

TCY Phone Script #3: Scholarship Drive

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. "Your scholarship allows another teenager to take these classes who otherwise wouldn't afford it."
- b. "It costs \$1800 per year to provide all the classes, private lessons, mentoring, and fees for one student."
- c. "Compared to other programs, it is probably the cheapest in the country for what we provide."
- d. Many of the kids who need Tai Chi Youth the most, can least afford it. Help a poor student to become rich in Tai Chi

knowledge.

e. Tai Chi Youth is an equal opportunity employer and school. All nationalities are encouraged and accepted. Girls also do well in Tai Chi Youth because there is NO SPARRING. Our top ranked students usually include as many or more girls than boys.

6. FAQs

- a. There are many kids who will sign up, or be urged by the parents if scholarships provided.
- b. Scholarships not fully used will be added back into Scholarship Fund for other scholarships.
- c. Belt Testing is required of all students, and required to continue receiving scholarships.
- d. Tai Chi Youth began in rehabilitation centers for minors in Salt Lake City, Utah. Parents had to pay an additional fee for Buddha Zhen to teach twice weekly classes in rehab centers. Many students claimed that the Tai Chi Youth program was the most beneficial part of their entire rehabilitation.
 - e. Tai Chi Youth promotes Confucian family concepts whereby family members respect the chain of command like employees do in any business. These family concepts are also called "FILIAL PIETY," and stress respecting parents and elders.
 - f. Tai Chi Youth incorporates the KUNG FU FAMILY concepts taught to Buddha Zhen from his Chinese masters. All students in a Kung Fu school are a Confucian style family with older students being respected by younger students...
 - g. TCY Scholarship Campaign supplies materials for students that may include tennis shoes and Kung Fu workout clothing.

- h. Assistant Instructors are being created and supplied "BOOTHs" for helping more students one-on-one.
- i. MENTORING is part of the Tai Chi Youth curriculum as the students discuss the bookwork and turn in assignments with personal perspectives and psychological self-analyzations.
- j. TCY Scholarship Campaign can also supply the INTERNET FEES required to access our TCY programs online.

7. PROMOTION and Promotional Materials Available

- a. Check out the TCY SCRAPBOOKS at taichiYOUTH.org
- b. TCY DONOR LIST at taichiYOUTH.org/_____
- c. TCY Brochure 2012C - TCY SCHOLARSHIP DRIVE
- d. TCY SCHOLARSHIP Promotion materials:_____
- e. Youth at risk story 1: During the 1990s, one of Buddha Zhen's classes was interrupted by a young man who wanted to introduce his bride to Buddha Zhen. "This is the man who changed my life and made my life successful," he explained to his wife. Buddha Zhen smiled when he realized this was one of his first students from the Decker Lake Maximum Security Prison. He then explained to Buddha Zhen, "I wanted her to meet you, because you are the one that turned my life around."
- f. Youth at risk story 2: A female student of one of the Turnabout Rehabilitation Center told Buddha Zhen that she had been at a party after her release, and that there was drinking there, and she was going to spend the night on the couch. That night some young man tried to rape in the living room and she ended up using the "*Step Back Pull Back*" Tai Chi move to slam her assailant's face into the coffee table and end his attack.
- g. Youth at risk story 3: A Utah student, Dave, was arrested for parking ticket violations. Given a choice between paying a hefty fine and spending 30 days in jail, he chose jail. On his first day entering the jail, he was attacked by a Latino gang banger named, Ghost. Dave used the "*Step Back Pull Back*" move to slam Ghost's face into the concrete floor and quickly win the fight. The other inmates were watching and were so impressed that 5'4" Dave spent the next 30 days teaching Tai Chi in jail. "*It was like a Tai Chi vacation,*" he reported to the class on his release.