



Virtual Fill the Boot Video Instructions

IAFF Fire fighters Supporting MDA with Social Media

The situation

The COVID-19 global pandemic has canceled critical in-person MDA fundraising events, including Fill the Boot. We are looking for help to raise the funds necessary to keep MDA Care Centers running and fully operational during this difficult time and help fund programming for the rest of the year. Since MDA and IAFF have a longstanding partnership spanning 66 years, we created a way to continue our joint fundraising event virtually.

How you can participate

The Muscular Dystrophy Association continues to address the pandemic but needs extra support to raise the critical funds necessary to keep our vital programs and services going. We are asking fire fighters to record selfie videos at home or at fire stations that call upon your community to help virtually Fill the Boot this year.

Selfie Video Instructions

Your video will be important in raising awareness of MDA's cause amid the pandemic and building support to help families! Below are sample script lines that you can read as well as recording tips. Feel free to come up with your own things to say, or you can answer the provided open-ended questions instead! Don't worry about getting your lines right every time – we will edit your videos to only include key sentences and phrases.



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Sample Script Lines

Note: Hold up boot on camera if available

1. Visit www.mda.org/ftb and join me in giving neuromuscular disease the boot!
2. Hi, I'm [Name], and I'm a fire fighter from local [Number] in [location], and I've been filling the boot, raising money for the Muscular Dystrophy Association, for [number of years].
3. As a result of the canceled fundraising events, MDA won't have enough funds to support all their vital programs for people living with muscular dystrophy, ALS, and other types of neuromuscular disease.
4. Due to COVID-19, we can't be out there filling the boot like we usually are. So, this year we're asking you help us virtually fill the boot by donating online to your local fire station's boot.
5. People living with neuromuscular disease need you now more than ever as they are more vulnerable to viruses and infection.
6. While we continue our essential work as fire fighters, we're asking you to donate to MDA so they can continue their essential work in research and care for kids and adults affected by neuromuscular disease.
7. Neuromuscular disease takes away so much. Don't let COVID-19 take away everything else.
8. I know this is a challenging time for everyone, but if you have the means to donate any amount, MDA could really use our support right now.

Open-ended Questions

- What made you want to get involved with Fill the Boot initially?
- Why do you want to give neuromuscular disease the boot? Do you know someone affected?



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- Is there any other fire fighter you want to acknowledge for their commitment to MDA's Fill the Boot to show how we're working together through the pandemic? How did they help previously, and why do they inspire you?
- Do you have a personal story about past Fill the Boot fundraisers to uplift others at this difficult time?
- Is there anything you want to say to those who are cooperating by social distancing at home to keep those with underlying conditions safe?

General Video Tips

BEFORE YOU START

1. FIND A RECORDING DEVICE

Any smartphone or laptop camera will do. If you are using a phone, try to hold the phone horizontally.



2. FIND A QUIET SPOT

We want to hear your voice! Try to video yourself when your surroundings are not too loud.



3. AVOID BACKLIGHT

We want to see your face! Try not to video with a bright window or too much light behind you.



4. LOOK AT THE CAMERA

When you talk, try to look at the camera. If it helps, take a few small videos so you don't have to read off of a sheet of paper.



5. STAY IN FRAME

Try to frame yourself on the screen so you fill the frame and your whole head is showing. Use the guide on the right as a reference.





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MediaFire Upload

- Click on the link: [MediaFire Upload \(http://www.mediafire.com/folder/zk82wrukdreof/MDA_COVID-19_Uploads\)](http://www.mediafire.com/folder/zk82wrukdreof/MDA_COVID-19_Uploads)
- Click on Select Files
- Select the file(s) you're uploading
- Click on Open
- Click on Start Uploading Files