



## IFAPAC “ALTAR CALL” OUTLINE

### Preparation

- Know your audience. Make sure you know the percentage of IFAPAC contributors in the audience. Get a list of current contributors from national IFAPAC shortly before the meeting. Are there a lot of Diplomats? Investors? Are there people in the audience with high lifetime contributions who can be tapped to “round up” to the \$2,500, \$5,000, \$10,000 or \$20,000 lifetime levels?
- Find a way to connect with your audience. Study the legislative issues and rehearse the stories you want to tell about IFAPAC. If you don’t have a personal IFAPAC story, borrow one from a colleague.
- Consider a “plant.” Before your altar call ask two or three people to be ready to stand up and pledge to a higher donor club or “round up” their contributions to the next life-time level. No one likes to go first, but if you have several people agreeing ahead of time to do so, the rest of the audience will follow.
- Enlist help from your IFAPAC committee members attending the meeting. Give each of them 25 IFAPAC enrollment envelopes and 15 bank draft upgrade forms. Have them stationed around the room at various, evenly spaced points. When you hear a pledge from an audience participant, your “helpers” can walk up to the donor and hand him/her an envelope immediately. Instruct your helpers to clearly write down the names of the pledgers and the amounts.
- Have IFAPAC literature (flyers, brochures, etc.) placed on chairs and available elsewhere in the meeting room as appropriate.
- Ask the association’s president or government relations chair to relate current legislative/political events on the state level and how they can potentially affect the insurance business. Give the association’s president a brief synopsis of your background and have him/her introduce you.

### Presentation

#### **A. Overview**

- Be enthusiastic. Tell your audience what *you* have gotten from being an IFAPAC contributor.
- Share your personal, political examples with your audience.
- Focus on results – you’re making a “sale,” not giving a lecture.

#### **B. Identify the Problem**

- Tell your audience that change is inevitable – the “value” of our products can change; the law can change.
- If our products change faster than the law – and they usually do – we’ll have to change our business practices and we may even feel threatened.

### **C. Personalize the Problem**

- Grant Taggart stated during the 1946 MDRT proceedings:

*I plead with you not to be unmindful that the future will not be as it is today; that business will not be easy to write in the future as it is today. But some time in the distant future we are going to have to look to our prospect cards and it will be a greater task to get the chores done.*

- Tell your audience about recent legislative activity in the U.S. Congress and their state’s legislature. Ask them to think about how these changes (e.g. in health care insurance law) will affect their business. Did they benefit by the change? Are they worse off by the change? Did they find themselves suddenly having to educate themselves on a new law and having to change the way they deal with their customers? How many times have they said to themselves: “Somebody should do something about this!”

### **D. Offer A Solution**

- Tell your audience that one way they can affect legislation is to help elect the right people to office.
- Tell your audience that they can become a “consultant” to an elected official on insurance and financial issues. That means *time*.
- Tell your audience that the best way they can help elect the right candidates to office is by joining IFAPAC. That means *money*.

### **E. Validate and Distinguish Your Product**

- Tell your audience that money has always had an influence in American campaigns. When George Washington ran for the Virginia House of Burgesses from Fairfax County in 1757, he provided his friends with the “customary means of winning votes,” namely,
  - 28 gallons of rum
  - 50 gallons of rum punch
  - 34 gallons of wine
  - 46 gallons of beer, and
  - 2 gallons of cider royal.

Even in those days, this was considered a large campaign expenditure. Since there were only 391 voters in the district, the outlay was more than a quart and a half of liquor *per person*.

- Tell them that political action committees were started by CIO labor unions in the 1930s as a way for workers – few of whom could make substantial donations as individuals – to pool their money and have it used for maximum advantage. IFAPAC was formed for the exact same reason.

## F. Prepare for Close

- Tell your audience that because of IFAPAC's size, it is a known and powerful force. Insurance agents and financial advisors are listened to. There is a lot of "noise" in the life of an elected official, and advocacy groups must find a way to be heard above the noise.
- Tell your audience that action is needed. Action is needed *now*.
- Tell your audience that apathy is not acceptable.
- Tell your audience that for as little as \$100 a year, they can make a difference.
- Tell your audience there are *always* major issues affecting our industry that are continuously being debated in the U.S. Congress and in our state legislatures.
- Expect a response from your audience and prepare for it. Often people say they haven't given because *they were never asked to do so*.

## G. Do the Altar Call

- Start by asking all Capitols, Emissaries and Diplomats in the room to stand and be recognized.
- Tell your audience that the people standing donate \$1,000 each *year* to IFAPAC. Ask the audience to give them a hand. Ask the Diplomats to remain standing.
- Ask all Envoys to stand and tell the audience that these people donate \$500 annually. Ask the Envoys to remain standing.
- Ask the Statesman Club members to stand. Ask the Ambassadors to stand. Ask all Century Club members to stand. Ask all Investors to stand. Ask the audience to clap again.
- Ask if any of the people standing will go to the next contribution level. (This is where your "plants" should speak out and your "helpers" should be prepared to pass out envelopes.) Ask the people pledging to raise their hands and have your helpers give them enrollment forms immediately. Encourage the contributors and pledgers to continue to stand.
- Address the people who are sitting. Ask them if they will join IFAPAC *today*.
- Ask the people who are standing to turn to anyone near them who is still sitting and say, "I have contributed, will you?"
- Use your instincts to know when you've gotten all the pledges you can get and ask the audience to be seated.
- Thank your audience one more time for their commitment to IFAPAC. Reaffirm the value of that commitment.

## Follow-Up

- Collect all the envelopes and notes from your helpers. Read all notes *as you're receiving them* so if something is illegible, you can clear it up then and there.
- Upon return to your office make copies of all the contributions, bank draft upgrades and pledges.
- Mail the contributions and bank draft upgrades directly to the national IFAPAC headquarters at 2901 Telestar Court; Falls Church, VA 22042.

- Mail thank you letters to those who gave at the altar call. Mail “thank you for your commitment” letters – that specify the amount pledged – with return contribution envelopes to those who pledged.
- Get a contributor list from the IFAPAC headquarters office 30 days after the follow-up letters are mailed and follow up again on outstanding pledges if necessary. Phone calls work best for secondary follow-ups.
- Send thank you notes to the pledgers after their contributions are posted.