



# Return of the Plant

## June 3-9, 2019

### Basic Pitch – Ask Somebody to Donate a Venue or Contribute In-kind to Your Event

Directions: Follow this basic structure, but in your own words. Use strong language; avoid “I think” or “I feel”. This is a two-way conversation. Get the person to say “yes” numerous times before your ultimate ask. It’s always better to talk face-to-face.

#### I AM

Hi, \_\_\_\_\_. I’m an organizer for Hemp History Week. How are you? (Pause for response)

#### WE ARE

Hemp History Week is a joint project of America’s leading hemp advocacy organizations and hemp manufacturers working to educate people about the many benefits of hemp for our health, economy, and environment.

#### WE DO (Problem/Solution)

Agricultural hemp for food and fiber is deeply ingrained in American history, however, it has only become legal under federal law to grow hemp again very recently. We want our country to reclaim the virtues of hemp after more than 80 years of prohibition and write a new history of hemp for future generations of farmers, consumers and manufacturers—a righteous, modern narrative of regenerative agriculture, renewable resources, sustainable consumer goods, and healthy lifestyles. We stand at the threshold of a new beginning for hemp farming and are working to ensure the successful emergence of a vibrant, deeply rooted, ecologically-conscious hemp industry in the United States. With our event, we want to educate our community about the great potential the hemp plant has to offer for consumers, producers, and farmers.

Does that sound like something you could get behind? (Pause for response)

#### WE NEED (Your Ask)

To accomplish this, we are hosting community focused, media events all across the country, and we need local shop owners, like you, to volunteer their spaces as venues. e.g. Would you be willing to host an event at your coffee shop on June 6th?

Respond to Objections: If the person hesitates or gives an excuse but doesn’t say “No” outright, ask again. Acknowledge their objection, remind them why it’s urgent and important, and ask a “yes question”. *Yes, we would be doing this during business hours. But the event will drive people to your store, give you positive publicity and anchor you as hub in the community. If we can encourage our farmers to grow hemp domestically, we wouldn’t have to import all our hemp from Canada and China. You agree that we have more strength in numbers, right? Great, let’s get you onboard!*