



Fill the Boot Planning Checklist

Set Collection Dates

- Get dates approved by Local and/or Administration (if collecting on-duty).
- Put dates on Department calendar and ask if training calendar can be cleared.

Permits/Insurance & Securing Permission for Collection Sites

- If you collect at intersections, does your city/count require a permit or certificate of insurance? – if so, talk with your MDA Director 6-8 weeks before your collection.
- If you collect at store fronts, call the store manager and secure permission to collect.

Order Supplies

- Work with your MDA Director to order supplies at least 6 weeks before your collection.

Banking Plan

- Do you have a plan to get your money collected, counted, and deposited?
- Contact your MDA Director if you need assistance putting together a plan.
- Once your collection is complete, and you have the check, send it to MDA. Refer to deposit instructions.

Create a Safety Plan

- MDA prepared a sample safety plan to get you started but also think about any additional resources you need – do you need additional signage, traffic cones, or vests?

Internal Communication

- If you collect off-duty, share collection dates early and have a plan to recruit volunteers.
- Develop an internal communication plan to motivate your Local and/or Department.
 - Share MDA Mission content, collection details (dates, updates from MDA, any specific details everyone should know).
 - Endorsement email from Local President or Fire Chief – the week of collection.
 - Plan to communicate progress, drive competition, and recognize top performers.

Promotion

- Use MDA resources to update a Press Release for any local media contacts.
- Put together a strong social media plan to promote the upcoming collection, post during the collection, and share results/thank the community following the event (on both Local and Department pages).

Wrap-up

- Share the collection total with the Local and Department and thank everyone that participated.
- Keep collection total records from year to year.
- Announce the winners of any internal incentives or competitions.