

TCY Phone Script #6: **TCY Annual 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 work very hard to make Tai Chi Youth the best youth exercise program in the world."
- b. "We still need your help to pay our bills and keep the lights turned on--but we are selling more programs and hope to have Tai Chi Youth self-supporting in a couple years."
- c. "This is our ANNUAL CAMPAIGN, like all nonprofits do, to pay our expenses. We appreciate your supporting Tai Chi Youth and all that we do, have done, and will do with our excellent Tai Chi programs."

6. **FAQs**

- a. Can donate to Annual Campaign anytime during year. Annual Campaign Fund Drive = Oct / Nov.
- b. Annual Campaign funds are "unrestricted funds" for all TCY business, legal fees, taxes...
- c. Annual Campaign donations are 100% tax deductible minus any gifts we give you when you donate.
- d. NOVEMBER SCHEDULE of EVENTS:
 - a. Sat #1: Push Hands Seminar.
 - b. Sat #2: FREE Demo Tournament (with Belt Testing sometimes).
 - c. Sat #3: SCM & TCY Annual Chinese Gongfu & Taijiquan Tournament.
 - d. Sat #4: SCM & TCY & BKF Annual Membership Meeting.

1. Buddhist head shaving initiations.
2. Student Graduations.
3. Volunteer and Donor AWARDS:
 - a. Demo Team Support campaign.
 - b. TCY Annual Campaign fund drive.
4. Announcement of TCY Board of Trustees OFFICERS for upcoming year.
5. Announcement of TCY COMMITTEES for upcoming year.
6. Message from TCY PATRIARCH.
7. TCY Demo Team Performance.
8. Annual Dinner Party CELEBRATION.

7. PROMOTION and Promotional Materials Available

- a. Tai Chi Youth accomplishments stories at: www.TaiChiYouth.org/_____
- b. TCY History story6: Richard funds and supports Tai Chi Youth from 1996 to 2012...loses family...forms BKF
- c. TCY Brochure 2012F - TCY ANNUAL CAMPAIGN
- d. Tai Chi Youth = BEST TAI CHI SCHOOL in the world.
- e. TCY STAFF ACCOMPLISHMENTS and ACHIEVEMENTS:
 - 1.
 - 2.
 - 3.
 - 4.