

**PRESENTATION:**

Hello, may I speak to Mr/Ms\_\_\_\_\_? Hi, my name is \_\_\_\_\_ (name as registered) from Donor Services Group, a paid solicitor that will receive compensation for making this call on behalf of The Humane Society of the United States, which is located at 2100 L Street, NW Washington, DC 20037 L Street, NW in Washington, DC. This call is monitored and recorded for my accuracy.

**For prospects in Alaska:**

The organization's financial statement and a copy of the fundraising contract are available upon request.

**For prospects in Connecticut:**

Hello, Mr./Ms. \_\_\_\_\_. It's \_\_\_\_\_ (name as registered) a paid solicitor calling from Donor Services Group, a paid fundraiser who will received compensation for making this call on behalf of The Humane Society of the United States, which is located at 2100 L Street, NW Washington, DC 20037 L Street, NW in Washington, DC.

Mr/Mrs.\_\_\_\_\_, first of all, I want to thank you so very much for your past support to The Humane Society of the United States (or The HSUS). They are very grateful you believe in such important work to protect the animals we all love.

**Exploration Question:**

I always like to know more about supporters – do you have as a member of your family a dog or a cat or other pets? That's wonderful; I hope (he/she) is doing well. (NOTE to fundraisers: **not** in comment field) (Use codes: OWNDOG, OWNCAT, OWNBOTH, OWNHORSE, OWNFISH, OWNOTHER)

I'm calling to let you know your generous support along with others has helped rescue thousands of dogs, cats and other animals across the country that were in puppy mills and animal fighting rings so these animals could find their new forever loving homes.

HSUS's focus has to be put on states like North Carolina—they ranked 38<sup>th</sup> in the nation in regards to animal welfare protections. There have been 17 puppy mill rescues that have taken place in North Carolina in less than 3 years and three of them have happened so far since the start of 2014!

As an example of these rescues, last month, more than 60 dogs were rescued from a suspected Iredell County, N.C., puppy mill. HSUS found poodles and Maltese dogs and other puppies living in deplorable conditions. As is so often the case, their fur was extremely matted and they were suffering from a multitude of untreated medical conditions. It was so sad to hear reports from our rescue team about how these innocent animals were living in stacked, rabbit-hutch like cages that are unsafe and were causing cuts to their paws and other injuries. Fortunately, the owner agreed to surrender all of the dogs on the property. And just a few weeks ago, 60 Australian Shepherds, including 13 puppies, were rescued from a suspected Hertford County, N.C., puppy mill.

How does this type of cruel and inhumane activity continue you may ask? There are no specific North Carolina laws to protect dogs sold directly to the public or online by commercial breeding facilities. Law enforcement officers, therefore, are unable to prevent neglect until it reaches crisis proportions. As a result, North Carolina has become a haven for some of the worst puppy mill operators in the country. This is the 17th rescue that The

HSUS has assisted with in North Carolina since June 2011. They'll also continue their efforts to strengthen state laws to protect these animals.

Whether it's a puppy mill raid, shutting down an illegal animal fighting operation, assisting pets and pet owners who are victims of a natural disaster, or supporting animal welfare legislation -- their work requires a steady stream of funds to match these efforts.

Monthly gifts will provide a reliable stream of predictable dollars—which means HSUS can react quickly to rescue animals and support all of their important animal protection programs in the most efficient way possible.

**FIRST ASK:**

Mr/Ms\_\_\_\_, you would be a hero for so many animals. I already know you believe in fighting against animal abuse, but could you help continue HSUS's efforts to protect even more animals by helping in this way again? Would it be possible for you to contribute a gift of **[\$30]** a month? That's just \$1 a day!

*(if yes, Go to Closing Language)*

*(If NO....continue below)*

**SECOND ASK:**

**(Address concern—is it the monthly giving program or the amount being asked for?)** I understand, not everyone can give at that level. Please know I want you to be comfortable with your gift.

While The HSUS saves thousands of animals each year, it may be hard to think about the overwhelming amount of animal abuse going on today. But, you can picture a small puppy who has spent most of his or her life in a dirty puppy mill cage, or a cat removed from an over-populated hoarding situation where they were not receiving even the most basic care. These are some of the heartbreaking situations your monthly gift will help end.

But, HSUS cannot rescue their way out of so many problems for animals. Their primary mission is to prevent cruelty *before* it occurs. So, they also work to protect wild animals from captive hunting, the fur trade, the exotic pet trade, Canada's commercial seal slaughter, and horse slaughter. These programs will continue to save lives with your help. With a smooth and steady cash flow throughout the year, they'll have the resources they need to expand their reach and mission to celebrate animals and confront cruelty. Would it be possible for you to join with a smaller monthly gift of perhaps 50 cents a day or **[\$15]** a month?

IF YES, "Great!"*(Go to Closing Language in Section 2)*

**3<sup>rd</sup> ASK:**

I understand. I appreciate your time and thank you for your ongoing support of The Humane Society of the United States. As a fellow animal lover, you know there's nothing more brutal than the intentional infliction of pain and suffering on defenseless animals, and every dollar can make a vital difference to the animals we all love.

Would you instead be able to support The HSUS with a one-time gift today/tonight? According to my records, your most recent gift to The HSUS was for **\$MRC**. Would it be

possible to match that now? Every dollar matters and brings us closer to putting an end to animal cruelty.

### CLOSING LANGUAGE

#### **CLOSING (One-time gifts and monthly Pledge):**

That is wonderful! Thank you. Just a couple of things to take care of:

ADDRESS: First, let me check your address for the records. Are you still at \_\_\_\_?

CONFIRM: And you're contributing \$\_\_\_\_ (every month), is that correct?

**CREDIT CARD FOR MONTHLY GIFTS:** Will that be on MasterCard, VISA, American Express, or Discover? GREAT! All I need is your card number and expiration date (**record all necessary information, including confirming name as it appears on the card**).

**Must be read verbatim for ALL pledges prior to obtaining credit card information**

**VERMONT:** For prospects in Vermont (**you must disclose prior to payment authorization**):

Information on how much of the contribution goes to the non-profit organization and how much goes to the fundraiser can be obtained by contacting the Vermont Consumer Assistance Program, Morrill Hall, UVM, Burlington, VT 05405, tel. 1-800-649-2424 or at the Attorney General's website, <http://www.state.vt.us.atg>.

#### **Immediate Inflation Guard Ask- (ASK FOR MONTHLY CC GIFTS)**

Before you go, I wanted to ask you one more thing – would you consider signing on to the Inflation Guard program? Because of inflation, their budget to help animals decreases a little bit each month. So if you sign onto this special new program and agree to upgrade your monthly gift from \$x to \$x + \$1, you'll be helping the animals even more. Your monthly gift in 2014 would be \$x and then in January of 2015, it would increase to \$x + \$1, for all of 2015. And that same increase will occur every January 1<sup>st</sup> for as long as you remain part of the program. Can the animals count on you to do that, Mr./Ms. \_\_\_\_\_?

#### **If donor does not want to do the Immediate Inflation Guard**

I understand, would you consider increasing your gift by \$1 a month starting in January 2015 and then thereafter your gift would increase \$1 at the start of each year for as long as you remain part of the program?

**CREDIT CARD FOR ONE-TIME GIFTS:** Will that be on MasterCard, VISA, American Express, or Discover? GREAT! All I need is your card number and expiration date (**record all necessary information, including confirming name as it appears on the card**). Have a wonderful evening!

**SECOND CREDIT CARD ASK (If hesitant to use card) I understand. The reason I encourage you to use a debit or credit card is that it's the most cost effective method. It saves administrative and mailing costs, so more of your money can go**

**to saving the animals. So can you reconsider putting your (monthly) gift on VISA, MasterCard, American Express, or Discover?**

***If still no to credit – check confirmation***

*I understand, and of course I can take your (monthly) gift by check if you prefer.*

***For monthly givers:*** *If you prefer to donate by monthly check, you'll receive a pledge package in a few days indicating your monthly gift of \$X. All I ask is that you return your first monthly gift as soon as you receive the envelope. Is that commitment you can make? (If no) I understand – and I can give you up to 7 to 10 days to return it. Is that more doable for you? Great. After that, you'll receive a reminder each month for your monthly gift of \$X.*

***For one time givers:*** *You'll receive a pledge package in a few days indicating your one-time gift of \$X. All I ask is that you return your gift as soon as you receive the envelope. Is that a commitment you can make? (If no) I understand – and I can give you up to 7 to 10 days to return it. Is that more doable for you? Great.*

#### **Disclaimer/Tax Status**

Just a reminder that all contributions are tax-deductible to the extent permitted by law.

#### **Closing Points**

Thank you again for your generous (monthly) gift, and for taking the time to speak with me tonight. Your support of The Humane Society of the United States will help so many animals and really makes a tremendous difference.

#### **For all Monthly Sustaining donations:**

Thank you, your gift is very important. In acknowledgement of your generous monthly gifts, you'll receive a one-year subscription to *All Animals* magazine, the full-color bi-monthly membership magazine of The Humane Society of the United States. Your donation is tax-deductible less the fair market value of \$3.60 for the subscription.

#### **For all One Time donations of \$25 or more:**

Thank you, your gift is very important. In acknowledgement of your generous one-time donation, you'll receive a one-year subscription to *All Animals* magazine, the full-color bi-monthly membership magazine of The Humane Society of the United States. Your donation is tax-deductible less the fair market value of \$3.60 for the subscription.

#### **Email Address Ask (all call dispositions)**

Would you like to share your email address with me today? You would receive email updates and action alerts from The HSUS. These emails are a great way to keep up on what HSUS is doing to protect animals throughout the year. You can quickly and easily unsubscribe from the emails at any time if you wish. ***(if yes, record email address in appropriate field)***. Thank you!

#### **For all Monthly Sustaining donations:**

Thank you, your gift is very important. In acknowledgement of your generous monthly gifts, you'll receive a one-year subscription to *All Animals* magazine, the full-color bi-

monthly membership magazine of The Humane Society of the United States. Your donation is tax-deductible less the fair market value of \$3.60 for the subscription.

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Thank you, your gift is very important. In acknowledgement of your generous one-time donation, you'll receive a one-year subscription to *All Animals* magazine, the full-color bi-monthly membership magazine of The Humane Society of the United States. Your donation is tax-deductible less the fair market value of \$3.60 for the subscription.

**Email Address Ask (all call dispositions)**

Would you like to share your email address with us today? You would receive email updates and action alerts from The HSUS. These emails are a great way to keep up on what HSUS is doing to protect animals throughout the year. You can quickly and easily unsubscribe from the emails at any time if you wish. **(if yes, record email address in appropriate field).** Thank you!

**The HSUS would like to remind you to: (present THREE of any below)**

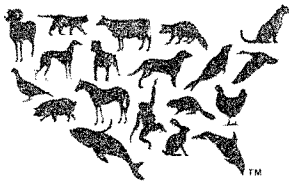
1. Spay and neuter your pets.
2. Make sure your pet wears an ID tag.
3. Make sure you have a plan for your pet in the event of a disaster.
4. To prevent destructive animal behavior problems, make sure you enroll your new puppy or dog in behavioral training classes,
5. Make sure your pet has a complete medical exam once a year.
6. Plan for your pet's future in case something happens to you.
7. Learn how to avoid dog bites, and how to prevent your dog from biting.
8. Never leave your dog in a parked car.
9. Think about adopting an animal when you decide to add a pet to your home. You can save a life and get a great companion!
10. Think outside the house: volunteer with your local shelter or rescue group and help more animals find homes.
11. Take time to play with your pet every day and give her some individual attention.
12. Provide a safety collar and visible ID for pet cats, even those who live strictly indoors, and search immediately if your cat goes missing.

**Have a great day/evening!**

**For Kentucky (If the donor asks what percentage of their contribution goes to the organization):**

We are not paid a percentage of any donations raised for the organization, but rather a flat fee per person we speak to, regardless of whether or not you choose to give. Trying to estimate what percentage the charity might receive based off of our flat fee is difficult since I don't know all the information about how they budget fundraising costs, but it could be approximately 35% - 45%. However, please know that we provide them with a daily report of our performance and they have the authority to cancel our campaigns at any time the results do not meet their expectations. As a company that has worked on behalf of non-profit organizations for more than 28 years, our goal, first and foremost, is to provide our clients with quality calling programs that accomplish their objectives.

Celebrating Animals | Confronting Cruelty



**THE HUMANE SOCIETY**  
OF THE UNITED STATES



*Your gift will make a difference -  
please mail your gift today!*

April 15, 2014

Carol Rokohl  
3025 Quail Springs Road, B9  
Crp Christi, TX 78414-3705

Dear Carol Rokohl,

Thank you for taking the time to speak with our representative on the phone on April 9, 2014 and for your generous one-time gift of \$43 to The Humane Society of the United States. We very much appreciate your generous support. Your dedication to our mission of *celebrating animals/confronting cruelty* is vitally important in allowing us to continue our work of helping animals in need all throughout the year.

With your ongoing support, The HSUS, the nation's largest and most effective animal protection organization, will be able to sustain its efforts as the leading voice for animals and diligently strive to reduce suffering in various ways. We will continue to campaign against puppy mills, provide intervention programs against animal fighting and work with law enforcement in cases of animal abandonment and hoarding.

Your generous support will also enable us to remain effective in educating the public about critical animal issues, advocating for better laws which protect animals and rescuing them from disaster and cruelty situations.

Your support means so much more than a donation; it shows your compassion and concern for all the animals we work so hard to save and protect. Together, we will create a better life for many of the animals with whom we share our world. Please take a moment to send your gift in today by returning your check in the envelope provided so that we can put it to work immediately. We truly are grateful for all that you do.

Sincerely,

Wayne Pacelle  
President and CEO

P.S. Thank you again for being a generous supporter of animals and our efforts to protect them. Wherever they are in danger, we can be there to help because of you. If you would like to make your contribution go even further by using your credit card, please complete the credit card information in the boxed area on the reply portion of this letter.

*The HSUS would like to remind you to spay and neuter your pets and make sure your pet wears an ID tag.*

2100 L Street, NW • Washington, DC 20037 • [www.humanesociety.org](http://www.humanesociety.org)

**DONATION REPLY FORM**



THE HUMANE SOCIETY  
OF THE UNITED STATES

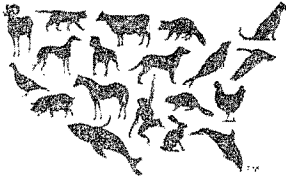
04/22/14 11:40 AM

CAROL ROKOHL  
3025 QUAIL SPRINGS ROAD, B9  
CRP CHRISTI, TX 78414-3705

Thank you again for standing with The Humane Society of the United States with a special one-time gift. Please return your donation with this reply in the envelope provided.

<b>One-time Gift Amount: \$43</b>	
<input type="checkbox"/> <b>Check:</b> Please make your check payable to <i>The HSUS</i> .	
<input type="checkbox"/> <b>Credit Card:</b> <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard	
<input type="checkbox"/> Discover <input type="checkbox"/> American Express	
Account # _____	
Exp Date ____/____/____ Signature _____	

Celebrating Animals | Confronting Cruelty



**THE HUMANE SOCIETY**  
OF THE UNITED STATES



*Your gift will make a difference -  
please mail your gift today!*

April 15, 2014

Laura J Sergi  
518 Spencer St  
Elizabeth, NJ 07202-3714

Dear Laura Sergi,

Thank you for taking the time to speak with our representative on the phone on April 14, 2014 and agreeing to become a Humane Hero with your generous monthly pledge of \$10 to The Humane Society of the United States. We very much appreciate your generous support. Your dedication to our mission of *celebrating animals/confronting cruelty* is vitally important in allowing us to continue our work of helping animals in need all throughout the year.

With your ongoing support, The HSUS, the nation's largest and most effective animal protection organization, will be able to sustain its efforts as the leading voice for all animals and diligently strive to reduce their suffering in various ways. We will continue to campaign against puppy mills, provide intervention programs against animal fighting and work with law enforcement in cases of animal abandonment and hoarding.

Your generous support as a Humane Hero will also enable us to remain effective in educating the public about critical animal issues, advocating for better laws which protect animals and rescuing them from disaster and cruelty situations. Your support means so much more than a donation; it shows your compassion and concern for all the animals we work so hard to save and protect. Together, we will create a better life for many of the animals with whom we share our world. Please take a moment to send your gift in today by returning your check in the envelope provided so that we can put it to work immediately. We are truly grateful for all that you do.

Sincerely,

Wayne Pacelle  
President and CEO

P.S. Thank you again for being a generous supporter of animals and our efforts to protect them. Wherever they are in danger, we can be there to help because of you. If you would like to make your contribution go even further by using your credit card, please complete the credit card information in the boxed area on the reply portion of this letter.

*The HSUS would like to remind you to spay and neuter your pets and make sure your pet wears an ID tag.*

2100 L Street, NW • Washington, DC 20037 • [www.humanesociety.org](http://www.humanesociety.org)

**DONATION REPLY FORM**



**THE HUMANE SOCIETY**  
OF THE UNITED STATES

HSX36SUS HT14A25A

LAURA J SERGI  
518 SPENCER ST  
ELIZABETH, NJ 07202-3714

Thank you again for standing with The Humane Society of the United States and becoming a Humane Hero. Please return your donation with this reply in the envelope provided.

<b>Monthly Gift Amount: \$10</b>	
<input type="checkbox"/> <b>Check:</b> Please make your check payable to <i>The HSUS</i> .	
<input type="checkbox"/> <b>Credit Card:</b> <input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard
<input type="checkbox"/> Discover	<input type="checkbox"/> American Express
Account # _____	
Exp Date ____ / ____	Signature _____

4044 18366981 H03D11404T5001 3

## 7 STEPS TO A HAPPIER PET

The Humane Society of the United States, in its constant battle to end animal neglect, cruelty and abuse, encourages all of its members to take the following actions in support of animals:

1. Make sure your pet wears an identification tag to enable him to be returned to you if lost.
2. To prevent animal behavior problems, make sure you enroll your new puppy or dog in behavioral training classes.
3. Animal behavior problems can be health-related. Make sure your pet has a complete medical exam by a veterinarian at least once a year.
4. Prepare for disasters. Make sure you have a plan for your pet in the event of a hurricane, tornado, fire or flood.
5. Plan for your pet's future in case something happens to you and visit [humanesociety.org/petinwills](http://humanesociety.org/petinwills) for more information.
6. Learn how to avoid dog bites, and how to prevent your dog from biting by going to [humanesociety.org](http://humanesociety.org).
7. Have a heart, be smart and make sure your pet is spayed or neutered.



[ Donor Care ] **QUESTIONS? WE ARE HERE TO HELP!**



**CALL US AT: 866-609-7639**

Mon. thru Fri. 8 AM-11 PM • Sat./Sun. 9 AM-6 PM EST



**EMAIL US ANYTIME AT: *DonorCare@humanesociety.org***



**WRITE US AT: THE HUMANE SOCIETY OF THE UNITED STATES**

2100 L Street, NW • Washington, DC 20037

Many companies sponsor matching gift programs and will match contributions made by their employees. To find out if your company has a matching gift program, go to [www.humanesociety.org/matchinggifts](http://www.humanesociety.org/matchinggifts).

The impact of your gift to The Humane Society of the United States may be doubled or possibly tripled!



The Humane Society of the United States' mission is to celebrate animals and confront cruelty and work to reduce suffering and to create meaningful social change for animals by advocating for sensible public policies, investigate cruelty and work to enforce existing laws, educate the public about animal issues, join with corporations on behalf of animal-friendly policies, and conduct hands-on programs that make ours a more humane world. The Humane Society of the United States (HSUS) is located at 2100 L Street, NW, Washington, DC 20037, (202) 452-1100. The HSUS has retained Donor Services Group, LLC headquartered at 6715 Sunset Blvd, Los Angeles, CA 90028, (888) 474-1900, a paid professional fund raiser, to assist in this fund raising program. Your contribution is fully tax-deductible. Although our financial report is always sent free to anyone requesting a copy, certain states require us to advise you that a copy of our financial report is available from them.

Arizona: Financial information filed with the Secretary of State is available for public inspection or by calling toll-free, 1-800-458-5842. Colorado: PFR's registration number: 20033002599; Charity's registration number: 20053007448; Colorado residents may obtain copies of registration and financial documents from the Secretary of State by calling (303) 894-2680 or at <http://www.sos.state.co.us>. FLORIDA: A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING 1-800-435-7352, TOLL-FREE WITHIN THE STATE. Florida registration number CH-01705. Georgia: A full and fair description of the programs of HSUS and our financial statement summary is available upon request at the office and phone number indicated above. Illinois: Contracts and reports regarding the charity are on file with the Illinois Attorney General. Kansas: HSUS's Kansas registration number is 227-694-7. The annual financial report for the preceding fiscal year is on file with the Secretary of State, 1<sup>st</sup> Floor, Memorial Hall, 120 SW 10<sup>th</sup> Ave., Topeka, KS 66612. Maine: you may obtain information on the respective percentages of contributions that will be paid to the charitable organization and to the paid fund raiser by contacting the Attorney General, Department of Professional & Financial Regulation, 35 State House Station, Augusta, ME 04333. Maryland: A copy of the current financial statement of HSUS is available by writing 2100 L Street, NW, Washington, DC 20037 or by calling (202) 452-1100. Documents and information submitted under the Maryland Charitable Solicitations Act are also available for the cost of copies and postage from the Secretary of State, Statehouse, Annapolis, MD 21401, 1-410-974-5534. Mississippi: The official registration and financial information of HSUS may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167. New Jersey: INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT <http://www.njconsumeraffairs.gov/ocp.htm#charity>. REGISTRATION WITH THE ATTORNEY GENERAL DOES NOT IMPLY ENDORSEMENT. New York: New York residents may obtain a copy of HSUS annual report by writing to the Office of the Attorney General, Department of Law, Charities Bureau, 120 Broadway, New York, NY 10271. North Carolina: Financial information about HSUS and a copy of its license are available from the State Solicitation Licensing Branch at (888) 830-4989. The license is not an endorsement by the State. Pennsylvania: The official registration and financial information of The HSUS may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Tennessee: **Humane Society of the United States has retained Donor Services Group, LLC, a paid solicitor, to assist with this campaign.** Washington: A Notice of Solicitation required by law is on file with the Washington Secretary of State. You may obtain additional financial disclosure information by contacting the Secretary of State at 1-800-332-GIVE. West Virginia: West Virginia residents may obtain a summary of the registration and financial documents from the Secretary of State, State Capitol, Charleston, WV 25305.

#### **How Contributions Are Allocated Between The Humane Society of the United States and Donor Services Group, LLC**

Vermont: For information on how much of your contribution goes to the charity and how much to the paid fundraiser, contact the Vermont Consumer Assistance Program, Morrill Hall, UVM, Burlington, VT 05405, tel. 1-800-649-2424, or the Vermont Attorney General's Internet website, <http://www.state.vt.us/atg>.

**REGISTRATION WITH A STATE AGENCY DOES NOT CONSTITUTE OR IMPLY ENDORSEMENT, APPROVAL OR RECOMMENDATION BY THAT STATE OF THE PAID SOLICITOR. THE ORGANIZATION OR THE CAUSE THE SOLICITOR REPRESENTS.**

Virginia: The professional solicitor conducting this campaign, Donor Services Group, LLC, files a financial report for each campaign it conducts. Copies of these financial reports are available from the Virginia Office of Consumer Affairs, P.O. Box 1163, Richmond, VA 23218; 1-804-786-1343.

THE HUMANE SOCIETY  
OF THE UNITED STATES  
2100 L Street, NW  
Washington, DC 20037



Thank you for speaking with us by phone.

*Mount first-class stamp on this envelope to  
another gift to the animals. Thank you!*

11ACDW140071002

**BUSINESS REPLY MAIL**  
FIRST CLASS MAIL PERMIT NO. 15759 WASHINGTON, DC

POSTAGE WILL BE PAID BY ADDRESSEE

THE HUMANE SOCIETY OF THE UNITED STATES  
PO BOX 97015  
WASHINGTON DC 20077-7269



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

