

TCY Phone Script #2: School Campaign

1. Study contact for valuable information, insights, concerns.

- a. Know SOMETHING about contact before calling:_____
- b. Have QUESTION or desired answer ready for contact:_____
- c. What donor level is contact?_____
- d. Was contact ever a TCY STUDENT? Yes / No Explain:_____
- e. WHO does contact know at TCY?_____
- f. What has contact purchased from TCY / BKF / SCM?_____
- g. Are they receiving TCY_eNEWS? Yes / No What other eNEWS or Press Releases:
 1. Ask question regarding previous/recent newsletter for conversation:_____
 2. Get email if need:_____
- h. Is THIS the best time to call? or:_____

2. SMILE throughout phone call (Relax and smile...)

3. PRONOUNCE contact name correctly? ("Did I pronounce your name correctly?")

Pronunciation notes:_____

4. Don't take "No" personally.

- a. "No" = "not yet" or "not now" = "Yes" later.
- b. Pass the "No" test with optimism and good manners to impress contact.
- c. We still passed along the "TCY Message."
- d. Next person may do better.
- e. Impress them with TCY good manners.
 1. Friendly
 2. Professional
 3. Self-confident
 4. Accommodating

5. SAMPLE ANSWERS:

- a. "We need \$88,000 to build our TCY ONLINE SCHOOL, then we can provide classes nationwide."
- b. "These classes will be available in real-time web conferences, one-on-one lessons, and downloads that they can play and practice with anywhere they take their laptop."
- c. "Unlike most nonprofits, Tai Chi Youth's ONLINE SCHOOL will be able to support itself eventually, so we only need donations to get us started these first few years."
- d. "Our SCHOOL CAMPAIGN is our way of changing the world and improving the future. With our internet school we can reach thousands of kids who otherwise would never exercise at all."
- e. "Our SCHOOL CAMPAIGN enables us to provide the services that today's youth so desperately need. Obesity has become more common in America than ever before in our history. Tai Chi Youth overcomes obesity by providing excellent workouts, but it also creates lifestyles that include exercise, so the person will continue to be in better health for the rest of their life."

6. FAQs

- a. TCY is the first ONLINE TAI CHI SCHOOL FOR KIDS. Founded by Richard Del Connor, "*Buddha Zhen*."
- b. TCY curriculums are the first year program of Shaolin Chi Mantis stretched out to several years.
- c. TCY curriculum has been tested and proven for students ages 6 to 60.
- d. Lose 10 pounds per month, with TCY Tai Chi Complete Workout Routine, until you reach your perfect body weight.*
* Five one-hour classes per week = TCY Complete Workout Routine.
- e. The TAI CHI BEGINNER BOOK by Buddha Zhen is required reading for all TCY students to attain Belt Ranks.
- f. TCY is planning to release medical reports documenting the benefits of our TCY curriculum workout.

7. PROMOTION and Promotional Materials Available

- a. Group Programs that donors and members can attend: *www.TaiChiBuddha.com*
- b. TCY History story2: Richard Connor hired by maximum security prison, then rehabs and churches...
- c. TCY Brochure 2012B - TCY SCHOOL CAMPAIGN
- d. TCY GRADUATIONS provide the rewards that students deserve and earn in their Tai Chi Youth classes.
- e. Announcements sent by emails and posted on webpages announcing BELT TESTING for Graduations.
- f. Students will listed in an online Membership Roll BY BELT RANK.
- g. Membership Campaign VICTORY DINNER = June Push Hands Tournament VOLUNTEER AWARDS.
- h. TCY Online School is the Tai Chi Youth curriculum. All lessons must be learned in proper order.