

Script for Operation Sunscreen

Businesses:

Good morning, my name is _____ and I'm an Independent Beauty Consultant with Mary Kay. I'm visiting local businesses in the area to promote a great way to support our troops. This summer we are partnering up with businesses and individuals who would be willing to purchase sun care packages to donate to deployed Service Members. This gives our troops much needed protection from the sun and provides a way for local businesses to show their support with a tax-deductible donation. It's a great way we can work together to help protect those that are protecting us!

We are looking to make a big difference and our goal is to protect 5,000 Service Members this summer. A \$30 donation will help provide sunscreen and a lip protector to 2 Service Members, \$100 helps 6, and with a \$500 tax-deductible donation, you can help 33 Service Members. So how many Service Members would you like to help protect this summer?

Customers:

_____ this is _____, your Mary Kay Consultant. I'm calling because I know you have a heart for helping others and I wanted to share with you some information about a fundraiser I'm doing to support the troops this summer called "Operation Sunscreen" – do you have a quick minute? <wait for her to say yes> Great! My National Area is partnering with a nonprofit organization called Operation Support Our Troops America to send sun protection care packages overseas to deployed men and women in the Armed Forces. A \$30 donation supports 2 Service Members with SPF50 sunblock and an SPF15 lip protector. These products will provide much needed protection from the harsh sun for those that are protecting us. So, _____, would you like to go all out and help 6 troops with a \$100 donation or is \$30 more what you had in mind?

Another way that you can support this campaign is by sharing it with your coworkers, family, and friends! And as you help support Operation Sunscreen, you can earn some great benefits! When you collect 10 or more donations, you will receive a 50% off shopping spree as a thank you gift from me! Would you like me to give you a donation packet for this?