



Presenter Tips

Attitude

Our **Positive** attitude is contagious to the people in the room.

The Scouting Story

During uncertain economic times, people tend to be more selective with their donation dollars. Remember, we have a great product and they most likely would not be listening to this presentation if they were not pleased.

No Apologies

Do not apologize for asking. Again, this will become contagious, and people will take it as an excuse not to give.

Consistent Message

You were asked to do this job because we have confidence in your ability to deliver a clear and consistent message.

Stress Monthly Payment

While \$180 may be a lot for some families to pay in one payment, \$15 - \$20 a month is affordable. Also, remind donors of matching gift programs that their employer may have.

Collect Immediately

Have a plan to collect the cards immediately after the presentation. Follow-up takes a lot more work and time. Even if their contribution is \$0, collecting their card will prevent them from receiving future solicitations.

Rehearse

Take some time before your first few presentations to go over the sample script & checklist.

Return Packets ASAP

Donors may have written checks or have expectations of a fixed monthly bill. Even if you may be waiting for a couple cards, it is better to turn in the majority immediately after the presentation.

