

**Cancer Fund of America
New Donor Acquisition Presentation**

Caller Warning

You are required by law to say the opening word for word without changes.

The Opening

Hi, Mr./ Mrs. _____, (your full name) with A.C. Services, a professional fundraiser, calling on behalf of the Cancer Fund of America.

(The opening is required by law and must be used perfectly, word-for-word, on every call)

How have you been? Glad to hear it! (Or use an appropriate *icebreaker*)

The Presentation

Mr./ Mrs. _____, I'll make this quick for you, We're back to work:

(choose two or more bullet points to discuss)

- Helping thousands of cancer victims and their families every year.
- Providing food items and various medical supplies and Non-prescription medicine for cancer patients.
- Helping relieve the financial burden upon the family and individuals with cancer by providing them with the supplies that they need.
- Helping cancer patients financially because most insurance payments, including Medicare and Medicaid, fall short of the money needed to cover the cost of basic needs during cancer care.
- Direct care for the cancer patients whom research is too late and need the help now.

The Support Question

Mr./ Mrs. _____, we just wanted to let you know that we are mailing out the envelopes so you can help out our Cancer victims and families, OK!?

IF YES – Go To **The Price Presentation (Page 2)**

IF NO – Rebuttal

Mr./ Mrs. _____, Last thing we want to do is put you in a bind, but these Cancer patients do not have the necessary supplies that they need to ease the suffering they endure. If \$15 can help out one Cancer patient it's more than worth it, OK?

IF YES – Go To **The Close (Page 3)**

IF NO – Thanks for your time, have a nice day.

Cancer Fund of America Presentation

CALLER WARNING

The CFA is not the "American Cancer Society" or any other cancer support agency. Misleading or misrepresenting such to the public will result in immediate termination of employment. You are required by law to say the first two sentences word for word without any changes. Failure to do so and you are committing a crime. Violators will be terminated immediately. The CFA is a nationwide organization. Aid is granted on a national level; any attempt to localize the support to a statewide basis or a local area is fraud!

Hello Mr. or Mrs. (customer's last name), this is (your full name) working for Associated Community Services. I am professionally fundraising on behalf of the Cancer Fund of America. How are you? Great to hear. / Sorry to hear that.

I am calling to let you know that the CFA is trying to help out individuals and families that have been stricken with cancer. First of all, by providing them with medical equipment and supplies in effort to lighten their already heavy financial burden because of this illness. Second, the CFA is working directly with hospice to furnish them and their support agencies with important merchandise. With the help of concerned individuals like you, the CFA hopes to be able to continue this much needed support to these families and the patients fighting for their lives. Can we count on you?

If yes - Great! The support is up to you. We are asking concerned residents like you to help with a \$35 pledge. Would that be okay with you?

If yes close

If no - Mr. or Mrs. (customer's last name), that's okay, more people feel comfortable doing \$20. Is that affordable for you?

If yes close

If no - Well Mr. or Mrs. (customer's last name), everything will add up to help keep this program running. Our small one is \$12. Would that be affordable for you?

If yes close

If no - Thank you for your time and have a wonderful day!!

Cancer Fund OF AMERICA

December 22, 2009

Mrs. Judy [REDACTED]
[REDACTED]
[REDACTED]

THIRD APPEAL

Dear Mrs. [REDACTED]

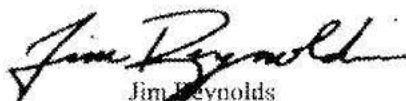
Thank you for speaking with Bob [REDACTED] on the phone on May 29, 2009. During that call you promised to send an urgently needed gift of \$0.00 to help us in our fight against cancer.

As of yet, your \$0.00 gift has not come to my attention.

One in three Americans will eventually be stricken with cancer. Through Cancer Fund of America's patient assistance programs we have been able to help thousands of needy cancer sufferers with urgently needed health and home products and advice in dealing with this devastating disease. I hope you or your loved ones will never need our help. But I want you to know we will always be there to assist those in need.

Mrs. [REDACTED], if you have not had a chance, or just have not been able to send in your \$0.00 yet, please mail it today.

Sincerely,


Jim Reynolds
President

P.S. Please return this Pledge Reply below along with the \$0.00 you promised in the enclosed postpaid envelope. **If this appeal and your donation have crossed in the mail, please disregard. Thank you.**

PROPERTY

DETACH HERE

9182748127	PLEDGE REPLY	THIRD APPEAL CXLDZF
YES, here is the \$0.00 I pledged to help Cancer Fund of America (CFA) and its public education and cancer patient assistance programs.		
Mrs. Judy [REDACTED] [REDACTED] SS [REDACTED]		
Use the enclosed postage paid envelope to return your pledge.		
[REDACTED] to CFA are tax-deductible to the extent allowed by law. No contribution required. See CFA Facts.		
Cancer Fund of America, Mail Processing Center, P.O. Box 97201, Washington, D.C. 20090-7201		

Cancer Fund

O F A M E R I C A

2901 Breezewood Lane, Knoxville, TN 37921

Ms. Barbara [REDACTED]
[REDACTED]
[REDACTED]



August 11, 2008

Dear Ms. [REDACTED]

Our records indicate that you have not sent your 2008 tax-deductible contribution to our Cancer Patient Assistance Programs. Your contribution of \$5 or \$10 would help so much.

Your past support as well as the support of our other friends has enabled us to help supply emergency items such as oxygen, transportation to chemotherapy treatment, medications, loan equipment, mastectomy supplies and nutritional dietary supplements to individual cancer patients across the country! Also, through a Gifts-in-Kind program CFA obtains donated merchandise for distribution to its own cancer patients and other non-profit health care providers. CFA also donates products through its Community Service Program to aid the ill, needy and infants.

Won't you please help us continue the fight? Lives depend on us.

Please use the enclosed envelope to send us your 2008 contribution today.

Sincerely,

Jim Reynolds
President

P.S. Please accept my apologies if your check and this letter have crossed in the mail. And thank you for your continued support.

P.P.S. Should you or a member of your family need cancer related assistance, please contact me at Cancer Fund of America.

HR829L

Cancer Fund

O F A M E R I C A

2901 Breezewood Lane, Knoxville, TN 37921

Dear Friend:

I'm sure you're wondering why I've sent you a pair of pennies today. Let me first tell you about a call I just received.

It was one of the hardest calls of my life.

For over 35 minutes an elderly woman, Margaret, cried her heart out as she explained that she had recently been diagnosed with cancer and needed more medical attention than she could afford on her modest retirement and social security check.

The call was hard for me because, right now, I can't do anything to help her. You see, all of our funds are committed to the thousands of elderly and financially challenged cancer patients throughout the United States we currently assist.

That's why I gathered together a few precious pennies and sent them to some good people who I very much hope will be able to help. Through our **Coins for Cancer** campaign we hope to raise enough money to assist hundreds of additional struggling cancer patients just like Margaret.

As you know cancer is one of America's leading killers. In fact, as I write to you today, one out of three Americans will eventually be diagnosed cancer.

We need to raise more money urgently, so that when vulnerable and frail Americans like Margaret call for assistance in their battle, we can answer yes instead of no.

Won't you help by returning the pennies I sent along with a gift of \$10, \$15, \$20 or more today?

There's a reason why the pair of pennies I sent you are so important. Through your generosity, they can grow into something much bigger. If you send \$10, for example, that's 1,000 pennies, while a \$25 gift is 2,500 pennies.

And with these kind gifts we can do so much for those fighting for their lives against cancer.

Can I count on your kind and generous support today?

Sincerely,



Jim Reynolds

P.S. Please consider donating to our **Coins for Cancer** campaign. Just \$10 or \$20 will go a long way to help someone in their battle with cancer. On behalf of the cancer patients Cancer Fund of America assists, I thank you for your time and consideration.