

Objection from Client	Response to Objection
<p>"These youth programs sound great, but what's the catch?"</p>	<p><i>There is no catch. As a fraternal financial services organization, we have been giving back to local communities since our founding in 1883. By donating these programs to local schools, daycares and other youth organizations, it helps fulfill the promises we make to our members and the communities where they live. For nearly 70 years, we've offered Youth Education Programs. Last year alone, over 1.3 million children nationwide benefited from these great, free programs.</i></p>
<p>"How do you pay for these projects?"</p>	<p><i>That's a great question. Modern Woodmen is a fraternal financial services organization that is built for our members, not for profit. This allows us to direct dollars back to the community through a wide variety of social and volunteer member activities that make a big impact in this area.</i></p>
<p>"We typically don't allow outside curriculum into our school. It would have to be approved by the district."</p>	<p><i>That's certainly understandable, as many of the schools that use our programs follow a similar process. Let's spend a few minutes reviewing these programs, and then if you feel they bring value, we can always set up a follow-up meeting with the final decision makers. For nearly 70 years, we've offered Youth Education Programs. Over 1.3 million children nationwide participated in our programs just last year, and I also have a list of schools and youth organizations that have used these programs locally in case you need references.</i></p>

## Make a Fraternal Impact



*Use the Fraternal Conversation*

## **Fraternal Conversation**

### **Donating Youth Education Programs**

Introduction:

*Hi my name is (your name), and I am a financial advisor with Modern Woodmen of America. We're an organization built for our members, not for profit. Our unique business model helps our members achieve their financial goals and allows us to give back to the community.*

*One of the ways we give back is through the donation of free youth educational programs.*

*Having a free curriculum for teaching subjects like (the constitution, fitness and nutrition, or ecology) is important, isn't it?*

*When can we get together so I can tell you how other (schools/organizations) have used these great programs?  
Are mornings or afternoons better for you?*

### **Introducing a Youth Service Club**

Introduction:

*Hi my name is (your name), and I am a financial advisor with Modern Woodmen of America. We're an organization built for our members, not for profit. Our unique business model helps our members achieve their financial goals and allows us to give back to the community.*

*One of the ways we give back is through our local youth service clubs.*

*Having a well-developed program to give kids volunteer opportunities is important, isn't it? Our clubs give children the opportunity to participate in fun volunteer projects.*

*When can we get together so I can tell you about this program and how it could benefit the children in your life?  
Are mornings or afternoons better for you?*

### **Setting up a Chapter/Club Service Event**

*Hi my name is (your name), and I am a financial advisor with Modern Woodmen of America. We're an organization built for our members, not for profit. Our unique business model helps our members achieve their financial goals and allows us to give back to the community.*

*One of the ways we give back is through our local member chapters.*

*Having planned opportunities to help strengthen our community is important, isn't it? Our chapters bring families together to provide a wide variety of social and volunteer activities.*

*When can we get together so I can tell you about this program and how our community service dollars could benefit your (school/organization)? Are mornings or afternoons better for you?*

### **Setting up a Chapter Social Event**

*Hi my name is (your name), and I am a financial advisor with Modern Woodmen of America. We're an organization built for our members, not for profit. Our unique business model helps our members achieve their financial goals and allows us to give back to the community.*

*One of the ways we give back is through local member chapters.*

*Our chapters bring families together to enjoy a wide variety of social and volunteer activities. Opportunities to introduce your business to new patrons is important, isn't it? You have a great business and I believe our members would enjoy having an activity here.*

*When can we get together to talk about setting up an event? Are mornings or afternoons better for you?*

### **Transitioning to Membership (Talking to a recipient of a service project or Youth Education Programs (YEPs))**

*Thank you for allowing Modern Woodmen to partner with you; I've really enjoyed the relationship we've built. We're an organization built for our members, not for profit. Our unique business model allows us to give back to the community, but it also helps members achieve their financial goals. Now that you've experienced one of the ways in which we give back, when can we get together so I can share with you how we help people financially?  
Are mornings or afternoons better for you?*

**(If they ask you what you do, respond with the following)**

*I'm a financial advisor. We help people put together a written plan to achieve their financial goals.*

*Everyone we work with has a unique situation. When can we get together so you can determine if the work I do would be beneficial to you? Are mornings or afternoons better for you?*