

# Fill the Boot

## Planning Checklist

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### 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/county 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.