

SAMPLE NO. 2 – FUNDRAISING SCRIPT/DONOR REINSTATE TM APPEAL, SEPTEMBER 2006

Introduction

Hello (PROSPECT), this is ___ calling from Telemarketing for Change on behalf of the Citizens For Free Hydro. I'm a paid solicitor and the Telemarketing for Change is a professional fundraiser, who will receive as costs, expenses and fees, a portion of the funds raised through this solicitation campaign. This call may be monitored or recorded to ensure quality.

I'm calling to give you a brief update on our work, especially concerning the recent rate increases for Mega Edison and Giant Electro customers. Is this a convenient time to talk? I promise to be brief.

First ask

First of all, I want to thank you for your past support of FREE HYDRO. With the support of utility ratepayers like you, FREE HYDRO has had a long history of successfully fighting to keep electricity rates affordable for county residents. Since 1984, FREE HYDRO has saved customers about \$10 billion.

But now we face a new battle and we need your help. You may have read recently that your utility company (*note to fundraisers: reference information on the dialler screen to learn whether the donor is a customer of Mega Edison or Giant Electro*) will be pushing for a rate increase (26 per cent, \$160/year for Mega Edison customers; 55 per cent, \$338/year for Giant Electro customers) because the utility is now purchasing power via an auction process. These are increases that many households simply can't afford.

So, FREE HYDRO is working in two ways: FREE HYDRO is working through the courts, appealing to the state appellate courts to overturn the hike, as well pushing for legislation in State Capitol that will extend the current rate freeze another three years, to protect consumers from these unfair rate increases. FREE HYDRO is building a statewide coalition of community groups, residential customers, and political leaders to extend this freeze. But we need your help. We are calling past supporters of FREE HYDRO and asking them to help with a generous contribution of (2x MRC, or \$100 minimum), making you a FREE HYDRO Consumer Champion. Is that something that you could do?

(IF YES, go to CREDIT CARD ASK, below; IF NO, continue...)

Second ask

I understand, that is a lot to ask for. I only start at that level because there are those who can help at that amount and I'd hate to miss them by not asking.

As soon as word of these rate hikes came down, FREE HYDRO sprang into action in a way that no one else can: FREE HYDRO's Action Centre on our website has information on citizen lobbying. We've been working to get word out about these unfair rate hikes into the press and are working to hold politicians accountable to the needs of ratepayers all over the state, as opposed to utilities that are awash in profits right now, before any rate hike has gone into effect.

When the State Legislature created FREE HYDRO in 1984, aside from a small seed stipend, it was mandated that no state funds could be used to run the organisation. So, we've accomplished all of our work through the generous support of ratepayers like you, who understand that working together we can make a difference fighting rate hikes, unfair regulations, and many other activities.

Can you help with a contribution of (1x MRC, or \$50 minimum)?

(IF YES, go to CREDIT CARD ASK, below; IF NO, continue...)

Third ask

I know there are a lot of good organisations out there, but we are asking because the need right now is so very great. If we don't do anything, these new rate hikes will go into effect on January 1, 2007. But we've seen in the past that when everyone works together, we can make a difference. If you could support our work with a small, \$25 contribution, it will go a long way to freezing these utility rates. Can you help at that level?

(IF YES, go to CREDIT CARD ASK, below; IF NO, continue...)

If no: well, thank you in any case for your time, maybe you can help us at another time. Bye bye.

Credit card ask

First credit card ask is 'assumptive'. Great – thank you so much! We're processing gifts today using (accepted credit cards) which would you prefer to use?

Second credit card ask is 'explanatory'. I understand. The reason I asked for a credit card is that it's the most efficient way to process your contribution – there's less administrative time, paperwork and postage involved and more of your contribution goes towards our programmes. Would you help in this way?

(IF STILL NO)

That's fine. We'd be happy to process a cheque pledge. I'll send you a card and reply envelope in the mail.

FUNDRAISERS: MAKE CERTAIN TO TAKE ALL CREDIT CARD INFO BEFORE RECORDING BEGINS

Recorded confirmation of pledge amount and type

Let me confirm this again please.

1) CONFIRM PLEDGE AMOUNT, TYPE and RETURN DATE (for cheque pledges)
Cheque: you have agreed to make a (pledge/contribution/gift) of \$_ to FREE HYDRO. Is that correct? *(Note: must get a yes or no response.)*

We'll send you a card and reply envelope in the mail – it has a *(describe envelope)* on the outside of the envelope so you can identify it easily. May I count on you to return your gift within three to four days/the same day/the next day/within two days of receiving the envelope?

Note: if initial timeframe is not possible: or (specific date two weeks from today/in two weeks); third ask is for (within four weeks or specific date four weeks from today.)

Return date must be an exact timeframe. If they do not make such a commitment, it is not a valid pledge and should be recorded as a refusal.

Credit card: we'll send you a confirmation for your pledge/contribution/gift of \$_ to FREE HYDRO. I have recorded that you have asked to have it charged to your (Visa/Amex/MC) account. Is all that correct? *Must get yes or no.*

2) CONFIRM ADDRESS: and let me just confirm your mailing address. Are you still at (read address on screen)? *Must get yes or no.*

3) DISCLAIMER/TAX STATUS LANGUAGE (when applicable): just one last thing – I need to let you know that donations to FREE HYDRO are NOT tax-deductible.

4) THANK DONOR FOR HER GIFT AND SUPPORT! Thank you for your generous gift of \$_ and for your support of FREE HYDRO – your help makes our work possible!

MAKE SURE THE DONOR HANGS UP FIRST!