

This document is created to help MDA volunteers coordinate reach out calls with the stores participating in any MDA centralized retail campaign. Please direct any additional questions or comments to you Retail Account Manager.

General Tips and Guidelines

- Reach out calls to store locations help build relationships with store associates, store champions and store managers and keep them engaged in the retail program from start to finish.
- Ask to speak to the store manager. If the manager is unavailable, ask for the assistant manager or speak with the store associate.
- Smile, be yourself and let your personality shine through. The person on the other end can hear whether you're smiling or not.
- When you call a store, think about what you are trying to accomplish and build the conversation around that.
- Remember that you are the store's greatest resource!
- Use this opportunity to share something about yourself, why you volunteer your time to MDA and to thank them for their continued support.

Keep notes so you do not take up the store manager's valuable time by telling them the same information or asking the same questions. Remembering previous conversations is what makes them feel special and important. Review notes prior to each call so you can continue to add on to the prior call and most importantly follow up on all goals.

Recommended Timeline for Follow-up Calls

There will be three scheduled calls throughout the campaign, aligned with centralized newsletters that will be sent by the Retail Account Rep. Remember that it is not what you say but how you say it, so make sure your energy is up and you are enthusiastic and appreciative. Each call should tie back to our mission.

Occurrences:	Topics to Include:	Notes:
First call: (Should take place a couple days before campaign begins)	<ul style="list-style-type: none"> • Confirm they received their kit • Thank them for their participation • Talk to them about their store and personal goals 	See below for a sample script to use on the verification call.
Second Call (To take place mid-way throughout the campaign)	<ul style="list-style-type: none"> • Ensure that they have the supplies they need and that they are off to a good start • Thank them for their participation. 	See below for a sample script to use on the verification call.
Final Call (To be made a few days after campaign ends)	<ul style="list-style-type: none"> • Congratulate them on the money reported via the sales totals, or find out sales total • Thank them for their participation 	See below for a sample script to use on the verification call.

First Call Script

Kit Verification Call and Thank You Script

- Ask for the Store Manager or listed store contact
- *"Hello, my name is _____ and I am calling on behalf of the MDA. I was just reaching out today to confirm that your pin-up kit was received at your location and you were ready to kick things off on (list campaign start date here)."*
- If kit has been received – *"Great! Well I sincerely appreciate your support of MDA. I will be calling you mid-way through the campaign to check in again and then one final time at the end of the campaign to see how everything went. Have a great rest of your day and thank you so much for your time."*
- If kit has not been received – *"Oh no, I'm sorry to hear that. We will get that sorted out for you right away. I am going to contact (name Retail Account Representative) who will check in on where your kit is and be in touch with you directly. Is there anything else I can help you with in the time being? Excellent, well thank you so much for your time and support of our MDA families. Have an excellent campaign kick-off!"*

Second Call Script:

- Ask for the Store Manager or listed store contact.
- *"Hello (name)! This is _____ calling on behalf of MDA. I wanted to check in with you to say THANK YOU again for what you and your team are doing to support local families with muscular dystrophy and to see how the campaign is going."*
- If their response is it's going good – *"That is great! We are so thankful for you all and your support! Are there any employees you'd like to give a special shout out to for being a true Rockstar for MDA? I'd like to share that with (name Retail Account Representative). You guys still have (insert number of days remaining in program) days left of your MDA Campaign. We can't wait to hear the final total and the impact you are making for MDA families! Thank you again!"*
- If their response is it isn't going well – *"I'm so sorry – is there anything we can do to help? I'm happy to share that with (name Retail Account Representative) to see if there's anything she can do to help you! You guys still have (insert number of days remaining in program) days left of your MDA Campaign. We can't wait to hear the final total and the impact you are making for MDA families! Thank you again! I'll give you a call in a few weeks!"*

Final Call Script

- Ask for the Store Manager or listed contact.
- *"Hello (name)! This is _____ calling on behalf of MDA. I wanted to call to say THANK YOU SO MUCH for all that you and your team did for MDA. We can't wait to hear the final totals from the campaign! We'd love to know who your top employees were? Was there any who raised over \$500 in the (insert campaign)? We will be doing an Employee Spotlight and want to make sure they are recognized for their amazing work! Thank you again for being a hero to MDA families! We appreciate you all so much and look forward to partnering with you all again soon!"*