

## Script Introduction

Hi [Person's Name], thanks for giving me a minute of your time. My name is [Your Name], and I'm a local volunteer with Kentuckians for the Commonwealth (KFTC). The reason I reached out is because PSS KY & KFTC are organizing educators, students, families and community members to fight back and demand we place kids over profit and the rise of Hyper Data centers.

*(Pause)*

Right now, massive hyper-data centers are invading Kentucky, threatening our public schools & daily living. Every neighborhood has different priorities, so I want to know what matters most to you.... If you don't mind me asking, what worries you most when you hear about a massive industrial data center moving in down the road?

*(Listen closely, validate their concerns, and take mental notes on their specific worries or hopes.)*

Yeah, these hyper centers are getting billions of dollars in State tax breaks. That's money being taken away from solving our public school funding crisis, and everyday families facing skyrocketing utility bills to pay for their power grids.

Even worse, these massive hyper data centers cause **noise pollution, heat islands, and strain our local water supply**, which directly harms developing kids and disrupts classrooms.

*(Pause)*

Are you worried about how these massive data centers moving into the state might drive up your monthly **LG&E/KU or electric bills**?

*(Listen closely, validate their concerns, and take mental notes on their specific worries or hopes.)*

How do you feel about big tech getting **50-year sales tax breaks** while our neighborhood schools are struggling to pay for basic resources?

*(Listen closely, validate their concerns, and take mental notes on their specific worries or hopes.)*

That makes complete sense, that's exactly why we're hosting a **Kentucky Statewide Data Centers Organizing Call each 3rd Thursday of the month**. We're also asking folks to take action by:

1. Signing the petition and emailing it to their Board of Education members in their local school district, urging the school board to pass a Resolution opposing hyperscale data centers.
2. Asking 10 other people to sign the petition & email school board members.
3. Attending your local school board meetings

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Can we count on you to sign the petition and forward it to three other parents or teachers in the area? Okay, thank you. It was great speaking with you and I look forward to you joining us at the next meeting.

### Pro-Tips for "Less Talking, More Listening"

- **The 80/20 Rule:** Your introduction should take under 45 seconds, leaving 80% of the conversation for the prospect.
- **The "Nod and Pause":** After you ask your question, count to three in your head before speaking again. Let them fill the silence.
- **Validate, Don't Preach:** When they answer, say "*That makes complete sense*" or "*I hear that a lot,*" and move directly to your meeting invitation.