



Suggested phone script:

1. Do you have 10 minutes to chat? I'm calling because I was speaking with xxx about an upcoming opportunity and s/he recommended I call you.
2. Something important in recycling / composting / Zero Waste is about to happen in <insert city>
3. Would you be willing to meet for 20-30 minutes to chat about it?
4. Set date / time (coffee shop or their home)

Suggested script for coffee meeting:

1. How / why did you get involved with recycling? (What is their history with and personal interest in recycling?)
2. Connect with him/her about their interest in recycling, "That's what we think and what most people in our community think too."
3. Let him/her know something important in recycling is about to happen in their community. Create a bit of a story line so they're drawn in (i.e. an exciting step in recycling may take place, but moneyed interests could be coming in to prevent this progress from taking place)
4. If I asked you to commit to a minor time commitment – a 1 hour meeting – would you be willing to come? The meeting will allow us to share more about the opportunity coming up.
6. Is there anyone else you know of that's into recycling that I should be calling? What's his/her contact info? Can I use your name?
7. Does <meeting date & time> sound like a possibility for you? If not, what general days / times do work for you? I'll call you back in a week to confirm the meeting date or let you know the new meeting date. Feel free to bring anyone you want with you to the meeting.