

Talking points for ACCCE

Relate to the group that you are approaching.

Examples:

Hi xyz, I am working with Seniors/Retirees to help stop their utility bills from doubling.

Hi xyz, I am working with Vets/Veterans/Veterans organizations to help stop their utility bills from doubling.

Make the conversation personal

Example:

How much do you pay for electricity? What would you cut out of you budget if your utility bill went from xxx to (double) every month? Would you right a letter to help stop that from happening?

Ask for a story to get support:

Example:

I am working with seniors to stop an increase in their utility bills. Do you know any senior that are struggling to get by on Social Security? {wait for a response} What would happen if their utility bill doubled? Would they not run the air-conditioner in the summer or not have heat in the winter? What else might they cut out of their budget to have electricity...food...medicine? I have a letter that other Senior groups have wrote would you write a similar one (OR) would you sign a similar letter?