

# Children's Cancer Fund of America/ Children's Critical Care Foundation

## Presentation

### Caller Warning

*You are required to say the introduction clearly and word for word without changes or additions. You must use the selected program details here. Misrepresenting the Charity, ACS or yourself is against company policy and against the law. It will not be tolerated in any way.*

## Introduction

Hello Mr./s. \_\_\_\_\_, this is (Your Full Name) a paid solicitor of Associated Community Services, Inc, calling on behalf of Children's Cancer Fund of America/Children's Critical Care Foundation. How are you?

## The Presentation

Mr./s. \_\_\_\_\_, we are calling to let you know that CCFA/CCCCF is at work helping children stricken with cancer as well as their families. CCFA/CCCCF is working to:

- Provide direct financial aid to families so they are relieved of some of the incredible expenses and can focus on giving the fight of their lives.

## Support Question

CCFA/CCCCF is trying help these children and their families so they can obtain the type of care they need. We want to ask, if we mail a pledge to you first, can these children count on your needed, tax-deductible support? Would that be O.K.?

### *Yes - Price*

Great! We offer three levels of tax-deductible support, so let me know which one is best for you. We have a \$30, \$40 and a \$50. Could you go the extra mile and do the big one for \$50 or is that too much?

### *No - Rebuttal*

Well I understand that (the reason they gave) and we aren't looking to make things worse for you. However, these young children have struggles we can't even imagine not mentioning what their parents are going through. We have a small one for only \$15. Is that comfortable for you?

## If No Pledge

*Say with a SMILE Thank you and have a nice day. Wait for a response*

## Close

Can you get the \$\_\_\_ right back when you receive it?

If Yes- Continue with Close If No- That's OK, did you need a week or two?

If Yes- Continue with Close If No- Suggest a Price Drop.

My Customer Service Representative is here to process everything so we don't call back, OK!

The \$\_\_\_ in (Agreed Time) is OK? Great, here they are, HOLD ON!