



## 2020 “Partners for the Parks” Sustainer Campaign NPCAs070

### **GOALS:**

Sustainer Rate: 2.5%  
Sustainer Average: \$13  
1x Pledge Rate: 7%  
Average Gift: \$38  
Credit Card: 40%

### **CONTACT INFORMATION:**

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[www.npca.org](http://www.npca.org)

### **CAMPAIGN NOTES:**

During this campaign, you will be calling current members and inviting them to join *Partners for the Parks*, NPCA’s monthly giving sustainer program.

*Partners* will receive a subscription to *National Parks*, NPCA’s award-winning quarterly magazine. The magazine is the only national publication focusing solely on national parks. *National Parks* creates an awareness of the need to protect and properly manage park resources, encourages an appreciation for the natural and historic treasures found in the parks, and informs and inspires individuals to help preserve them.

### **ABOUT NPCA:**

- For 100 years, the National Parks Conservation Association (NPCA) has been the sole voice of the American people in the fight to safeguard the scenic beauty, wildlife, and historical and cultural treasures of the largest and most diverse park system in the world.
- NPCA is an independent, nonpartisan voice working to address major threats facing the National Park System. NPCA was established in 1919, just three years after the National Park Service. Stephen Mather, the first director of the Park Service, was one of the organization’s founders. He felt very strongly that the national parks would need an independent voice—outside the political system—to ensure these places remained unimpaired for future generations. Today, NPCA has 1.3 million members and supporters. In addition to its LEED-certified national headquarters in Washington, D.C., NPCA has 26 regional and field offices around the country.
- Our nation’s 417 national parks and historical sites—from the Statue of Liberty to Yellowstone’s geysers—preserve our natural treasures, tell the stories of our country’s shared heritage and embody our American



spirit. They are windows to our past, homes to iconic landscapes and wildlife, and places where everyone can find inspiration, peace and affordable recreation. These remarkable places were set aside as a national heritage for future generations. And it is our duty to pass this precious legacy on to our children and grandchildren.

- While our beloved national parks confront a number of daunting challenges — including destructive development, climate change, polluted air and damage from recreational vehicles — the most immediate danger is chronic underfunding that has reached crisis proportions.
- Taking care of our parks means ensuring funding is available for them, from roads to rangers. The National Park Service is 1/14<sup>th</sup> of 1% of the federal budget – a drop in the bucket given what they bring to our nation’s communities and businesses.
- For every dollar invested in park operations, about \$10 is generated for local economies. That’s people staying at local hotels, eating at local restaurants and buying goods at local stores. National parks are good for business, from tourism to recreation.
- The average American household pays only \$2.56 in taxes each year for our national parks. That’s less than what many of us pay for a cup of coffee.

**DONATIONS WILL SUPPORT THE NATIONAL PARKS LEGAL DEFENSE FUND:**

National Parks Conservation Association was established in 1919 because our founders recognized that national parks would always face threats and always need a champion. One-hundred years later, NPCA’s mission is more important than ever because the laws and regulations that sustain your national parks are under unprecedented attack.

Newly elected leaders, as well as long-standing opponents of responsible conservation, are moving aggressively to strip national parks of basic protections. Already we have seen policies from both Congress and the administration that would dismantle core safeguards for the parks’ land, air, water and wildlife. In response to this crisis, NPCA is rapidly expanding the capacity of our National Parks Legal Defense Fund to not only protect parks in the courts, but also confront threats from the administration, Congress, and special interests bent on exploiting national parks for profit.

Our current litigation docket is expected to grow to an unprecedented level of cases in federal and state courts. This workload requires significant new investments in legal staff, analysis of proposed legislation and policy changes, presenting expert testimony to lawmakers and judges, and challenging administrative orders that threaten national park resources.

A minimum of \$2 million is needed to strengthen NPCA’s Legal Defense Fund for today’s battles as well as those we will engage in over the coming months. We are looking to our members for this additional financial support we will need to successfully defend America’s national parks.



## SECTION ONE: INTRODUCTION AND PRESENTATION

### Introduction

Hello, may I please speak with Mr./Ms. \_\_\_\_\_ [first & last name]? Hi, I'm calling on behalf of the National Parks Conservation Association and I promise to keep this brief. My name is \_\_\_\_\_ [caller first & last name] with SD&A Teleservices and this call is being recorded for quality.

Thank you for supporting NPCA! Your generosity directly impacts every battle we fight to protect our national parks and public lands, and we can never thank you enough.

### Presentation and First Ask

Mr./Ms. \_\_\_\_\_, I'm reaching out today with an emergency call to action. Despite being in the midst of a global health crisis, the Trump administration is plowing ahead with aggressive environmental rollbacks that are putting our national parks in peril. The impacts of the administration's actions on the health of our national parks and communities, on the air we breathe and the water we drink, could be catastrophic unless we take immediate action.

Our defense team is committed to fighting for as long as it takes to protect our sacred lands, and the most powerful way you can help is by joining *Partners for the Parks*. Your automatic monthly donation will increase the value of your gift by providing NPCA with a stable source of monthly income that we can count on throughout the year to help us stay in the fight.

Now is a great time to become a *Partner* because a generous NPCA supporter has offered to match all new monthly gifts for a full year! This is a huge opportunity for NPCA and will make a big difference in our work. Our goal is to sign up 100 new *Partners* by \_\_\_\_\_ [date]. Can we count on you to support NPCA with a monthly, tax-deductible gift of **[\$First Ask]**?

**GO TO CLOSE (Section 4) OR SECOND ASK**

## SECTION TWO: NEGOTIATION

### Second Ask

I can understand that. Not everyone can help at that level, but we don't know until we ask. We need your monthly support at whatever level is comfortable for you because some of our most beloved national parks are reaching a breaking point and this administration is only making matters worse. Sea level rise and storm surges are destroying the Everglades, air pollution is wreaking havoc on Big Bend, and rampant oil and gas development on Great Basin's borders are scarring the landscape and threatening wildlife, meanwhile, the Trump administration is attempting to roll back bedrock environmental laws that protect our parks against air and water pollution, mining, and drilling.

The National Parks Conservation Association is standing up, speaking out and fighting back. Monthly giving is critical to our work and is one of the most powerful ways you can show your support. It's truly the most convenient, efficient and "green" way to support the work NPCA does and you can cancel your monthly gift at any time. Will you reconsider and join as a *Partner for the Parks* with a monthly, tax-deductible gift of **[\$second sustainer ask]** today?

**GO TO CLOSE (Section 4) OR THIRD ASK**



### Third Ask

I understand. Since we know you care about our national parks, we're asking for your monthly support because irreversible damage is happening as we speak. For more than three years, the Trump administration has taken aim at policies that protect our national parks, wildlife, clean air and water, and climate. And they show no signs of slowing down, even as our country is consumed by a global health pandemic. That's why we are calling on members like you like you to help make our voices heard. Knowing this, would you please consider joining *Partners for the Parks* with monthly tax-deductible donation of **\$8.00**?

### GO TO CLOSE (Section 4) OR ONE-TIME GIFT ASK

### One-Time Gift Ask

I understand, Mr./Ms. \_\_\_\_\_, monthly giving is not for everyone. Please keep in mind that our work is ongoing and we're looking for 100% participation tonight. Since monthly giving is not an option at this time, would you consider a one-time tax-deductible gift of **[\$1x Gift Ask]**?

### GO TO CLOSE (Section 4) OR RESPONSES TO OBJECTIONS

#### IF THE ANSWER IS STILL NO, BE SURE TO END THE CALL ON A POSITIVE NOTE:

No problem, Mr./Ms. \_\_\_\_\_, I understand. Before I let you go, there's one other important item I'd like to mention: we're asking all of our supporters to take action today by going to the GET INVOLVED section of our website, [www.npca.org](http://www.npca.org). There you'll find several online petitions urging the President, Congress and other elected officials to protect our parks. Is that something you can do? Great! Thank you for your support and for taking action to protect our national parks! Have a nice day!



## SECTION THREE: RESPONSES TO OBJECTIONS

- **INSTANT “NO” OR “I’M NOT INTERESTED”**

[Ask if this is a bad time to call. If they say, "No, I am just not interested," then mark the record as a refusal. If they say, "No, I am just busy/eating dinner/running out the door/etc.," then set up a callback. If you are able to ask whether there is a specific issue about the CLIENT that the patron would like to discuss, use their answer to re-open the conversation].

- **ALREADY JOINED**

Mr./Ms. \_\_\_\_\_, with so many people interested in our monthly giving program, we sometimes need a little time to update our information. I'll be sure to check and verify that your gift has been received. Thank you very much for your support! This is a critical time for our parks, and we need your support more than ever. Would you consider an additional special gift of **\$20.19** in honor of our recent Centennial year?

- **CAN'T AFFORD**

I certainly understand that you have to keep an eye on your expenses, Mr./Ms.\_\_\_\_. Your monthly gift is very important to us, no matter what level you choose. Honestly, Mr./Ms.\_\_\_\_, without the generous support of friends like you, our national parks would suffer. If you could participate at a level that is most comfortable for you, we would be really appreciative. Could you help us out with a gift of \$\_\_\_\_?

- **I NEED TO SPEAK WITH SOMEONE ELSE**

If he/she is available now, I'll gladly hold. **If person is unavailable:** When would be a good time to speak with him/her? [Set up callback time.]

- **I’M NOT EXACTLY SURE HOW MUCH I CAN GIVE YET**

I understand, Mr./Ms.\_\_\_\_\_. We prefer to put down a pledge amount so we can get an idea if we're meeting our goals. Is there an amount that you're thinking you can do so I can put it down in our records? Then, when you receive your envelope, you can decide if you'd like to give more.

- **WON'T GIVE SPECIFIC AMOUNT / WANTS TO THINK ABOUT IT**

Mr./Ms.\_\_\_\_\_, is there some specific information you're looking for that I can clear up for you over the phone? I'd be happy to do so if that's possible.



## SECTION FOUR: CONFIRMATION AND CLOSE

### Credit Card Close

Thank you so much, Mr./Ms. \_\_\_\_\_! Your monthly/one-time gift at the \$\_\_\_\_\_ level means a lot to NPCA.

- Will you be using a MasterCard, Visa, Discover or American Express card?
- Which card will you be using?
- Will this be on a credit or debit card?

### Credit Card Rebuttals

***If donor is hesitant or says “just send something in the mail” respond with:***

- For those who have agreed to a monthly gift: To keep the *Partners for the Parks* program efficient, all monthly gifts must be made on a credit card.
- For one-time gifts: The only reason we ask is because this type of payment is more cost effective for us to process AND we can put your money to work right away! By making your gift over the phone, you'll be helping NPCA to devote more of its resources to protecting our national parks.

***If donor is worried about giving credit card number over the phone:***

- I understand if you feel uncomfortable giving your card number over the phone. But I can reassure you. I have your membership number, your join date and the last donation you gave. Your membership number is \_\_\_\_\_. You joined in \_\_\_\_\_ and you last gave \$\_\_\_\_\_ on \_\_\_\_\_. Can we go ahead and put that on your Visa or MasterCard?

***If donor insists on sending a check:***

- I understand, and we certainly appreciate your support. We'll mail you an envelope that says “Thank you for speaking with us by phone” with a pledge form indicating your pledge of \$\_\_\_\_\_. Can you send that back with your check right away? We really do need everyone to fulfill their pledge as soon as they receive their pledge notice. Okay? Great!

### Confirmation

Okay, Mr./Ms.\_\_\_\_\_, just to confirm, I have you down for a monthly/one-time gift at the \$\_\_\_\_\_ level.

I have your home address listed as \_\_\_\_\_ and your email address as \_\_\_\_\_. Is this information correct?

May I please confirm your contact numbers? **[Verify phone numbers as day, evening or other].**  
Can you tell me which number you would like listed as the primary contact number? Thank you.

### Mandatory Close for All Call Dispositions!

Before I let you go, there's one other important item I'd like to mention: we're asking all of our supporters to take action today by going to the GET INVOLVED section of our website, [www.npca.org](http://www.npca.org). In the dropdown menu, you'll see an option for "Take Action". There, you'll find several online petitions that you can sign to urge the President, Congress and other elected officials to protect our parks. Is that something you can do? Great! Thank you for your support and for taking action to protect our national parks!



**Federal Disclosure**

Before we finish, Federal law requires that I provide you with the administrative address of the National Parks Conservation Association. The address is **777 6<sup>th</sup> St. NW, Suite 700, Washington, DC 20001.**

**Thank You**

Thank you for taking the time to speak with me and for supporting NPCA with a monthly/one-time gift of \$\_\_\_\_\_. We appreciate your support. Have a wonderful day/evening!

