



Fire Fighter Fundraising Event Options

For 67 years fire fighters across the country have partnered with MDA either by participating in our signature Fill the Boot program or by conducting a fundraising event tailored to their local/department or a combination of both. Traditional Fill the Boot may not be possible for your local/department this year, but that doesn't mean that you can't implement a "Do-It-Yourself" event or participate in one of MDA's Seasonal event options to continue to raise vital funds and awareness to help transform the lives of people living with muscular dystrophy, ALS, and related neuromuscular diseases.

This document has everything you need for your local/department to successfully implement a fundraising event for MDA in your community. Each of these types of events create a fun way to engage fellow fire fighters, community leaders, local businesses family and friends all while raising money to support our mission and join the long-standing tradition between firefighters and MDA. Inside you will find event fundraising ideas, customizable turn-key materials, social media templates, and so much more.

Note: while some of these options are designed with social distancing guidelines in mind, we ask that you adhere to local public health guidelines and focus on safety for everyone involved.

Fundraising Event Options

- **DIY Sports:** select the sporting event of your choice and recruit friends, family and coworkers to be team captains. Each team will fundraise before the event.
- **Rooftop Rescue:** fire fighters camp out on a rooftop to raise money for MDA (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, through a Virtual Fill the Boot website, through a Text to Give platform or utilize an event QR Code.
- **Fire Engine Pull:** is a fun way to unite local members, firefighters, businesses, community leaders and citizens in a friendly competition. This is typically a one-day event where teams of 12 compete by pulling a fully loaded fire engine/truck 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.
- **MDA Seasonal Events:** are a great way to raise awareness and fundraise for MDA. Your local and members can be part of an established MDA event that brings together our MDA families, local communities/businesses, and fire fighters across the country.

Steps to Get Started

Review the following documents and materials and determine what fundraising event/activity would work best to implement for your members and your community. No matter what event you choose to conduct the steps below are key in creating an overall successful event.

- Choose a coordinator within the local/department to oversee the entire event. The role of the coordinator is essential to the success of the event and is responsible for organizing event details, promoting the event and overseeing the collection/management of funds. We encourage you to select someone that:
 - Has leadership skills and works well with colleagues and management;
 - Enthusiastic and wants to be involved;
 - Desires to make an impact in the local community.
- We highly recommend the coordinator create/organize a small committee to help plan and execute the event. He/she will delegate event responsibilities and task.
- Start early by selecting a date, time, and location for event.
 - This should be determined by type of event, space that will be needed, ample time to secure city permits or insurance if applicable
- Create and build excitement within in your local/department and community to encourage participation while also communicating how their support will make a difference to MDA.
- Set an event fundraising goal based on type of event, the number of participants/activities, event sponsorships, individual fundraising opportunities.
 - Resources are available that provide examples to help guide you in this process.
- Create a fun event atmosphere day of for all participants.
- Utilize the turn- key marketing and promotional resources provided to help generate publicity and awareness in your community.

Event Income Handling Tips

It is important to create a plan to safeguard the money for any type of event.

- Establish a safe, secure area and plan to handle, count and verify funds.
- Obtain money bags, seals, wrappers if applicable.
- Arrange money pickups from specific individuals/ locations if applicable.
 - Designated two to three individuals/volunteers to help in this process.
- After the money is counted and verified, money should be secured in a safe or vault until it can be taken to the bank for processing.
- Refer to the deposit instructions to either mail a check, conduct an ACH/wire transfer, or deposit directly into the MDA account within a week after the event has taken place.

Event Expenses

Most events will have some associated cost(s) to organize the event.

- The Coordinator/committee will determine what and how expenses will be processed.
- It is important to keep the cost low and to get as many items donated as possible.
- Please Note - All expenses, including incentives, should be taken out of the event proceeds before submitted to MDA.
- Example expenses include venue rental, printing costs, incentive costs such as awards/certificates, food and beverages.

**Please reach out to your local MDA representative with any additional questions.*