



# Holiday Shopping Collections

## Event Overview

The Holiday Shopping Collections are 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 can utilize local shopping centers (malls), grocery stores, and restaurants during Thanksgiving shopping, 'Black Friday' sales and Shop Local (small business) Saturday to raise money for their Boot total for the year.** Donations are collected by standing outside entrances to grocery stores/shopping centers during the busy Thanksgiving holiday, 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 (shopping center, grocery store, or restaurant).
  - 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 be out collecting (this will be an important information to share with media outlets).
- Figure out a creative way to collect donations using appropriate social distancing guidelines.
  - Ex: tape boots to hockey sticks, put a bucket on a stick, etc.
- Recruit fire fighters to help off duty if the chief will not allow an on-duty collection. Consider using an online sign up tool like SignUpGenius (<https://www.signupgenius.com>).
- Make sure your Virtual Fill the Boot website URL is set up. Find your local/department on this link or ask your Regional Manager of Fire Fighter Partnerships for assistance: [www.mda.org/ftb](http://www.mda.org/ftb)
- Once you have your Virtual Fill the Boot website URL, create a QR code to have available for citizens to scan if they chose to make an electronic donation. Instructions on how to create a QR code can be found here: <https://www.mda.org/sites/default/files/2020/07/ftb/How-to-Create-a-QR-Code-IAFF.pdf>
- 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 press release to help promote and encourage the media to stop out the day of!
  - Share on social media. Consider Facebook Live Videos, use #mdafilltheboot, and post pictures throughout the event.
  - Consider a ceremonial ladder raise to hoist up during your collection time for high visibility
- Work with your committee to secure event sponsorships. Refer to the sponsorship opportunities template for ideas on setting sponsorship levels.