

RENEWAL PHONE CALL

Hello, I'm _____ from Unit _____
(Your Name) (Name and Number)

here in _____. Are you _____?
(Location) (Member's Name)

The reason I'm calling is we noticed you have not renewed your membership in the American Legion Auxiliary for the current year.

Your membership is very important to us and we want to make sure everything is all right.

- If there is a problem, listen and see if the Auxiliary can be of help, or if a problem can be solved.
- If they have paid their dues, check it out and get back to them.
- If there is no problem, suggest times and dates you could come by and pick up her dues.
- Could I come by in the next 30 minutes to renew your membership, or would tomorrow about 10:00 a.m. be better?
- Confirm the response by repeating it, and also confirm her address with directions to her home.
- Thank her for her time no matter what the outcome!

ROLE PLAYING

Fears are based on assumptions about the person on the other side of the door or on the other end of the line. Put yourself in that position and go for it.

- Make a list of the fears you have when you call or
- Knock on doors. What is the worst thing that can happen?
- When you face your fears, they will become less scary.
- This will help you to be prepared for what may actually happen during canvassing/recruiting.



Reasons people say Yes:

- They like the person asking
- Believe in the program or organization
- Get something for the money
- Feeling generous
- Know their dues will be used well
- Feels guilty saying no
- Wants to support troops
- Knows someone in the organization

Reasons people say No:

- Does not believe in the program or organization
- Organization has a bad reputation
- Bad mood that day
- Belongs to too many other organizations
- Not sure what the dues will be spent on
- Heard that members gossip and bicker too much
- Person asking is too pushy