

WHOLIVES CORPORATE



Questions and Answers

The finishing touch!

A confused mind will never move; In other words, if a person still has questions, they typically won't make a final commitment. If someone is hesitating, discover the questions or possible doubts/fears, that are still lingering.

Once you have answered all of their questions well, they will easily commit to the Corporate Social Impact Program. Just keep digging to eliminate all their questions, doubts/fears until you have them completely on-board.

All of the questions and answers below should be memorized, so when a question is asked, you are able to give a nice, clear response, giving confidence and removing all doubt from the client.

Q: What is Corporate Social Responsibility? or Why do we need to have a Social Impact Program?

- Sometimes it's referred to as a Corporate Social Responsibility (CSR), other times as a Corporate Social Impact. Research over the last few years shows that being involved in a global social cause is a critical key ingredient for business success. Employees look for it when considering where to work, customers become more loyal and communities love to highlight organizations with a social cause.
- We are seeing a shift in the way businesses approach social impact programs and sustainability. They don't just feel like it's "nice-to-have" for marketing purposes, but fundamental business priority.

Q: There are lots of great efforts out there. Why should we choose WHOlives?

- Every human being deserves access to clean water. Your partnering with WHOlives will help to solve the world's most critical need, access to clean, lifesaving water. With nearly 10 years of experience, we've helped large and small non-profit organizations bring sustainable, more than ____ clean water

wells to more than ____people around the globe.

Q: Why are your services FREE?

- We feel the urgency to expand our efforts to install more sustainable, clean water wells in these developing countries in crisis. We're in the fight to end 3.4 million needless deaths every year, due to scarce and contaminated water and we can't do that without the help of organizations like yours. It's difficult to imagine, but a child dies every 20 seconds because their only option is to drink dirty water.

Q: Who are you raising money for?

- WHOlives is a trusted 501c-3 non-profit organization, listed by Charity Navigator, a charity assessment organization that evaluates charitable organizations in the United states
- The WHO is an acronym for Water, Health and Opportunity
- We're an award-winning NGO, working in 33 developing countries
- We are a grassroots organization, partnering with like-minded organizations like yours to bring a voice to our cause
- Our Founder John Renouard is also the person behind the Innovative Village Drill.
- By joining with us you will help eradicate the Scarce and Contaminated Water epidemic that's killing 3.4 million men, women and children every year. **(To give you an idea of what 3.4 million people looks like, if you started in San Francisco and you laid the bodies side by side, they would go all the way to New York and out into the Atlantic another 100 miles.)**

Q: Our company isn't the right size to get involved with a program like this.

- Studies show that few businesses of any size can afford NOT to be engaged in a Corporate Responsibility Program like this. There is enough academic research to affirm that corporate social responsibility (CSR) increases customer loyalty, helps connect with customers on a deeper level, and creates a more positive work place. Any time you can create a more positive work environment you will not only retain employees, but also attract a much higher caliber employee.

A social cause can create a feeling of purpose within an organization, which leads to a much more productive team and company-wide pride. It's the feeling that you are part of something much bigger that motivates some individuals, more so than monetary compensation.

In addition, involvement in a social cause is a sign of good health, which can ultimately play a large role when seeking investors and funding.

Q: Why is the donation amount \$5?

- Actually, it can be any amount. We tell people never to give until it hurts, but only give until it FEELS REALLY GOOD!
- \$5 represents the average cost to give someone water for life using the Village Drill technology.
- Cost of well \$5000 or less, and can give clean water for life to over 1000 people.
- \$5000 divided by, 1000 people, equals \$5 per person.

Q: Can I give more than \$5/month?

- A: Of course. a \$25/month donation will help a new family of 5 every month, that is 300 lives a year that you can have a positive influence over.

Q: We already support a non-profit.

- I appreciate that, I love the fact you are already doing your part. And you are definitely not going to abandon them.
- (How have you supported them in the past?) (if it is a one-day event, like a 5K race or golf tournament just continue on)
- If it is more than that...
- what we simply do is install our turn key Social Impact program, and put on our lead event, the "Race Against Time".
- And then if you wish you can follow our outline and create separate social medial items and run the two projects together.
- It is a positive thing and giving choices to your employees is great. You may even have a situation where someone in your community or even from your staff has a tragic event in their life, and with our system in place you can easily react and use your social impact to bring awareness and needed funds.
Can you see how that can work?

Q: I've never heard of WHOlives before.

- WHOlives is a trusted 501c-3 non-profit organization. Our website is found at www.WHOlives.org.
- You can find our organization listed by www.charitynavigator.org. Charity Navigator is a charity assessment organization that evaluates charitable organizations in the United States.
- All donations are tax deductible
- The WHO is an acronym for Water, Health and Opportunity
- We're an award-winning NGO, working in 33 developing countries
- We are a grassroots organization, partnering with like-minded organizations like yours to bring a voice to our cause

- Our Founder John Renouard is also the person behind the Innovative Village Drill.
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Q: I'm too busy or we are too busy to do anything like this.

- I certainly understand that. Most of the groups that partner with us have been incredibly busy as well.
- But when they realize the potential loss of solid employees, and/or customers, the cost benefit analysis is off the charts. It is really something that only has an upside. If your competition is not doing a program like ours, you will have an huge economic advantage, and if your competition is already involved in a social cause, well then you definitely need to some on board quick.

Q: We don't have the space here to do a race against time event.

- I can see that, again not a problem, we will just need to put our heads together and find the right location. Most public libraries have meeting rooms we can use for free, or even if we needed to rent a small meeting room at a hotel, the cost of that would be covered 100 times over compared to losing a few good customers or a key employee.
Wouldn't you agree?

Q: Corporate doesn't allow us to do any fundraising.

- That is understandable...Two thoughts here. One is, in most cases, we have found that the corporate office just wants to know ahead of time, and franchises or branch offices have gotten permission even when they thought it would be impossible.
- But my second thought, why don't we ask if your group can be a test model for the program, and then when it goes well, maybe you could introduce it with us to the Corporate Brass and we can get the entire operation behind the fight, and REALLY create a Legacy for the company and the owners.

Q: You need to contact our Corporate office to get approval for anything like this.

- See above

Q: We only support local causes.

- Boy I can appreciate that, and I too agree with the idea of taking care of your own backyard first.

- But what made me interested in doing water in developing countries is that there are no safety nets for the 1 billion who live without access to water.
- Of those 1 billion over 3.4 million people die needlessly every year.
- If you lined them up side by side they would reach from San Francisco to New York and out into the Atlantic another 100 miles.
- There is nothing like that in our backyard.

Q: I'm not sure who to direct you to.

- No worries I get that more than you might think.
- Do you have someone in charge of your social media?
- Who would be in charge of supporting a humanitarian cause within your company?
- Who would be in charge of doing a fundraiser with your employees?
- Who would be in charge of marketing and employee retention?

Q: Not interested.

- Hey, I get it, with most people, once they know what we are really doing for them, it is not that they are not interested, it is simply they don't have the time or bandwidth to put to it.

Is that your situation here?

Can I point out just a couple of things that might get you really excited about this?

- Our social impact program is a turnkey system, and best of all it is free.
So let me tell you the WHAT and the WHY of what we do.
- Again, we help our clients discover their Purpose. Their Social Cause. Their Reason for Being. Then we turn that social cause into, greater customer loyalty, and higher employee satisfaction while simultaneously doing GOOD in this world.

Doesn't that sound Awesome?

Now the WHY...Did you know

- 87% of consumers have said that they would switch brands to a company with a social cause, even if it cost a little extra. (Entrepreneur Magazine)
Isn't that crazy?
- 76% of millennials will first choose a company based on their social commitment. (Cone Communication)
- (Their first Name) _____, This is a tough truth, and the crazy thing is most companies don't even realize they are losing potential key employees AND valuable customers because of something they are NOT doing. (Not having a social cause and giving back) We call it the silent killer, because typically when

you lose a customer you hear about it. (price, quality, customer service) But when people make their choice to change who they do business with, because of a social cause, you never hear about it...they don't let you know. They won't leave you a bad review...they just quietly leave.

Can you see how this could be a problem?(Then choose a close.)

Q: We have used our donation budget for the year but can squeeze you in next year. Just send a proposal.

- I can appreciate that, but fortunately we are not asking for any funds from you. (<jokingly> isn't that a shock!)
- Again, we help our clients discover their Purpose. Their Social Cause. Their Reason for Being.
- Then we turn that social cause into, greater customer loyalty, and
- higher employee satisfaction
- while simultaneously doing GOOD in this world.
(Once they understand it is a Win-Win, then go on with the presentation)

Q: Can I put on more than one event per month?

- Yes. You can put on as many events as you can fit into your schedule.

Q: Does it matter what kind of events we put on?

- Not necessarily, but all events, outside of the Race Against Time, will need a quick approval from corporate.
- Our main goal is to help our clients discover their Purpose. Their Social Impact. Their Reason for Being.
 - And we turn that social purpose into, greater customer loyalty,
 - higher employee satisfaction
 - while simultaneously doing GOOD in this world.
- Though our experience has shown us that there are few other events that can raise so much in such a short time, but there are a lot of reasons to do other events, like awareness, to get other businesses involved etc.
- we encourage you to get out there and try whatever you think is good for WHOlives, for the brand and for you.

Q: Can team members sponsor more than \$50/month?

- Yes. We feel very strongly in the phrase: "Never give until it hurts, only give until it FEEL'S REALLY GOOD! "

Always use closing and understanding comments before moving to the next topic:

Wouldn't you agree?
Doesn't that make sense?
Can you see that working well?