**Sample Script for Invitation Calls**

If You Reach Voice Mail

Hello my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I'm calling to let you (or name of person you are calling) about a very important documentary called Inside Peace.

The film is screening at the Innis Town Hall Theatre at the University of Toronto  
on Thursday March 30 at 7:30pm

You and your staff are warmly welcome to attend.

Call me back at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and leave me an email so I can send you more information.

Thank you

What if they reach a person. A secretary

Hello, my name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
I'm calling to invite you to the Toronto Premiere screening   
of a very important documentary called Inside Peace.

Is this a good time to talk with you?

**If NO**, Then let me email you an invitation to this documentary. What is your email address? When is the best time to talk with you?

**If YES,** I'd like to offer (\_\_\_\_\_\_\_\_\_\_\_\_\_) VIP tickets.  
This documentary at 7:30 pm on March 30 at the Innis Town Hall Theatre on the University of Toronto campus and

Do you know how many people of the staff would like to attend?

*Stop talking. Let them ask a question*.

Frequently Asked Questions

**What is this film about?**

A. This documentary follows 3 inmates who attend a peace class at their jail and strive to rebuild their lives from the inside out and rediscover their humanity. This inspiring story about people who come from harsh circumstances and are able to get in touch with their inner resources such as appreciation,, self awareness and dignity and is an inspiration to us all. We're inviting people from your organization to this important documentary. It has won a lot of awards as Best Documentary.

The Peace Class that they attended has been offered at o at least10 different organizations in the greater Toronto area including the North York Senior Centre and the Vanier Centre for Women.

Q. **I'm busy on that day. I can't make it.**  
**A.** is there anyone you can suggest who you feel might be interested in viewing this documentary.  
  
**A.** We would be happy to arrange a private showing at your organization if you feel this would benefit your staff and stakeholders?  
  
**A.** I'd like for you to have more information about this documentary. Go online to INSIDE PEACEmovie.com. Would you like me to send you the link or will you write it down.

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Be really respectfull that someone picked up their phone.  
Let them do the talking and ask the questions.

Offer VIP tickets. - Outreach activity