

**Cancer Fund of America
New Donor Acquisition Presentation**

Caller Warning

You are required by law to say the opening word for word without changes.

The Opening

Hi, Mr./ Mrs. _____, (*your full name*) with A.C. Services, a professional fundraiser, calling on behalf of the Cancer Fund of America.

(The opening is required by law and must be used perfectly, word-for-word, on every call)

How have you been? Glad to hear it! (Or use an appropriate *icebreaker*)

The Presentation

Mr./ Mrs. _____, I'll make this quick for you, We're back to work:

(choose two or more bullet points to discuss)

- Helping thousands of cancer victims and their families every year.
- Providing food items and various medical supplies and Non-prescription medicine for cancer patients.
- Helping relieve the financial burden upon the family and individuals with cancer by providing them with the supplies that they need.
- Helping cancer patients financially because most insurance payments, including Medicare and Medicaid, fall short of the money needed to cover the cost of basic needs during cancer care.
- Direct care for the cancer patients whom research is too late and need the help now.

The Support Question

Mr./ Mrs. _____, we just wanted to let you know that we are mailing out the envelopes so you can help out our Cancer victims and families, OK!?

IF YES – Go To **The Price Presentation (Page 2)**

IF NO – Rebuttal

Mr./ Mrs. _____, Last thing we want to do is put you in a bind, but these Cancer patients do not have the necessary supplies that they need to ease the suffering they endure. If \$15 can help out one Cancer patient it's more than worth it, OK?

IF YES – Go To **The Close (Page 3)**

IF NO – Thanks for your time, have a nice day.

DIET, NUTRITION & CANCER PREVENTION**"Vitamin C & Cruciferous Vegetables"**

Diets rich in foods containing Vitamin A, Vitamin C, and a precursor of Vitamin A called beta-carotene, may reduce the risk of certain cancers. Diets low in Vitamin A actually may increase risk for some cancers.

Many vegetables and fruits contain Vitamins A and C and beta-carotene. Choose especially from the vitamin-rich dark green leafy vegetables and other green vegetables; the red, yellow, and orange vegetables and fruits; the citrus fruits; and juices made from any of these. Vegetables from the cabbage family (cruciferous vegetables) also may reduce cancer. They are good sources of vitamins and minerals as well.

Cancer Fund of America encourages a healthy consumption of these vegetables and fruits daily. Those who are in position to grow their own fruits and vegetables in their natural state should consider doing so. Remember about one-third of all cancer deaths may be related to what we eat.

For more information on Diet, Nutrition, and Cancer Prevention, write or call for your free CFA brochure "Food for Thought".

Cancer Fund of America, Inc.

7901 Breckenwood Lane, Knoxville, TN 37921-1699 • (865) 938-5281

FACTS ABOUT CANCER FUND OF AMERICA. Cancer Fund of America is a non-profit national health agency operating under the non-profit tax-exempt Internal Revenue Code 501 (c)(3). CFA differs greatly from other cancer organizations in that its number one priority is Patient Aid. Through our national fund raising programs, we raise the much needed funds to provide such items as: Diapers, Bed Pads, Over-the-Counter medications, Nutritional Supplements, Body Lotions, Ointments, Pains, Crutches, Seasonal Holiday Gift Boxes, and Medical Supplies for Hospices and other Non-Profit Health Care Providers. Through a gifts-in-kind program, CFA solicits large corporations to obtain merchandise for distribution. CFA's Patient and Community Outreach programs also benefit the ill, needy and infirm by donating to other non-profit charities that serve these beneficiaries directly. In thousands of local communities across America, CFA's volunteers carried both life-saving cancer education and offers of supplementary aid to those suffering with cancer. Under some of CFA's fundraising contracts with professional firms, CFA is not allowed to financially allocate most of the included education information. As a result, the expense of creating this information in accordance with generally accepted accounting principles and SOP 98-2, are reported as cost. Cancer Fund of America is located at 7901 Breckenwood Lane, Knoxville, TN 37921. Cancer Fund of America has retained Box, L.C., 6849 Old Dominion Drive, Suite 315, McLean, VA 22101, a paid professional fund-raiser, to assist in this fund raising program. Your contribution is fully tax-deductible.

Although our financial report is sent to those requesting a copy, certain states require us to advise you that a copy of our financial report is available from them.

Residents of the following states should note the following: **Alabama:** Financial information filed with the Secretary of State is available for public inspection or by calling toll-free, 1-800-498-5842. **Colorado:** PFR's registration number 2002003078, Charity's registration number, 2002003650. Colorado residents may obtain copies of registrations and financial documents from the Secretary of State by calling (303) 894-2088 or at www.state.co.us. **FLORIDA:** A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-335-7357, TOLL-FREE, WITHIN THE STATE. Florida registration number SC-01101. **Georgia:** A full and fair description of the programs of Cancer Fund of America and our financial statement summary will be sent upon request of the office and please mail or indicate above. The contract disclosing the financial arrangement between the paid solicitor and the charity is on file with and available from the Secretary of State. **Illinois:** Contracts and reports regarding the charity are on file with the Illinois Attorney General, Kansas: Cancer Fund of America Kansas registration number is 738-313-6. The annual financial report for the preceding fiscal year is on file with the Secretary of State, 1st Floor, Memorial Hall, 129 SW 10th Ave., Topeka, KS 66612. **Maryland:** A copy of the current financial statements of Cancer Fund of America is available by writing 2901 Breckenwood Lane, Knoxville, TN 37921 or by calling 1-865-938-5281. Documents and information submitted under the Maryland Charitable Solicitations Act are also available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-574-5534. **New Jersey:** INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 594-6215 AND IS AVAILABLE ON THE INTERNET AT www.consumeraffairs.gov/ep/infocentury. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. **New York:** New York residents may obtain a copy of Cancer Fund of America annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. **North Carolina:** Financial information about Cancer Fund of America and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. **Pennsylvania:** The official registration and financial information of Cancer Fund of America may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-6999. **Tennessee:** Cancer Fund of America has retained Box, L.C. a paid solicitor, to assist with this campaign. **Washington:** A Notice of Solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-0376.

Contributions made to Cancer Fund of America are used for fund-raising expenses, administrative costs, and program services (based upon an independent audit in the last fiscal year). Cancer Fund of America raised a total of \$14,085,380 and spent \$14,213,350 in the following manner: \$8,006,031 or 56% on fund-raising, \$5,518,602 or 39% on programs, and \$688,747 or 5% on management. A copy of Cancer Fund of America's latest Annual Report/Audited Financial Statement may be obtained by writing to CFA Annual Report, 2901 Breckenwood Lane, Knoxville, TN 37921 or calling 1-865-938-5281.

REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE OF THE PAID SOLICITOR, THE ORGANIZATION OR THE CAUSE THE SOLICITOR REPRESENTS. Privacy Notice: Your name may be made available to other organizations. If you would prefer your name not be made available, please send a postcard to "Do Not Share", Cancer Fund of America, P.O. Box 6370, McLean, VA 22106. If you decide you no longer wish to receive mail from us, please send a postcard to "No Mail Please", Cancer Fund of America, P.O. Box 6370, McLean, VA 22106. Our Assurance to You... If within 30 days of your gift you wish to obtain a refund of your donation to Cancer Fund of America, simply send us your cancelled check and a refund will be issued.

TM-PR224-PN

Mandatory Sales Close

Can you get the \$__ right back when you receive it?

If yes-Continue with close

If No-That's OK, did you need a week or two?

If yes-Continue with close

If No-Suggest a price drop

My Customer Service Representative is here to quickly process everything so we don't call back, OK!!

The \$__ in (agreed time) is OK?

Great, here they are, HOLD ON!

PRICE PRESENTATION (PAGE 2)

Great, we always leave the dollar amount up to you.

Now we don't get a lot of these but, our biggest pledge is \$ ___. Is that too much or can you handle that?

**If yes go to THE CLOSE (PAGE 3)
If no continue**

Don't worry; I couldn't do that on either. Most of our residents have been helping with \$ ___. That would go a long way. That's ok Right!?

**If yes go to THE CLOSE (PAGE 3)
If no continue**

Not a problem. Why don't we do this, we'll send it to you for \$ ___ If that can help one Cancer patient out it's more than worth it. You can do that right?!

**If yes go to THE CLOSE (PAGE 3)
If no continue**

Last thing we want to do is put you in a bind, but if it wasn't for residents like yourself these programs wouldn't even be around. Let's make it easier for you and send it to you for the small one at \$ ___ OK?!

CFA 1st/2nd call (version#6)

Intro (A1 B1) - Okay well this is _____ with Corporations for Character, calling on behalf of The Cancer Fund of America, and if nothing else, I just need about 60 seconds to explain why this is so unique, and I'll be really quick. You see CFA does not do cancer research; their mission is to help those who already have been diagnosed with cancer and need support. So aside from operational and fundraising costs, they provide free supplies & dietary supplements directly to the families that are fighting cancer and also to hundreds of hospices and other health care providers....Now The Cancer Fund is continuing their cancer aid program this year, and so we are just sending out their fall pledge letters and wanted to make sure they can count on your support with a "fight for life pledge" of 30, 40 or \$50?

Not Interested - No problem, like you, most people's hearts say yes, because it affects so many we know, but the pocketbook is tight, so we are asking everyone to at least pitch in by donating just 20, 15, or even 10 dollars and we can delay that for 45 days, so could they count on your support with at least one of those then?

No To Donate (D1) - I understand. And if you say no, we respect that...and won't push you. Well, thank you so much for your time and listening to our message, and you have a great day, okay?

Yes (Gave Amount) - Great, thank you so much for your support. Now, can you please spell your first and last name for me just to make sure I get it right?

Yes (What Amount) - Okay great, thanks you so much. And we're asking those who can, to help us by donating anywhere from \$25 to \$50, but whatever you can give makes a big difference. So what do you feel you can help with?

Continue (Prepay 4/1/11) - Okay now because we know a lot of people lose the pledge sheets we send out or just simply forget with everything going on in our lives today.... we prefer to take care of your donation today..... simply with a Visa MasterCard or Discover Card...we can even delay the charge if you need us to for 30 days so..... I can hold if you need to grab one of those?

Pledge letter (commit)- That is okay, your donation is important so we can send a pledge letter out to you, we just want to know that you really are committed to sending that back with your donation since so many forget, so can you commit to sending that back as soon as you can?

Donate Less - Yes of course, any amount makes a big difference. So how much you like your donation to be for?

Talk To Spouse/ send info(pod)-Now your donation is very important so we can send a pledge letter out to you with more information...As you can imagine we send a lot of pledge letters out and a lot of people lose it or end up forgetting about it since life is so

busy...and we don't want to waste your time or ours, so before we send it we just want to know that you are committed to look over it and will donate if you feel you can give something, is that how you feel?

Talk To Spouse/Send Info - Oh, okay, well in that case what we can do is just send you out a pledge sheet with some more information on it. That way you'll have a chance to look it over before you decide exactly what you're going to do. And again, anything you can do makes a big difference even 5 or 10 dollars, because that would cover the cost to send out the pledge sheet and still give some to the cause as well. So after you've had a chance to look it over you can just send it back with your donation at your earliest convenience. Would that be ok?

Hesitant – And again, any support you able to help with really does have a huge impact on these families and the victims of cancer. And we can also delay any donation amount for 30 days, so can we count on your support?

How Much – Well, we're asking everyone who can, to help us by donating anywhere from \$25 to \$50 but whatever you can give makes a big difference, even if it's just 5 or 10 dollars. So, what do you feel you can help with?

How Donate- Okay we can just send you out a pledge sheet with more information for you & so you wouldn't have to do anything over the phone today. And again whatever you think you can give makes a big difference. So once you receive it, assuming you like what we send, what do you feel...that you would be able to help with so we have an estimate for planning?

Due/Delay – Well, we know we don't always call at the best times and we can definitely understand family budgets. With that, we can delay that donation for over 30 days to make it easier for you. And really, any smaller amount that you might be able to do makes a big difference. So, would that work better for you if we delayed a smaller donation?

% Of Donation – Now 5% of every dollar and 20% of future donations goes to the Cancer Fund of America.

Money Goes – You know, I'm actually glad you mentioned that too because the support helps with several important programs. These include helping to provide support and services to financially indigent patients, as well as commodities, and gifts-in-kind to hospices and other health care providers, the general welfare of the organization, operational expenses, and fundraising costs... As well as distributing donated merchandise to various 501c (3) nonprofit community service organizations that aid the ill, needy, and infants. So- knowing that your support goes to such a good cause and that every bit of help makes a huge difference. Can we please count on your support?

Already Donated - Well, thank you so much for your ongoing support to helping putting an end to Cancer, and I apologize for the extra call, you have a nice day, okay?

How Get Number - Well, because we're calling on behalf of a non-profit organization and trying to benefit individuals affected by Cancer, we're actually just calling everyone nationwide.

Scam Concern - Oh, okay, well I do understand that. The Cancer Fund of America has been around and helping victims of cancer now for decades. And like I mentioned we're not asking anyone to make their donation by phone. In fact what we can do is just send you out a pledge sheet with some more information on it, and that way you'll have time to decide exactly what you'd like to do. Would that work better for you?

Website - The website is WWW.C-F-O-A.ORG, and this will give you additional information on how donations help. And of course, if you'd like, what we can do is just send you out a pledge sheet and you can send it back with your donation at your earliest convenience, which would you prefer?

Which Area - Your donation will go to Cancer Fund of America. And they have patients signed up from all across the country.

Won't/Haven't Given Amount - Okay great, again, thank you so much for your support of our cause. Now, because we're trying to determine about how much we can expect for budgeting. We're just asking everyone who can, to give an approximate amount that they think they will be able to do, and if it turns out to be more or less that's fine. We're just trying to get a good estimate. So, what should we put down as a ballpark figure for you?

Tax Deductible - Yes, the Cancer Fund of America is a registered 501c (3) charity and all donations are tax-deductible.

Changed Mind - I'm sorry. I hope we didn't do anything wrong and we'd hate to lose your support today. Again, if it makes a difference we're happy to set it up in whatever way you're comfortable and we can delay anything for over 30 days. Again we can also work with you on the payment to make sure you wouldn't get overwhelmed. You're support right now just really makes a big difference. So, can we still count on your support with that today?

CONTINUE (Address) - Okay and then if I can get your mailing address, including the house number, and if you could spell the street name for me, if you have one?

Continue (Zip) - Ok, and then, I'm sorry what is your zip code?

What Information (Address) - Okay. In fact, we just ask to verify. But we'll go ahead and address that with the information we have on file, okay?

Close Prepay (C1) - Okay great, and just so you're aware contributions are tax deductible. And lastly, I just want to thank you for your time and listening to our message today, we really appreciate your help and support, okay?

Close Pledge Sheet (C1) - Okay, great, we'll send you out the pledge sheet then, and you'll receive that within a week, so just as soon as you can send that back in would be great. And just so you're aware, contributions are tax deductible. And lastly, I wanted to thank you for listening to our message today, we really appreciate your help, okay?

Close Pledge Sheet Talk To Spouse (C1) - Okay, great, we'll send you the information and pledge sheet then, and you'll receive that within a week, and just so you know there's a suggested amount of 25 dollars on the pledge sheet, but again anything you might be able to do makes a huge difference. And just so you're aware, contributions are tax deductible. And lastly, I wanted to thank you for your consideration and for listening to our message today, we really appreciate your time, okay?