

*This document is created to help MDA retail volunteers with responses and rebuttals based on answers that one might encounter when reaching out to retailers.*

### **We have not received our Shamrock kit:**

- *“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. In the meantime, if you can ask your fellow associates (or manager if you aren’t speaking to the store manager) if they have seen it and check any spots that a box might be hiding from a recent delivery - we know this happens more often than you think!”*

### **They have received their kit:**

- *“Great! Be sure to hang up the collateral around the store so that customers know about the program! Two items that would be great to share with your customers and team are the Ambassador profile of a client you are helping and the Covid-19 infographic.”*

### **We need supplies:**

- *“No problem at all! How many pin-ups do you think you would need and do you have enough to get you through a few more days while we ship you more?” (this allows us to determine the rate at which we need to ship them)*

### **The program is not going well/customers are saying no:**

- *“We know that it has been a tough time for everyone, but we so appreciate that you are making the ask on our behalf. Even if just **32** (insert numbers based on goals) people a day say yes, we will hit our goal of raising **\$1,000** (Insert remaining store goal). Is there anything I can do to help with the program?”*

### **My employees are not asking:**

- *“Sometimes they just need a little encouragement! We have heard from other managers who say they will jump on the register and show them how easy it can be to make the ask. A little friendly competition could also be a fun way to encourage participation!”*

### **They say they are very busy:**

- *“No problem, I won’t keep you I was just checking on the Shamrocks program. Is there a better time for me to call back”?*  
*\*\*\*Do not be offended if they are busy or short with you. They have a lot of moving parts to manage and it is okay if we need to call them back or make the check in very short.*

### **It is going great!**

- *“That is great! We are so thankful for you and your teams’ 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 to make a big impact for MDA families. Before I let you go, how are you guys doing on pin-up supplies?”*
- *“That is wonderful to hear! It has been a tough year for nonprofits but programs like this make it possible for us to continue to support our MDA families through services and*

*research for treatments and cures! Please extend our gratitude to the rest of your team!  
We still have \_\_\_\_\_ number of days to reach our goal of raising **\$300,000, just \$250** per  
store, (insert program goals) and we appreciate your help in making that possible. Have  
a great day!"*