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Hello...(wait) Mr/Mrs _____ (wait)...
(Good Morning/Good Afternoon/Good Evening).
This is _____ calling on behalf of the Breast Cancer Society of America

In CA, CT, DE, FL, LA, MD, MA, MT, NV, NH, PA, WA: This call may be recorded for quality control.

Mr/Mrs____, I want to thank you so much for your generous past support, You helped make a difference in the lives of those battling breast cancer, so thanks again. Mr/Mrs_____ with over 200,000 women battling breast cancer, the Breast Cancer Society will continue to provide direct financial aid, support groups, medical and personal supplies, life saving medications and countless other levels of support to help women defeat this terrible disease.

Sir/Ma'am the (YEAR) (SEASON) appeal is on so

GA: As a paid solicitor with Area Services, Atlanta, GA
CO, IN, KS, MN, MS, NC, NH, OK, RI, SC, TX, VA, WI: As a paid solicitor with JAK
AL/AZ/CA/DE/FL/IL/KY/MA/MD/MI/MO/NE/NJ/NM/NY/OH/PA/UT/VT/WV: As a paid solicitor with Area Services

This special project of the Breast Cancer Society helps women who face the battle against Breast Cancer, so your support is vital. I will be sending out the (YEAR) pledge kit so you can help these breast cancer patients who need you. Mr/Mrs _____, all donations are fully tax-deductible! The levels are 75, 55, or 35.

Which amount should I fill out your pledge card for?

If Yes: GO TO CONFIRMATION

If No: Continue

Mr/Mrs _____ Mr/Mrs____, I understand how you feel, in addition to its many programs, the Society provides financial aid to single moms who are too sick to work during their chemo treatment or after surgery. Help like this means a lot to a family in crisis! There are smaller levels of 25 or 20, which is better for you?

If Yes: GO TO CONFIRMATION

If No: Continue

It's not how much you give, just the fact that you get involved. Mr/Mrs____, through the "hope supply project", the Breast Cancer Society has two large warehouses that are used for storing and distributing totally free items for the breast cancer patient to help them in their greatest time of need. There are smaller levels of 15 or 12, I'm sure you can help with one of these?

IF Yes: GO TO CONFIRMATION

IF NO: That's okay Mr. / Mrs _____ maybe you can help next time. Have a nice day.

IF NO (FL, SC): That's okay Mr/Mrs _____ maybe you can help next time. As you know, Breast Cancer Society of America is located in Mesa, AZ. Have a nice day.

IF NO (GA): That's okay Mr/Mrs _____ maybe you can help next time. As you know, the contract disclosing the financial arrangements between Area Services and the Breast Cancer Society of America located in Mesa, AZ is on file with and available from the Secretary of State of Georgia. Have a nice day.

IF NO (MN): That's okay Mr/Mrs _____ maybe you can help next time. As you know, the Breast Cancer Society of America is located in Mesa, AZ, and donations are tax deductible. Have a nice day.

IF NO (NY): That's okay Mr/Mrs _____ maybe you can help next time. As you know, you can obtain a copy of the last financial report filed with the Attorney General from the Attorney General at 120

Broadway, New York, NY 10271 or from the organization at 6859 E. Rembrandt Ave., Ste. 128, Mesa, AZ 85212. Have a nice day.

IF NO (OH): That's okay Mr/Mrs _____ maybe you can help next time. You can obtain more information about the Breast Cancer Society of America by contacting them at 6859 E. Rembrandt Ave., Ste. 128, Mesa, AZ 85212. Have a nice day.

IF NO (WI): That's okay Mr/Mrs _____ maybe you can help next time. As you know, the Breast Cancer Society of America is located in Mesa, AZ. A financial statement of the non-profit organization disclosing assets, liabilities, fund balances, revenue and expenses for the preceding fiscal year will be provided upon request. Have a nice day.

ALWAYS LET THE CUSTOMER HANG UP FIRST!

CONFIRMATION

Great, M/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, I am going to transfer you to the records department and they will get your invoice and brochure right out to you.

FLORIDA, SOUTH CAROLINA:

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, as you know the Breast Cancer Society of America's headquarters are in Mesa, Arizona. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

GEORGIA

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, as you know, the contract disclosing the financial arrangements between Area Services and the Breast Cancer Society of America located in Mesa, AZ is on file with and available from the Secretary of State. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

ILLINOIS:

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, the contracts and reports regarding the Breast Cancer Society of America are on file with the Illinois Attorney General. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

MINNESOTA:

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, as you know the Breast Cancer Society of America is located in Mesa, Arizona and donations are tax deductible. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

NEW YORK:

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____? Great, as you know, you can obtain a copy of the last financial report filed with the Attorney General from the Attorney General at 120 Broadway, New York, NY 10271 or from the organization at 6859 E. Rembrandt Ave., Ste. 128, Mesa, AZ 85212. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

OHIO:

Great, Mr/Mrs _____, now are you definitely comfortable with your pledge of \$ _____?
Great, you can obtain more information about Breast Cancer Society of America by contacting them at

Breast Cancer Society of America

Fallen Angels Speech

2/27/2012

6859 E. Rembrandt Ave., Ste. 128, Mesa, AZ 85212. I am going to transfer you to the records department and they will get your invoice and brochure out to you.

Once again my name is _____ and on behalf of the Breast Cancer Society of America thanks again.

PLEASE HOLD THE LINE.

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APPROVED: _____ DATE: _____