STARTING THE CONVERSATION

Every conversation is an opportunity to bring hope to someone in need.

Keep it simple, keep it genuine. Try saying:

> **"Before you go, our office is partnering with HNC Living Foundation to help low income head and neck cancer patients access lifesaving care. A donation of any amount today can help save a life."**

If a patient asks:	You can say:
"What is Share a Smile?"	"A national giving program that helps save lives by connecting low income head and neck cancer patients with critical dental care and lifesaving cancer treatment."
"Where does my donation go?"	"Your donation helps pay for critical dental care, transportation, and other essential support so patients can access the cancer treatment they need to survive."
"How much should I give?"	"Every gift matters. Any amount can help a patient get the lifesaving care they urgently need."