## FCA Central Ohio FUNDRAISING TALKING POINTS

With predictable income we will be able to:

- 1. Upgrade the quality of our public information materials
- 2. Expand the distribution of our educational pieces through our speakers bureau to:
  - a. Churches and Ministerial Associations
  - b. Public Libraries
  - c. Area Agencies on Aging
  - d. Senior Centers
  - e. Assisted Living Facilities
  - f. Community Service Organizations
  - g. Unions & other Trade & Professional Groups
- 3. Enhance the effectiveness of our volunteer recruitment by offering reimbursement for mileage, phone, etc
- 4. Increase our proven advertising efforts
- 5. Enhance our presence on the Web
- 6. Continue our newly expanded newsletter program of 3 issues per year
- 7. Send a delegate to the FCA Biennial Conference
- 8. Strengthen our newly formed 5 member Ohio federation of FCA affiliates (Northwest, Cleveland, Akron/Canton, Central Ohio, and Cincinnati) in our activities to:
  - a. monitor the meetings of the State Board of Embalmers and Funeral directors
  - b. educate Ohio legislators about the lack of consumer protection in our laws

## PHONE SCRIPT

Hello, Mr/Mrs	this is	speaking. You and I are members of the
<b>Funeral Consum</b>	ers Alliance o	of Central Ohio (called the Columbus
<b>Memorial Society</b>	y when we joi	ined.)

I'm president this year and, because you have been interested enough in FCA to have been a generous donor in the past, I'm calling to let you know that the board has decided to move forcefully with fundraising to implement our strategic plan this year. I want to talk with you about the opportunity for a lead gift to kick off the fundraising project.

We have some big plans and it's going to take some comparable financial underwriting to accomplish our goals. I know you to be a \_\_\_\_\_ and a generous giver. It's gratifying to know from your support that our work has earned your respect in the past.

When is a convenient time for you to meet with me and our president?

## **POWER PHRASES**

- "We are seeking a sizeable underwriting pledge"
- "Asking that you make FCACO your one year philanthropic priority"
- \* "Continue moving the organization into the public eye"
- "Take the organization to the next level of public service by a stronger focus on consumer protection, public education, and monitoring the death industry and the State Board of Embalmers and Funeral Directors"

## VISIT SCENARIO

- ❖ Take digital camera, pledge form, and copy of newsletter.
- Get quotes. Mostly listen. Prepare answers to questions.
- Every board member has contributed to this effort.
- ❖ We are counting on a donation from every member who can.
- And we are here to ask you for a lead pledge of \$\_\_\_\_ (ask for more than you expect to get).