

Cancer Support Services Cold Calling Presentation

The key to being a successful fundraiser is to say the presentation as if you are having a normal conversation. You must sound like you are explaining something to the person, not reading them. Throw in 1 cup of confidence; 1 cup of persistence; a $\frac{1}{2}$ cup of personality and a $\frac{1}{4}$ cup of sincerity and you will be successful.

Introduction

Hi, Mrs. _____ (your name) with Cancer Support Services.
How are you? (*Ice Breaker*)

Presentation

I just wanted to let you know what's going on. Cancer Support Services is working hard by giving cancer patient's things they need like medical supplies, dietary supplements and we also help hospice. Our goal is to turn victims into survivors.

I wouldn't be doing the cancer patients any good if I didn't ask, when we get you the pledge card in the mail, can the cancer patients count on your support?

IF YES- Go to price presentation (page 2)

IF NO- Rebuttal: *Acknowledgement line*

1) Mrs. _____, tens of thousands of cancer patients contact us for help provide and your support would provide medical, nutritional and personal aid supplies. A small \$25 pledge would go a long way to help them. Can you do that?

2) *Acknowledgment line*

To help keep the programs going and buy much needed supplies for cancer patients can you find it in your heart to help with the smallest \$15 pledge?

3 steps of rebutting

1. Acknowledge the "no"
2. Sell the program
3. Ask for the \$

- 501(c)3 charity
- we help on a direct level
- we send items for free to cancer patients door step
- we help every type of cancer not just 1 area