

EQUALITY MEANS BUSINESS SCRIPT

Hi, my name is _____, is the manager or owner available? (If time allows, follow with: I am with Equality Virginia and just wanted to them know about Equality Means Business).

STEP 1: Introduce EMB

If the manager/owner is available:

Great! [shake hands] Thank you so much for your time. I just wanted to let you know about Equality Means Business. It's a totally free way for you to let everyone know that your doors are open to all people, including gay and transgender people.

Believe it or not, it's perfectly legal to fire or not hire someone or to refuse them service simply because they are gay or transgender – by joining Equality Means Business, you are letting everyone know that you are a welcoming place to work and shop.

We have an online directory (complete with an interactive Google Map!). Once you're a member, we'll list you in the online directory and the map, plus, we'll also provide you with free marketing material (like a window cling, stickers, and a certificate of membership). Plus if you send us a picture, we'll include you in our EMB Facebook Photo Album. Over 200 businesses across the state are members -- do you have a quick minute for me to tell you how you can join? **(GO TO STEP 2)**

If the manager/owner is NOT available:

That's ok – do you mind if I speak with you for a quick minute and then you can pass this information along?

STEP 2: Explain how to join and EMB membership benefits

If they want to hear how to join:

Wonderful, thanks. Joining is super easy and again, totally free! All you have to do is complete this membership form and sign the pledge at the bottom. The pledge is a simple way to promise that you won't turn away any current or potential customers or employees, just because they are gay or transgender.

You can complete the form now or you can actually fill it out online. Just go to the Virginia Fairness website and click on the Equality Means Business tab. There, you'll also be able to see the map and directory.

If you want to fill out the paper copy – just pop it in the mail, fax it, or email it to us. We'll then follow-up with you to find out what kind of marketing material you'd like. Some folks just want the certificate of membership and others want it all – including the EMB stickers and window cling. So just let us know what promotional materials you would like. And don't forget to send us a pic of you and/or your staff and we'll add you to the EMB Facebook album.

If they do not want to hear how to join:

I understand – thanks for your time. If it's ok – I'll just go head and leave this form along with more information about Equality Means Business for you to look at later. Please also feel free to call us at the Equality Virginia office – all of our contact information is listed on this page. We'll follow up next week to answer any questions.

BEFORE YOU LEAVE THE BUSINESS, MAKE SURE YOU:

- 1. Say THANK YOU! Even if they don't sign up – thank them for their time.**
- 2. Get the name of the person that you spoke with and their title (e.g. manager, cashier, etc.).**
- 3. Ask the company's phone number (or the best number to reach them).**
- 4. Jot down any notes – did they seem interested, is the owner on vacation, etc. Anything that will enhance follow-up.**
- 5. Fill out this information on your clipboard before approaching the next business.**