

SLF SPOTTERS



Spotted Lanternfly Spotters Program Business Engagement Script

Hello, My name is _____

Are you the owner or manager or someone who makes decisions for this business?

I'm reaching out to you to on behalf of an education and outreach initiative that involves an invasive insect called Spotted Lanternfly that may impact our agricultural and tourist industry in NY and potentially your business operation.

(add responses to spreadsheet)

If manager is NOT available ...

Can I get the contact information for the owner or manager?

(add responses to spreadsheet)

Do you know what would be the best time to call back?

(add responses to spreadsheet)

If manager IS available continue...

Do you have a few minutes to briefly discuss this issue that may impact your business and how you can help mitigate these impacts?

(Pause)

If NOT time to talk...

Would you prefer that we call back at another time or send you a follow up email with more information?

(add response to spreadsheet)

If CALL...

When would be the best time to call back?

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(add response to spreadsheet)

Thank you for your time, we look forward to talking to you then.

If EMAIL ...

Please look for an email from us with a subject titled Spotted Lanternfly Spotters Program. Thank you for your time.

If time to talk...

Thank you for your time. I'm a volunteer with the St. Lawrence Eastern Lake Ontario Partnership for Regional Invasive Species Management.

First, Can I get the best contact information for you?

(add responses to spreadsheet)

(pause)

Have you ever heard of the Spotted Lanternfly?

(add response to spreadsheet)

Spotted Lanternfly is an invasive insect that may impact our agricultural and tourist industry in NY. This insect negatively affects the growth and fruit yields of over 70 different types of plants, such as grape vines, and apple trees; our state stands to lose over \$350 million dollars in apple and grape crop revenue if spotted lanternfly becomes established in NY.

(Pause)

Can you estimate what percentage of your customers travel from out of state?

(add response to spreadsheet)

Organizations around the state are working together to help prevent the spread of this invasive insect. Both dead adults and egg masses have been found in multiple counties in New York, though no viable populations have been established. Unfortunately, the spotted



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lanternfly may be spread by people traveling through states with established populations, such as Pennsylvania, New Jersey, Connecticut and Massachusetts.

(Pause)

To help raise awareness of this invasive insect, we are developing the Spotted Lanternfly Spotters program.

(Pause)

And we need your help. You're in a unique position because many of your customers travel intra and interstate, which may create a higher potential of spreading the spotted lanternfly, impacting your business and others around you. Your participation in this program can help prevent the spread of spotted lanternfly by raising awareness about this insect.

(Pause)

Your participation would give us an opportunity to reach your customers, with minimal impact to your work. To help spread the word about spotted lanternfly, we have outreach materials that we would like to ask you to display at your business where it can be seen and distributed to visitors.

(Pause)

Are you willing to accept and distribute these materials in an effort to prevent the spread of spotted lanternfly?

(add response to spreadsheet)

If no...

Can we email you more information should you decide you would like to participate?

(add response to spreadsheet)

If yes...

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Thank you for your willingness to help us in this important effort. We have the following materials; brochures, wallet sized cards and temporary tattoos.

**Do you have space to display a small brochure holder and wallet-sized cards?
Will you need a stand-up holder for these brochures?**

(add response to spreadsheet)

Can we get the best address to ship these materials if we are not able to deliver them in person?

(add response to spreadsheet)

Thank you again, we will be in touch in the coming weeks on when you can expect this information. There will be a box with materials to get you started and additional information and instructions as well.

Can we feature your business name on our website to show your participation in this program?

(add response to spreadsheet)

THANK YOU SO MUCH!

(save spreadsheet to Box folder)

Shorter version:

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(add responses to spreadsheet)

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Can I get the contact information for the owner or manager?

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(add responses to spreadsheet)

Do you know what would be the best time to call back?

(add responses to spreadsheet)

If manager IS available continue...

Do you have a few minutes to briefly discuss this issue that may impact your business and how you can help mitigate these impacts?

(Pause)

If NOT time to talk...

Would you prefer that we call back at another time or send you a follow up email with more information?

(add response to spreadsheet)

If CALL...

When would be the best time to call back?

(add response to spreadsheet)

Thank you for your time, we look forward to talking to you then.

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Please look for an email from us with a subject titled Spotted Lanternfly Spotters Program. Thank you for your time.

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Thank you for your time. I'm a volunteer with the St. Lawrence Eastern Lake Ontario Partnership for Regional Invasive Species Management.

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(add responses to spreadsheet)

(pause)

Have you ever heard of the Spotted Lanternfly?

(add response to spreadsheet)