

## **STEPS FOR A SUCCESSFUL COMMUNITY FUNDRAISER FOR NEIGHBORHOOD FIRE DEPARTMENTS AND EMERGENCY RESPONDERS**

**Click to See Product Details on Page 26 of our 2016 Flipbook Catalog**

Volunteer Fire Departments serve semi-urban & rural communities. Annually, usually in the summertime a Chicken, Corn Roast or Bar-B- Q family fundraiser occurs manned by the volunteers and community business leaders. Residents gather, see the Fire Equipment and support those who protect our homes and businesses 24/7. The price covers costs and helps the department acquire updated skills and equipment.

**ROCKETLINE** developed the **8400 Series** Fundraising **Educational Family Calendar** to use as a tool to instruct families and businesses how to maintain safe building conditions, and to spot check areas needing closer inspection even though the person is unfamiliar with these practices.

Tips are graphically demonstrated and printed in larger type for easy review. Space is provided to list the volunteers and service years. Photographic images show firemen in action with scenes of destruction in progress, to emphasize the importance of good fire safety habits and procedures.

The summer fund raiser is most important. This is where business leaders and the fire department join arms to improve community training and direct important useful advertising and instructional content to residents who will indirectly support the VFD by supporting sponsoring businesses.

### **SPRING AND EARLY SUMMER**

**ROCKETLINE's #8400 Fire Safety Calendar** displays **12 to 40 business sponsors**. Sponsors are gathered, and the advantages of low cost individual sponsorships and Free distribution is explained. The sponsors agree to underwrite the calendar cost in exchange for ad space on the calendar and expected new business.

### **AT THE SUMMER FUNDRAISER**

The volunteer fire personnel sell the completed **#8400 Calendars** at the Bar-B- Que for \$3-\$5.00. Let the customers flip through the numerous tips and escape route plan developed for their family. They will see value and appreciate the VFD concern even more so.

### **AFTER THE FUNDRAISER**

Any unused calendars are split up to the business sponsors to distribute any way they please :

- Counter Sales
- Delivery to Customer with order
- Church, Chamber or Lodge meetings.

The start month is October 1<sup>st</sup>. and runs 12 months to September 30<sup>th</sup> of the following year. When 10/1 arrives all calendars are in place and will work 24/7 every day for the sponsors. Calendars are interactive with family activities and each day a number of viewings occur.

### **BENEFITS OF THE CALENDAR**

A Calendar has a useful life of a year, newspaper ads and inserts last barely 7 days.

Mailed flyers cost postage and printing costs, stuffing, sealing and incur extended delivery time to owner/occupant addresses.

These popular methods can work but are not time sensitive or community promoting.

Calendars are personal and associated with volunteering members of the community working to keep local purchases local to benefit the community.