AHS Basic Pitch

THE STOP:

Body Language: Open, eye contact, wave from about 10+ feet away

(tone should be happy and upbeat)

WHOAH, I love your sweater, jacket, shirt, bag, etc. (general compliment)

- ✓ Where did you get it from??

Oh wow, I need to check that store out!

- ✓ What are you guys shopping for?

Oh awesome, I love shopping!

TRANSITION / INTRODUCTION:

Body Language: working your way closer to the donor and constantly bring the donor closer to the kiosk

(tone is happy and upbeat)

Well, Thank you so much for stopping to talk to me and helping me to save some puppies and kittens!

My name is _____ and I am here on behalf of the Arizona Humane Society.

- ✓ You've heard of us, right? (Great, Awesome, etc.)
  - If no: The Arizona Humane Society is the largest local group working to save animals here in the Valley.
- ✓ Have you heard of our constant companion program? This is the program that literally keeps us open and allows to do our life-saving work here in Valley.

RAPPORT QUESTIONS:

Body Language: working your way closer to the donor and constantly bring the donor closer to the kiosk

(tone should be happy and interested in what the donor has to say)

- ✓ Are you an animal lover?
  - ✓ What is your favorite animal or breed?
- ✓ Do you have any animals?
  - ✓ What kind? What's their name? Any cute pictures?

(Feel free to build rapport about yourself and your pets back- you want this to be a conversation that is building a connection)

Presentation/Yes-Yes questions:

Body Language: keep the open body language but have a serious almost sad face with solid eye contact while explaining the problem

(change tone- serious and almost sad when explaining the problem, we want the donor to feel what is going on)

Did you know we saved over 11,000 animals last year?

Did you know that we receive a report of animal cruelty every 60 seconds? We performed almost 7000 cruelty investigations last year and saved almost 6000 animals that were brought in by our Emergency Animals Techs! AWESOME, RIGHT?

And did you know with our newest and I think coolest program, we are providing assistance to keep animals with their owners instead of being surrendered to us. It's pretty cool that we helped to keep over 250 animals with their owners last year isn't it?

And that's why we need constant companions! For less than $1 a day, you can help us to continue the work we do 24/7/365 right here in your community. That's great right? For less than a cup of coffee a day, you can help us literally save puppies and kittens from this heat!

MEMBERSHIP ASK - CLOSE

**Body Language: Keep a positive and open body language, serious eye contact)*
(keep a happy and upbeat tone, bring the confidence)

How we get you on board to help is just two basic things – we get your payment info and need some basic contact info to keep you up to date on all of our fantastic work.

For the tax-deductible $25 a month, did you want to put that on a debit or credit card?

Rehash:
Not a contract, cancel anytime, BUT we get the most from your donations if you can donate for at least 2 years. Are you able to try for at least 2 years?
Great!

We just have to do a quick verification call where they are just checking to make sure I did my job correctly. They'll verify your name, the $25, that you will try for atleast 2 years and it's not a contract, and verify your email address so you get all of our Constant Companion updates. You'll even be invited in for a tour to see how kitten ward and puppy saving facilities! Awesome right?

If you know of anyone else who would love to be a constant companion, we are here most days or you can go to our website! Thank you so much!