

Conversation Guide



What to say when doorknocking

When doorknocking for Big Heart Appeal, there's no formal script to learn, as we find people always respond much better to a natural conversation. However, it is worthwhile having an idea of what to say about both heart disease and where the money you're raising will go. For example:

“ Hi, I'm, and I'm a volunteer for Heart Foundation Big Heart Appeal. We're raising money for new research to help stop so many Australians losing loved ones to heart disease.

Did you know heart disease is Australia's biggest killer of both men and women? Every year, thousands, many as young as their twenties or thirties, many with young families, have heart attacks, completely without warning.

If you can give just \$20 it will help fund world-class research that can save lives and prevent families being torn apart. All donations over \$2 are tax deductible. Do you think you can help us today? ”

Many of our doorknockers write out their own version that feels right for them. Try it, then read it out loud a few times and try it on your family and friends.

Frequently Asked Questions

You'll find most people have some connection with heart disease, so it's not hard to start a conversation. Here are some of the questions you may be asked. No one will expect you to have learnt the answers - you're a volunteer, not a surgeon. It's quite OK to take this sheet with you and refer to it if you need to.

Where will my donation go?

“ Every dollar helps in the fight against heart disease. Medical research is vital and very expensive. It takes \$100,000 to fund just one Heart Foundation Fellowship. These prestigious fellowships help the best and brightest mid-career cardiovascular researchers continue their groundbreaking work, establish themselves as leaders and contribute to the growing base of knowledge in biomedical, clinical and public health research. ”

Why is the Big Heart Appeal important?

“ Heart Foundation is Australia's leading heart health charity, 82% of our funding comes directly from everyday Australians. During September, we want to raise over \$2.5 million for world-class research through our Big Heart Appeal – and its people like you that make this happen. ”

Thank you for being a doorknocker for Big Heart Appeal 2016.