



Rooftop Rescue

Event Overview

The Rooftop Rescue Event is a fun way to unite local members, fire fighters and the community in a friendly (and COVID approved) way to increase year-end fundraising totals for MDA. Fire fighters camp out on a rooftop to raise money (rain or shine) and come down once the fundraising goal is achieved or after a pre-determined number of hours. Donations are collected by lowering a boot on a rope from the rooftop and through a Virtual Fill the Boot website, or through a Text to Give platform.

Steps to Get Started

- Chose a high visibility/high traffic location (rooftop of a restaurant, store, or fire station).
 - Ask location if they require a certificate of insurance and if so, MDA staff can assist with the paperwork process.
- Decide on a pre-determined amount of time that fire fighters will stay on the roof (this will be an important information to share with media outlets).
- Recruit fire fighters to camp out on the rooftop. Consider using an online sign up tool like SignUpGenius (<https://www.signupgenius.com>).
- Make a packing list for fire fighters (tent, heather or fan, sleeping bag, cots, pillows, power, entertainment for down time, etc.)
 - Also, make sure that you will have access to restrooms or other options for facilities.
- Work with your committee to secure event sponsorships.
 - Refer to sponsorship opportunities and commitment form templates.
 - Think about meals and get restaurants to sponsor if possible.
- Make sure your Virtual Fill the Boot website URL is set up. Find your local/department on this link: www.mda.org/ftb
- A Text to Give platform is available for those that are interested. Text BOOT to 243725. Money sent via text will not be allocated to your specific event but will still benefit the national Fill the Boot campaign.
- Work with local and/or department PIO to promote event with local media outlets.
 - Coordinate a media kick-off event and invite clients, media (radio, newspaper, & TV), fire fighters, command staff, honor guard, sponsors, and key public officials.
 - Consider a ceremonial ladder raise to hoist fire fighters onto the rooftop.
 - Ask local public officials to join you on the rooftop for a period of time to generate more press (i.e. Governor, Mayor, Fire Chief).
 - Share on social media. Consider Facebook Live Videos, use #MDArooftoprescue, and post pictures throughout the event.
 - We suggest having one fire fighter on the ground to help explain the event to the public.

Goal Setting

Set a fundraising goal for the event based on the following funding elements. This will help you determine what you communicate to local media outlets. If this is the only event you are doing to raise money for MDA this year, consider setting your goal at the amount that you collected last year.

Example: (72 hours (or 3/shifts) x \$250/hour) + sponsorship goal of \$2,000 = \$20,000

Resources Available

- Event Flyer Template
- Sponsorship Opportunities Template
- Sponsorship Commitment Form Template
- Social Media Tips & Messaging
- Social Media Images
- Sample Press Release
- Donation Letter Templates

Supplies Checklist

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|---|---|
| <input type="checkbox"/> Ladder Truck (optional) | <input type="checkbox"/> Sound System/Power (for entertainment & media kick-off purposes) |
| <input type="checkbox"/> Rope (long enough to reach the ground) | <input type="checkbox"/> Tent & Weights (for rooftop) |
| <input type="checkbox"/> Boot or Bucket with Fill the Boot Sticker | <input type="checkbox"/> Sunscreen |
| <input type="checkbox"/> Bank Bag or Container (to keep donations in so they don't blow away) | <input type="checkbox"/> Water/Beverages (for fire fighters) |
| <input type="checkbox"/> Fill the Boot Banner, Caution Signs, & other Signage | <input type="checkbox"/> Snacks/Food (for fire fighters) |
| <input type="checkbox"/> Megaphone (so fire fighters can talk to public from the roof) | <input type="checkbox"/> Chairs (1 per fire fighter) |
| | <input type="checkbox"/> Garbage Can/Bags |
| | <input type="checkbox"/> Communications: Two-way Radios |

Wrap-up

- Refer to the deposit instructions to either mail a check, conduct an ACH/wire transfer, or deposit directly into the MDA account.
- Share results, photos, and video on social media and with the public/local media.
- Thank all fire fighters, sponsors, public officials, command staff and media involved.
- Get with MDA staff to send receipts to sponsors as needed.