause)* Keep in mind this is 100% tax-deductible.

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 our smaller Supporter level for \$25 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 Booster level is only \$15. A lot of people doing just \$15 will still help; Can we count on you for the 15?

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 an apartment 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?

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