

Please keep in mind that a script is not something to which we want to be obedient. Rather, it is there largely to provide a background and a fallback, in the event of fatigue or distraction. That said, the #14 type below is a script, and the smaller print is just some thoughts.

Hello, my name is _____.

Along with other members of the (your committee) of the Santa Fe Chapter of Veterans For Peace, I am calling our local members in an effort to renew each of our member's dues and to keep VFP strong, diverse, and vital. (Their Name), When and where did you serve in the military”?

Your Ear

Intent Listening is the key to any relationship; our common backgrounds as veterans make it possible for us to hear each other deeply and fully.

The Heart opener Questions:

When and where did you serve?

When did you become a “Peace Veteran”?

How did you find VFP?

A person who has been heard on these questions is prepared to say YES to the next request: “We would be very grateful if you could renew at the sustainer level – that would be \$100 for the annual membership.”

“(*Their Name*) your membership came due (*their due date*). We need YOUR membership, we need every single membership to be strong Can I renew your membership today and could you do so at the Sustainer level? We need as many folks as can afford it to be Sustaining members this year.”

The Sustainer level is \$100 for an annual membership. Do not hesitate to say, “Please” – repeatedly -- or to mention Veterans For Peace’s increased need for support because of the war in Iraq..

If the member hesitates, seek to strike a balance between allowing them to consider for a moment without leaving the member hanging in any discomfort. Be prepared to go to the next level; the supporting membership (\$50.)

These \$50 and \$100 memberships are all the more attractive if we are able to get the member’s authorization to renew the memberships automatically, by credit card, each year.

Some members will not have melted by this stage; in those cases go back to the basic point.

“This is a critical time for Veterans For Peace and every membership is important to us. The next stage of the struggle to end the war in Iraq will require a revitalized and strengthened Veterans For Peace. Please renew; we need every member for the critical year ahead.”

Your Voice

Your Voice -- speaking directly out of your particular experience -- and a portraying a conviction that our memberships are meaningful and critical, will bring people back aboard. You who are calling may know most of the members; you need no script. Just have a conversation, but with INTENT. Return to your request three or more times; plead the case.

Hopefully, most will renew. If they will agree, get their Credit card information and go to the Veteransforpeace.org webpage and enter their renewals yourself.

Name as it appears on their card

Address to which the card is billed.

Credit Card Number.

Expiration Date.

Last three digits inside the signature box on the reverse of the credit card.

Can they repeat this donation on monthly, quarterly, or annual basis?

Say, "Thank You" at the end of each conversation, regardless of the outcome.

This is an opportunity to get a lot of updated information. Phone numbers, addresses, emails, status (some vets are listed as associates and vice-versa), personal information.

If you have that information, you can also ask "undocumented" veterans for their DD214s.