



## Fire Engine Pull

### Event Overview

A Fire Engine Pull Event is a fun way to unite local members, firefighters, businesses, community leaders and citizens in a friendly competition – all while helping to raise funds for MDA. This is typically a one-day event where teams of 10 compete by pulling a fully loaded fire engine 12 feet in the fastest time. This event also can feature a full line of family/community targeted attractions if desired or is held at a venue/event that is already established in your community.

### Steps to Get Started

- Choose a public area, park, fire station, an established festival/community event.
  - Location should be determined by how much space is needed for auxiliary events, city permits required and obtained, and permission of your fire department loaning the equipment for the event.
- MDA can name the department/local as 'additional insured' on our event insurance as requested.
- Determine what type of audience you want to target/invite to create teams.
  - Host Local/department only
  - Invite neighboring locals/departments
  - Invite neighboring locals/departments, and local community
- Decide in advance the rules for team composition, (# of men, # women).
- Set up an event website by clicking on this link:  
<https://filltheboot.donordrive.com/event/enginepull>

### Team Recruitment

- The Truck Pull coordinator/committee is responsible for recruiting team captains for the event, providing resources to each team captain and keeping in touch with them until event day. Team captains can register on the website.
  - Ideally, an event would have a goal of 15-20 team captains.
  - Each Team Captain will recruit 10 (max) team members.
    - Teams will be pulling a fully loaded fire engine so 10 people will be needed

## Ideas for Team Captain Recruitment

- Local members/Firefighters/EMS
- Police Department
- Community leaders (Fire Department Chief, Chief of police, Mayor, City Council members, local TV and Radio personalities)
- Friends and Family members
- Local businesses – (real-estate agencies, Fitness clubs/gyms) This is a great team building moment and a way to ignite some friendly competition!
- Churches, Civic Clubs, teachers and coaches

### Do the Math

- 20 Teams X \$500 Entry Fee = \$10,000
- 20 Teams X \$2,000 Fundraising Goal = \$40,000
- \$10,000 Team Entry Fees + \$40,000 Team Fundraising Goal = \$50,000 for MDA

## Goal Setting & Fundraising

*Set a fundraising goal for the event based on the following funding elements. This will help you determine how many teams to include, charge of entry fees, additional team fundraising and local sponsorship opportunities.*

- Team Entry fee - set an entry fee for each team
  - All entry fees should be paid in advance for teams to register.
    - You can ask team captains to mail a check to you or you can have them register online through the website mentioned above.
  - We suggest \$500 or higher per team (\$50 each team member)
- Consider setting additional team fundraising goals
  - Example: Each team can be challenged to raise an additional \$2,000 for MDA which breaks down to \$200 per team member.
    - Award for highest fundraising team.
- Local Sponsorship Opportunities

## Rules/Awards

- Teams may be put in divisions by weight or may all compete on the same level.
- The pull is 12 feet. Paint start and finish lines on the ground.
- Secure heavy rope to the fully loaded fire engine and ensure there is a member of the department/local behind the wheel who is covered by the vehicle's insurance at all times.
- Winner is based strictly on time. If you choose division by weight (total combined weight of team members), award prizes for top three places for each division.
- Ensure all team members sign the "Photo Release & Waiver Agreement" prior to participating in the event. All participants that register online will have already signed this waiver.
- Participants under the age of 18 must be accompanied by a parent/guardian during the event.

## Event Day Volunteers

The number of volunteers you will need for the event will depend upon the number of activities involved. A few examples below:

- 2 to 3 to register teams
- 2 to 3 to greet sponsors/ vendors
- Security if applicable
- Photographer/videographer
- Two officials to judge event
  - o One judge controls stopwatch and watches finish line
  - o One judge to watch start line

## Resources Available

- Event Flyer Template
- Team Entry Form Template
- Team Captain Overview
- Waiver
- Sponsorship Opportunities Template
- Sponsorship Commitment Form Template
- Social Media Tips/Messaging
- Donation Letter Template

## Additional Activities for Day-of

*Below are suggestions of additional activities to help enhance the event before/after the Fire Engine Pull. This will depend if you are creating a stand-alone event or if you are planning to conduct the Fire Engine Pull at an event that is already established in your community.*

- Fire fighter demonstrations
- Vendor Booth Area/tables if applicable
- K-9-unit demonstration or law enforcement equipment/safety demonstrations
- Food and beverages vendors
- Musical entertainment (work with local radio sponsor to get DJ for event, live remote and/or live band for entertainment)
- Kid-friendly activities

\*Reminder it is best to get as many things donated as possible to keep expenses low.

## Supplies Checklist

- |   |  |
|---|--|
| <input type="checkbox"/> Engine/Truck   | <input type="checkbox"/> Starter pistol or blow horn     |
| <input type="checkbox"/> Registration Table & Chairs                          | <input type="checkbox"/> Scale                           |
| <input type="checkbox"/> Waivers (should be signed for all pull participants) | <input type="checkbox"/> Prizes/Plaques                  |
| <input type="checkbox"/> Additional Tables (for sponsors)                     | <input type="checkbox"/> Stage/Risers (if applicable)    |
| <input type="checkbox"/> Rope 2" x 50'-100'                                   | <input type="checkbox"/> Sound System/Power              |
| <input type="checkbox"/> Measuring stick – 12"                                | <input type="checkbox"/> Tents                           |
| <input type="checkbox"/> Stopwatches (2)                                      | <input type="checkbox"/> Garbage Cans/Bags               |
| <input type="checkbox"/> Gloves/Mask (Teams, Volunteers)                      | <input type="checkbox"/> Directional Signs/Traffic Cones |
| <input type="checkbox"/> Referee Shirts (2)                                   | <input type="checkbox"/> First Aid                       |
| <input type="checkbox"/> Paint for Start and Finish Line                      | <input type="checkbox"/> Communications: Two-way Radios  |
|   | <input type="checkbox"/> Port-a-Potties (if applicable)  |