

BREAST CANCER PREVENTION FUND

"Beep" ~~XXXXXXXXXX~~

This is (your name) with the Breast Cancer Prevention Fund. (end on and up-note and wait for response - make it sound like a question)

If they do not respond:

"Can you hear me ok?"

Listen and wait on a response. Is it a male or female?

"Is this _____?" Use first name if gender matches

We are calling everyone here in (State) to raise money to ensure all women over 40, without insurance, are able to receive a mammogram and are educated on the importance of self breast exams.

May I mail an envelope for a donation so a local uninsured woman can get screened for breast cancer?

GREAT!!, let me verify your name & address on tape to insure proper mailing.

- Is your last named spelled _____? (Get a yes response)
- Your mailing address is _____? (Get a yes response)
- Is this a house or apartment? _____?
- Your zip code is _____? (Get another yes)

First name, just so you know,

- Mammograms cost about \$90 dollars each.
 - Currently our waiting list is so long, we are asking folks if they can help two women with \$180 dollars to increase awareness and provide funds for mammograms.
- Could you help two women with a donation of \$180?

Listen to the responses and use rebuttals as needed between amounts.

IF NO: Could you help one woman with \$90 dollars?

IF NO: That's ok, because of the economy, some of our supporters are sharing the cost at \$45 dollars. Would that fit your budget?

IF NO: *First Name*, I understand, we don't turn down any contribution because it all saves lives, just tell me how close you can get to the \$45 and that's the one I will personally send out to you.

So, \$ _____ will fit into your budget ok?

Thank you so much, I will personally rush out this \$ _____ card to you. I'm going to stamp a big pink ribbon on the back of the envelope, so you know it's from me.

Also, I can enclose a shower card with instructions on how to perform self breast exams for you or someone in your family. Would you like me to enclose the exam card?

Thank you so much, *First name*, for helping us to save lives. Have a great day/evening!

IF NO TO DONATION:

Are you or anyone in your household uninsured and need a referral to receive a mammogram?

IF YES: Then lets you get you scheduled. Do you have a pencil?

WASHINGTON ONLY: What county do you live in?

Please call (*telephone number*) and tell them that you do not have any medical insurance, and that you need to schedule a mammogram under the (State) Department of health, breast and cervical health program.

office# 425 252 3001 5#