

TCY Phone Script #1: Membership 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. "More membership = more funding from foundations and government grants."
- b. "Show you believe in what we're doing here at Tai Chi Youth with our online Tai Chi school."
- c. "Your membership shows you agree that Tai Chi Youth is a good idea."

6. FAQs

- a. \$10 per year membership can be AUTO-RENEWED so we don't have to call you every January.
- b. We appreciate your membership because it really proves that Tai Chi Youth has public support.
- c. Since we will try to give you many benefits for being a TCY MEMBER, it may not be viewed as a gift or donation by the IRS.

If you would like to make a \$10 donation in addition to your membership fee, go to taichiyouth.org/donate

7. PROMOTION and Promotional Materials Available

- a. Group Programs that donors and members can attend: www.TaiChiBuddha.com
- b. TCY History story1: Richard Connor hired by maximum security prison, then rehabs and churches...
- c. TCY Brochure 2012A - TCY MEMBERSHIP CAMPAIGN.
- d. Membership Campaign VICTORY DINNER = "Founder's Birthday Graduation Ceremonies."