**Sample Call Script**

**Hi, is this [new member name]?**

If NO, ask to leave a message. Refer to voicemail section.

If the number is wrong, be sure to mark it and let the National Action Center know.

If YES,

**Hi, [new member name]. This is [your name], [officer title] of [name of state/local chapter NOW]. I'm calling today to welcome you to our community of feminist activists. Do you have some time to chat?**

If NO,

**Okay, sorry to trouble you. I just wanted to let you know that we would love to have you at our events. Visit [chapter website/social media platforms] for info on upcoming meetings and events. Thanks for your time.** Hang up.

If YES,

**Great! Thanks for joining NOW. You couldn't have joined us at a better time; there is a lot of work to be done. In [state/locality] we are focused on [x, y, and z issues / electing pro-woman candidates to office]. Can you join us at our next event/meeting? [details about upcoming event(s) /meeting(s)]**

If NO, try to find out why. Is there a more convenient time or place? Do they need notice further in advance to arrange childcare? Take notes and consider what your chapter can do to accommodate in the future:

**That's a shame. May I ask why? …Ok, I hope we will see you next time. You can check [chapter website/social media platforms] for info on upcoming meetings and events. Thanks for your time.** Hang up.

If NO because they just want to donate money, let the National Action Center know so we can note that in our database:

**Thank you so much for your support! Without your generous gift, we can't do this important work. I'll be sure to note in our records that you don't want to be contacted by our chapter. If you change your mind, you can check [chapter website/social media platforms] for info on upcoming meetings and events. Thanks for your time.** Hang up.

If YES,

**Terrific! I'll be there as well. Please introduce yourself; I'd love to tell you more about how to get involved. [Repeat time and place of meeting / event] Thanks again for becoming a NOW member!** Hang up.

**Voicemail**

Hi, [new member name]. This is [your name], [officer title] of [name of state/local chapter NOW]. I'm calling today to welcome you to our community of feminist activists and invite you to our upcoming event/meeting [details about upcoming event(s) /meeting(s)]. Hope you can make it! For more information about our work visit [chapter website/social media platforms] or feel free to contact me directly [chapter email or phone number]. I'd love to tell you more about how to get involved.

**Sample Email or Letter**

Dear [First Name],

Thank you for joining NOW! I am the [officer title] of [name of state/local chapter NOW] and I am writing to welcome you to our community of feminist activists. Together, we are the largest grassroots feminist activist group in the country, dedicated to making equality a reality for all women.

You couldn't have joined us at a better time; there is a lot of work to be done! In [state/locality] we are focused on [x, y, and z issues / electing pro-woman candidates to office]. Join us at our upcoming event/meeting [details about upcoming event(s) /meeting(s)] to find out how you can get more involved with NOW.

Let me know if you can make it, I would love to see you there. If not, there are many ways you can stay in touch:

* [chapter email
* chapter phone number
* chapter website
* any chapter social media platforms].

For equality,

[Officer]