

CHAPTER 23

The Charity Pitch

- 1 PEGGY (Investigator posing as a victim): Hello?
- 2 MR. DOW (Con): Hi, Peggy.
- 3 PEGGY: Hi.
- 4 MR. DOW: How are you, Miss _ _ _ _ _?
- 5 PEGGY: Oh, I'm fine.
- 6 MR. DOW: Well, you sound okay there. Keeping you busy?
- 7 PEGGY: Oh, yeah.
- 8 MR. DOW: This is Mr. Dow. I run United Charitable Foundation of America.
- 9 PEGGY: Uh-huh.
- 10 MR. DOW: And you may or may not have seen me on television. You spoke with my girl just a little while ago.
- 11 PEGGY: Oh.
- 12 MR. Dow: Hon, you've made several donations to our affiliates over the last couple of years and for those we thank you.
- 13 PEGGY: Okay.
- 14 MR. DOW: And whether you were aware of it or not, Peggy, each and every time you made a donation you were automatically entered into the finals on that nationwide promotion, you know, where they give away the cars and the cash at the end of the year?
- 15 PEGGY: Uh-huh.
- 16 MR. DOW: Hon, you were selected for the top spot in the \$10,000 category.
- 17 PEGGY: Oh.
- 18 MR. DOW: Congratulations to you.
- 19 PEGGY: Well, thank you.
- 20 MR. DOW: You are guaranteed one of the largest awards this company has ever given away, and that's a big deal.

21 PEGGY: Okay.

22 **MR. DOW:** Now, I'm limited to what I can and cannot tell you over the telephone, but I do want you to take some information down on—UCFA.

23 PEGGY: Okay.

24 **MR. DOW:** Do you have a pencil there?

25 PEGGY: Yes.

26 **MR. DOW:** United Charitable Foundation of America.

27 PEGGY: United—

28 **MR. DOW:** Charitable Foundation of America, or UCFA.

29 PEGGY: Okay.

30 **MR. DOW:** My name is Mr. Dow, D-O-W. First name is Mitchell.

31 PEGGY: Okay.

32 **MR. DOW:** My phone number here, and you can call me collect, Peggy, is area code 70 _-_-_-_-_-_-_-.

33 PEGGY: Okay.

34 **MR. DOW:** Hon, I do want to tell you from everybody here, congratulations. In about 10 days you're going to receive your gift release certificate. That will tell you exactly what and how much you're receiving on the promotion. All you have to do is sign it and send it back and they send you out the national award within 10 days.

35 PEGGY: Okay.

36 **MR. DOW:** Hon, I also don't think I have to pull any punches in explaining to you that they're going to ask for another donation. It's not a big deal, and I'm not a commission salesman. They run between a thousand and \$5,000 on this final round. It makes no difference to me what you do, but what they're asking is in good faith another 100 percent tax deductible donation to charity so that they can prove these national awards went out with a donation.

37 PEGGY: Okay.

38 **MR. DOW:** Can—can I ask you an honest question for an honest answer, Peggy?

39 PEGGY: Uh-huh.

40 **MR. DOW:** Could you handle a \$5,000 donation today?

41 PEGGY: Uh, no, I think that's a little bit much right now.

- 42 MR. DOW: Okay. It doesn't matter to me what you do. Umm, I'd like to see you do a little bit more than the minimum, but if you want to go just a thousand, that's fine also. It has no bearing on what you receive in the promotion. I want you to know that. Whether you donate a thousand or 5,000 has no bearing on how well you've done in the promotion. That's already been determined.
- 43 PEGGY: Okay. Um—
- 44 MR. DOW: Why don't we do this, why don't we just go the minimum, the thousand, right now. After you receive your award there's no doubt in my mind, looking back on the thousand it's going to be laughable. We'll let your conscience be your guide, because the last person in your same spot as you are this year —
- 45 PEGGY: Uh-huh.
- 46 MR. DOW:—donated 5,000. When they received their award, they donated another 5,000.
- 47 PEGGY: Oh.
- 48 MR. DOW: I'm not saying you're going to be obligated to do that.
- 49 PEGGY: Okay.
- 50 MR. DOW: If you go with the minimum, the thousand, there's no doubt in my mind you'll never look back on it.
- 51 PEGGY: Okay.
- 52 MR. DOW: But do understand we can always use the help, okay?
- 53 PEGGY: Okay.
- 54 MR. DOW: Now, I gave you my phone number, right?
- 55 PEGGY: Yeah.
- 56 MR. DOW: Okay, that you use. You can reach me every day Monday through Friday.
- 57 PEGGY: Okay.
- 58 MR. DOW: Now what I'd like you to do so I can complete my paperwork here, they're going to call you probably tomorrow, maybe as late as Thursday, for verification.
- 59 PEGGY: Uh-huh.
- 60 MR. DOW: And they'll confirm all this with you as well.
- 61 PEGGY: Okay.
- 62 MR. DOW: But what I'd like you to do is bring your checkbook and an envelope to the phone. We'll make out the check together, and then we'll determine whether or not we can get a courier out

there to pick it up or whether you can just go down to the post office and send it priority mail.

63 PEGGY: Okay.

64 MR. DOW: I'll hold on while you get your checkbook.

65 PEGGY: Okay, just a minute.

66 MR. DOW: Okay.

67 PEGGY: Okay.

68 MR. DOW: Okay, do you have a checkbook there? All I need is two things. The name of the bank.

69 PEGGY: It's US Bank.

70 MR. DOW: US Bank.

71 PEGGY: Uh-huh.

72 MR. DOW: Sounds like a good one. And the next available check number in the upper right-hand corner.

73 PEGGY: Is 8495.

74 MR. DOW: 8495?

75 PEGGY: Yes.

76 MR. DOW: And when you make this check out, you don't have to write the name of the organization out in full, you can abbreviate it "UCFA" if you'd like.

77 PEGGY: Okay.

78 MR. DOW: Which stands for United Charitable Foundation of America.

79 PEGGY: Okay.

80 MR. DOW: And in the lower left-hand corner there is a federal tax exemption number, which gives you the 100 percent write-off as a charitable donation. So instead of just writing "donation," you might want to write donation and then put your tax exemption number on there.

81 PEGGY: Okay.

82 MR. DOW: Your accountant will know what to do with that at the end of the year, okay?

83 PEGGY: Okay.

84 MR. DOW: It's 95__-__- 6000.

85 PEGGY: Okay.

86 MR. DOW: That's our federal tax exemption number. Cause all donations are 100 percent tax deductible cause they go to charity.

- 87 PEGGY: Okay.
- 88 MR. DOW: Okay?
- 89 PEGGY: All right.
- 90 MR. DOW: Umm, other than that, hon, make the check out to UCFA for an even thousand. Date the check with today's date, which is the 28th—oh, excuse me, it's the 29th, I'm sorry.
- 91 PEGGY: Okay.
- 92 MR. DOW: And sign it, of course. And did you bring an envelope with you to the phone?
- 93 PEGGY: Yes.
- 94 MR. DOW: Okay, you have the address there. Just put UCFA. If you'd like to put "Attention, Mr. Dow" on there, that would probably be better so it comes to my desk instead of to the mail room.
- 95 PEGGY: Okay.
- 96 MR. DOW: Okay. And it's the same address.
- 97 PEGGY: All right.
- 98 MR. DOW: Now, let me ask a question. You're in (state). There might be time today to have UPS come by and pick that up. Do you have another sheet of paper there?
- 99 PEGGY: Uh...
- 100 MR. DOW: Because they give you a bonded receipt in return showing who and where it was sent to.
- 101 PEGGY: Okay.
- 101 MR. DOW: I'd like you to call UPS, see if they can still come out today. If they can't, schedule a pick-up for tomorrow. Give them my account number and my address, tell them that's where it's going to and that's who's paying for it. Of course, they'll need your address to know where to come pick up from.
- 102 PEGGY: Okay.
- 103 MR. DOW: You have to promise to do me one last favor, though, Peggy.
- 104 PEGGY: Uh-huh.
- 105 MR. DOW: Smile.
- 106 PEGGY: All right.
- 107 MR. DOW: Because believe me, you've got every reason to be smiling.
- 108 PEGGY: Okay.

109 **MR. DOW:** Maybe you don't know it yet. And I'll talk to you in about 10 minutes.

110 **PEGGY:** Okay.

111 **MR. DOW:** Bye-bye, Peggy.

112 **Peggy:** Bye.