

FCACO FR TALKING POINTS

Reserve of \$15,000
Expenses 10,000
Income 8,000

Deficit \$ 2,000

With predictable income we will be able to:

Upgrade the quality of our public information materials
Expand the distribution of our educational pieces through our speakers bureau to:

- Churches and Ministerial Associations
- Public Libraries
- Area Agencies on Aging
- Senior Centers
- Assisted Living Facilities
- Community Service Organizations
- Unions & other Trade & Professional Groups

Enhance the effectiveness of our volunteer recruitment
by offering reimbursement for mileage, phone, etc

Increase our proven advertising efforts

Enhance our presence on the Web

Continue our newly expanded newsletter program of 3 issues
per year

Send a delegate to the FCA Biennial Conference in Kansas
City this summer

Strengthen our newly formed 5 member Ohio federation of
FCA affiliates (Northwest, Cleveland, Akron/Canton,
Central Ohio, and Cincinnati) in our activities to :

1. monitor the meetings of the State Board of Embalmers and Funeral directors
2. 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 Funeral Consumers Alliance of Central Ohio (called the Columbus Memorial Society when we joined.)

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 Warren Wolf, our president-elect?

POWER PHRASES

"We are seeking a sizeable underwriting pledge"

"Asking that you make FCACO your one year philanthropic priority:

"If our work earns your respect"

"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 draft of newsletter, if possible
Get quotes, if possible. Mostly listen. Prepare answers to questions
Every board member has contributed to his effort.

We are counting on a donation from every member who can.

And we are here to ask you for a lead pledge of \$____ (more than you expect to get)

