

3. KNOW YOUR SALES PITCH

Vary the information depending on the situation.

Have an application with you at all times and know the application rules.

Provide Heard of Moose brochure, if available.

How much time do you have to talk to them – this will guide you to how much/little to share.

Look the applicant in the eyes and say, I have an opportunity for you (and your family). I would like to share with you the chance of a lifetime to help children, seniors, your community and YOU and your family. Want to hear more?

Provide the information about Moose's Mission.

Ask – would you like to be a part of this organization?



Yes...give them an application and provide the application fee/dues information.

Not sure....get their contact information/ give your contact information and offer to set up a time to meet at the lodge to discuss the fraternity in fuller detail.

No....say thank you and provide contact information if they change their mind. Possibly provide them a Heard of Moose? brochure, which gives additional information.

For all responses, refer them to the websites for additional information.



www.mooseintl.org

HOW TO SPONSOR GUIDE



A guide designed to help you talk to prospective members.
Easy as 1. 2. 3.

1. KNOW YOUR PRODUCT (MOOSE MISSION)

Provide information on Mooseheart,
Moosehaven and Lodge Structure.

MOOSEHEART is a residential and educational childcare facility that cares for children in need. Moose members have the opportunity, if needed, to have their children attend Mooseheart and we also provide a home to many at-risk youth. Mooseheart is located about 40 miles west of Chicago, Illinois.
www.mooseheart.org

MOOSEHAVEN is a residential retirement community for Moose members in their golden years. Membership provides our members with an opportunity to enjoy a wide variety of activities on a daily basis. Just think, the fraternity could be providing all of this for YOU, if you decide to join and make Moosehaven your retirement home. Moosehaven is located on the banks of the St. Johns River in sunny

Orange Park, Florida.
www.moosehaven.org

MOOSE INTERNATIONAL is the governing body of the Moose Fraternity and we strive for excellence in these areas: a fraternal program and community service within our lodges and chapters; provide a family environment and education for our children at Mooseheart; provide for the needs of our seniors at Moosehaven and to promote membership growth.

2. KNOW YOUR POTENTIAL CUSTOMER

Pitch will vary with each person.

Listen and observe to garner their interests.

MY PROSPECT LIST

(FRIENDS • RELATIVES • COWORKERS)

If your potential customer is single/married with no children, talk more about what the lodge/chapter has to offer them, such as community service and also sports.

If your potential customer has children, talk more about Mooseheart and what the lodge/chapter has to offer them, such as family entertainment, picnics, holiday parties.

If your potential customer is middle aged, talk about the opportunities to gather with friends and to donate their 'free time' to their community, via the lodge/chapter.

If your potential customer is elderly, talk more about Moosehaven and the opportunity to help in their own personal time of need.