

Healthkeeper Recruitment – First Contact – Script

Hi, can I speak with _____? Hello, this is (your name), and I'm a volunteer with the Sierra Club. How are you?

Great - I am calling because Sierra Club launched a national petition drive called Healthkeepers to stop Big Coal and Oil's attempts to weaken the EPA's efforts to protect our air and water. Right now they are xxxxxx (quick outrageous example of one of their attempt.) and we need hundreds of thousands of signatures around the country to make sure the Obama Administration stand ups for our health.

In order to reach our state goal of 500 signatures, we need local volunteer support.. This petition is our first step toward making sure that pro-pollution agenda doesn't win. Will join our team to help?

(IF YES)

That's great! In order to meet our goal, we are asking each volunteer to commit to collecting 30 signatures each by the end of the first week of March. Can you verify your address and email..... so that I can send you the petition? Would you rather I email or send you the petition?

OR IF LOCAL: Why not come by the office and you can even join us in petition gathering activities?

Do you have any thoughts on how you are going to get 30 folks? Members here have some different ideas so I'd be happy to brainstorm with you.

- First identify the people you can ask - friends, family, colleagues, neighbors, community members (church, gym class, etc)
- Think about how you can ask people – face to face, on the phone, facebook, email, on a blog, or a meeting or event
- One idea from a volunteer was to also go to community meetings and pass around the petition or some folks are working with us to call other Sierra Club members who haven't heard about the hearing yet.
- Also, we'll be having a couple local days of action around our office – you are welcome to join

Thanks so much. I'll be in touch soon to see how things are going. Feel free to call or email me if you have any questions!

(IF MAYBE)

Ok that's cool. Getting folks to sign the petition is pretty easy. You can ask your friends, family, neighbors, and community members to sign. This petition is our first step to making sure that pro-pollution agenda doesn't win. Do you think you might be able to help?

(If yes refer to above, if no refer to below).

Still maybe. Ok how about I give you a call in a week to follow up to see if you'll have time to help?

(IF NO)

That's not a problem. I appreciate you taking my call. Can we add your name to the petition? What's your email address so that we can keep you updated on the campaign?

Have a great day.

1st Healthkeeper Follow Up Script

Hi, can I speak with _____? Hello, this is (your name), and I'm a volunteer with the Sierra Club. How are you?

Great, well I am calling to thank you for signing up for our Healthkeepers program and offering to get friends, family, and neighbors to sign our petition to Obama to protect our health. Our best chance to make a big impact on Obama and the EPA is to demonstrate the genuine grassroots movement that is taking place all over the country.

I am calling to check in and see if there is any help I can offer. Have you figured out how you will get enough folks to sign up?

(IF YES)

That's great. What do you plan to do?

(IF NO – OR THE PLAN COULD USE HELP)

That's ok. Let me give you a few suggestions that have worked for other people:

- First identify the people you can ask - friends, family, colleagues, neighbors, community members (church, gym class, etc)
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- One idea from a volunteer was to also go to community meetings and pass around the petition or some folks are working with us to call other Sierra Club members who haven't heard about the hearing yet.
- Also, we'll be having a couple local days of action around our office – you are welcome to join

Conclusion:

As you are getting this filled, please mail the petitions to me at xxxx address. We will put the data together for our massive national petition so getting it to me quickly is extremely important.

Thank you again, and feel free to give me a call if you have any other questions. Otherwise, I'll be in touch next week to hear how things are going. Have a great evening!

2nd Healthkeeper Follow Up Script

Hi, can I speak with _____? Hello, this is (your name), and I'm a volunteer with the Sierra Club. How are you?

Great, I am calling to follow up about the Healthkeepers petition drive to Obama. The Coal and Oil Industries have been ramping up and we really appreciate your help. How have your efforts gone to get signatures?

(IF WELL)

That's great – how many more people do you think you can reach? (please record this in the spreadsheet)

That's terrific. Do you need any help with ideas?

Thanks so much for your help – remember, the deadline is coming up, and I'll need those petitions soon! We are definitely on track to meet our massive grassroots goals! I'll check in again next week near the end.

(IF NOT WELL)

Sorry to hear that, but I really appreciate you putting in the effort. It's not always easy to get other people to sign petitions. And I am definitely happy that you are putting in the effort!

Let's brainstorm some ideas....

Some ideas: we have other volunteers in your area you could work with; clip-boarding outside a supermarket; emailing your friends and family a second time – remember, this is a national petition so as long as they live in the U.S., you can ask them; etc.

Well I'll check in again next week – thank you so much for what you're doing.

3rd Healthkeeper Follow Up Script

Hi, can I speak with _____? Hello, this is (your name), and I'm a volunteer with the Sierra Club. How are you?

Great, I am calling to follow up about the Healthkeepers petition drive to support the EPA. We're almost done and I wanted to connect with you about wrapping up. There are so many

amazing stories of people getting involved! It's been really inspiring. How has it been going for you?

(IF WELL)

That's great – can you give me a final estimate? (please record this in the spreadsheet)

I just can't thank you enough for your help. It really makes the difference. You'll be hearing from me soon with an update on how the delivery of the petition to Obama goes. Sierra Club members and communities around the country have stood up for a strong EPA that protects our health – and we're not going to back down now!

(IF NOT WELL)

Sorry to hear that. I know we all really appreciate your effort and definitely understand that things don't always go the way we want. I can tell you that overall, the national outpouring has been amazing and we've reached some amazing numbers. I really appreciate you putting in the effort. It's not always easy to get other people to sign petitions. And I am definitely happy that you are putting in the effort coming!

You'll be hearing from me soon with an update on how the delivery of the petition to Obama goes. Sierra Club members and communities around the country have stood up for a strong EPA that protects our health – and we're not going to back down now!