

CAMPAIGN KIT

PUTTING THESE TOOLS TO WORK

Create a Community Coalition

Coordinate your efforts with neighboring fire departments and other life safety organizations in your area. It is especially important to coordinate efforts before contacting the media.

Model Proclamation

The proclamation expresses the support of local elected officials for the campaign and can be issued by a mayor, city council, or fire district board of commissioners. Having this proclamation discussed and approved in a public meeting draws attention to the campaign and reminds elected officials of the residential fire problem.

Media Release

Contact your local newspaper to find out how far in advance to submit a news release prior to your activities. Put a copy of the news release onto your fire department's letterhead. Fill in the blanks where noted and send it to your media contacts. Don't forget to follow up with a telephone call to make sure each contact received the release and to answer any questions they may have.

Radio Scripts

Written radio scripts are provided on four fire prevention topics. Contact your radio station to learn how to submit a radio script to them.

Fact Sheets

Included are four fact sheets that provide fire prevention facts and guidelines.

PREVENT FIRES
IT'S YOUR JOB!

