

FireAde Fundraiser

Don't fight fires... extinguish them!™

Ideas

1. **Send FireAde Fundraiser Order Takers home** with Parents encouraging review of Fire Safety Facts and Video posted at your Facebook or website. Parents would typically buy a few cans for multiple rooms in the house. The most common place for fire to start in the home is the Kitchen, then the laundry room.
2. **Host an assembly with your local Fire Department** for touch a truck, Fireman for a day, Firefighter Appreciation, or Community Fire Safety Event where parents can pick up their pre-ordered FireAde. Or, purchase cans up front and sell at the event.
3. **September is National Preparedness Month.** Host an event at the school for parents and kids to create their own emergency prep kits and include FireAde as an option. Anytime candles, matches or fires are present, FireAde should be nearby in case of accidents.
4. **October is Fire Safety Month:** host a similar event where parents and students work on Fire Emergency procedure in the home and allow them to buy FireAde. Also, moving in to winter and holidays is a great time to focus on fire safety. FireAde makes a sensible stocking stuffer.
5. **Business Community Partnership: Social Responsibility:** your local businesses, big and small, want your community to be safe and they'll get the satisfaction of knowing they helped. Ask your businesses to buy a case or two for their employees to take home. Ask your businesses to buy a few cases to donate to your students. Either way, they contribute to the safety of their community while helping you raise funds. This also takes the burden off parents and teachers who have contributed a few times already.

Corporate Partnership

If you approach your corporations to help purchase, FireAde can help you with an outreach letter or bullet points. Start with a Chamber of Commerce or Partners in Education meeting if they allow you to make a presentation.

1. If you go direct to the source, you might start with someone who handles **corporate giving** and ask if they would be willing to purchase the cans for you so you can donate to your students/residents. Pick a number of cans for them to purchase and give them the total \$\$\$. Sell these at full price so you benefit from the donation and the profits.
2. **Offer PR** by way of social media coverage of their donation, coverage by your local newspaper or tv station(whoever you have the best connection with)
3. Ask if they would allow you to **sell directly to their employees** through the pre-order form
4. **Invite the business to volunteer** to hand these out to students. In this case, FireAde can provide the coloring sheets and Fire Safety Facts in quantity so you can create goody bags with the cans and safety material. Your corporate partner can add their own items to the bag for increased visibility.
5. Or, **host a Safety Event** or assembly at the school. Invite your partner Fire Department out to speak about fire prevention then hand out the goody bags to attendees.
6. If you get enough cans to cover your students and teachers, you can host a community initiative. Ask your local fire department if they have events for handing out smoke detectors and ask if you can join them to hand out FireAde. Our foundation goes door to door with the Fire Department on "**Safety Blitzes**", which may be something your school can do or you can get your corporate partners to send volunteers.

