

Phone Script for the Northeast Sunrisers Mail-Phone Campaign

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You can start making calls two to three days after the letters are mailed. Do not expect a great response from the letters. On the average, you would be expected to get one positive response for each 100 letters mailed. Every three months, prepare a new list of 100 names and repeat the process. The letters (by themselves) don't work. What works is the phone calls, after the letters are mailed.

Hello, My name is Wyatt Erp. May I speak to Doctor Holiday please?

Doctor Holiday is with a patient. May I take a message?

Yes, thank you. Do you have a pen? My name is Wyatt Erp, E R P, I'm calling from the Rotary Club of Tombstone Territories. My number is 215-555-1212.

Will he know what this is in reference to?

Yes...I'm calling about a lunch invitation that we sent him. Could you have him call me when he is done?

Thank you!

This is Doc Holiday!

Hi Doc! My name is Wyatt Erp and I'm calling from the Rotary Club of Tombstone Territories...You're familiar with Rotary aren't you?

(regardless of what he says your answer is still the same except that if he says yes, you start out with **As you know...**)

Rotary is an international organization of 1 ¼ million business owners, managers, professionals and executives who meet weekly in over 31,000 clubs in over 165 countries around the world to perform service in their local and world community.

Our club, the Rotary Club of Tombstone Territories has been meeting and helping people for over twenty years. Some of the projects that we have performed include mentoring students, helping foster children, helping Habitat for Humanity build a house, and sponsoring an exchange student.

We also have been great supporters of Rotary International's Polio Plus program. We are trying to eradicate this disease from the planet.

Our members include the owner of the Afterlife Funeral Home, the owner of Pagans Motorcycle shop and the director of the Cactus Hospital. We would really like to have you be our guest at one of our lunch meetings. Is this Tuesday convenient, or would next Tuesday be better?

If he is not interested, thank him courteously for taking your call. If interested, tell him about the program that day. **I'm really glad you're coming that day. We are having a great program. Marshall Dillon will be speaking about his new book, "Why Chester had to leave Dodge." Please try to arrive between 12:00 and 12:10 PM. The meeting will end promptly at 1:30 P.M.**

If he says that he cannot come to a Rotary meeting at lunch, then ask him **"We have a number of terrific Rotary clubs that meet at breakfast and at dinner in our vicinity. Which would be more convenient for you? Identify which club would be convenient by having a list of all the district clubs handy or by checking WWW.Rotary7450.org. When you determine which club would be convenient, find out which one he will commit to attending. The Rotary Club of Gila Bend meets every Friday for breakfast. Would you be able to attend this Friday, or would next Friday be more convenient? Next Friday would be OK. Great, I will be in touch with that club and they will be expecting you at the Geronimo Restaurant on Main Street next Friday. Try to arrive between 7:15 AM and 7:30 AM.**

One comment about making referrals to another club. I explain to the prospect that I will call the other club and make sure that they are expected and properly welcomed, but only when they commit to attending on a particular date. Generally, I would say, **"We are glad that you are interested in attending a Rotary meeting and I am glad to call my friend who is the President of the Rotary Club of Gila Bend. However, before I do, I need to know that you will definitely attend a meeting of their club. It really makes me look bad when I contact another club and the person doesn't attend."**

Generally for those who are interested, I end up in a conversation about Rotary. I will generally tell them about the attendance requirement. **Rotary is a very special organization. Unlike other organizations where you can join and not attend, Rotary requires members to attend 60% of the weeks. That is a requirement that is much easier to meet than it sounds. If you miss a meeting, you can go to any Rotary meeting anywhere in the world two weeks before or after and that will count. In addition, if you attend a service project, or an official committee meeting that you are on, that would also count.**

Very often the discussion turns to money. **The costs are not insignificant but they are not excessive. It will be necessary for you to pay for your meals. Our dues are \$75 every six months. You will be required to pay six months dues plus our initiation fee when you are inducted. Additionally you will be solicited to make an annual contribution to The Rotary Foundation and the Gundaker Foundation. These contributions are optional, but we hope that everyone will make a contribution of \$100 to the Rotary Foundation and \$60 to the Gundaker Foundation if you can.**

I would like to thank you for your interest. We look forward to meeting you at the Rotary Club of Tombstone Territories at 12 O'Clock noon.

If the person was interested in another club, send an e-mail right away to the club President, asking him/her to call the prospect right away. If the person was interested in your club, between 2 and 3 days before the day the prospect is expected, call the person back to reconfirm. If they tell you they can't come, reschedule and call them again 2-3 days before until they actually attend.

What do you do when they actually attend? Aside from the usual introductions, you will of course, sit with him/her. I would talk up Rotary at the table and tell them about the club's accomplishments. At the end of the meeting, tell him/her that you would like to speak to him/her for 5 minutes. **Doc., I would like to propose you to be a member of our club, but before I ask you to give me permission to do that, I need to tell you about the responsibilities of membership.** At that time I would re-explain the attendance requirements and financial requirements. At the end I simply ask them for permission to propose them. If they say yes, I would give them some idea how long it is supposed to take, and how the process works. I explain about how the Board must approve them and how the ten day announcement period works. I also will tell them about the 90 minute orientation program which is required prior to their induction. **During this period we would like you to continue to attend our meetings as often as possible. This week your lunch was on us. Starting next week, you will be charged the usual \$10 meeting fee.**

If your club is planning to use this campaign, please send me an e-mail and let me know how you are doing. I am at Bob.Lankin@RaymondJames.com (If you forget to tell me I will find out because your membership numbers will be going through the roof!)

Some people have asked me about door knocking/visiting. I have spent around ten hours doing that and was unsuccessful in getting one visitor to a meeting of the Rotary Club. Therefore, I do not recommend that method.