

“Community Appreciation Day” Day Word Track

"Hi! This is _____ from the _____ Church in _____. We're working on some *new ways* to reach out to our community . . .so we are calling our neighbors to ask two quick questions *that would help us*. Would that be ok? . . . (Thank you!)

The first question is: **“Are you actively involved in one of the local churches at this time?”**

IF THEY ANSWER "YES!"

“Fine! We’re not trying to take you out of a good church, but what we are doing is . . . sending out some information. . . to tell folks what we have . . AND about our Community Appreciation Day in October, with music, refreshments, and gifts. Could we send that info to you, just to keep you updated on our progress?”

IF THEY ANSWER "NO!"

“One of the things that we would like to do, if it would be okay . . .we’re mailing out some information to folks in the community. . . to tell them about our programs for all ages . . . and our Community Appreciation Day in October, with music, refreshments, and gifts. Could we send it to you, just to keep you updated on our progress?”

IF THEY SAY "YES!"

1. To get the name and address ask, **“Is this the _____ residence?** Verify name and address and write it legibly on the Response Card..

2. If more than one name will appear on the address, underline the name of the person to whom you spoke! This will help in the call backs by allowing you to try to talk to the person who originally said "Yes!" to receiving the materials.

3. End the call with **“Thanks so much for your time. We'll get this in the mail right away.”**

4. The natural tendency is to change the dialogue or to shorten the presentation. You are encouraged to use the word track as you see it. It has been tested in a number of different ways and we are convinced that we get the best results with what is here.