



Alisa Ann Ruch Burn Foundation | www.aarbf.org

Firefighters Burn Relay Event Checklist

Firefighter Burn Relays are a caravan of fire engines and other emergency vehicles traveling through a region and making stops at fire stations, schools and/or community centers collecting donations and raising awareness for the Alisa Ann Ruch Burn Foundation. Some relays are scheduled in connection with Fire Prevention Month and teach fire and burn prevention education along the route. Other relays are scheduled with Firefighter Appreciation Week and stop at fire station open houses to attract the community.

1. Join an Existing Relay or Start a Relay

- Join an Existing Relay:** There are currently relays in Northern, Central and Southern California throughout the year. Contact the relay coordinators to add your department, company, community group or personal emergency response vehicle.

North Bay Relay

Jim Boggeri, Marin County FD
Matt DaCunha, Santa Rosa FD

Peninsula Relay

Steve Besozzi, Central County FD
Jim DeMattei, Redwood City FD

Central Coast Relay

Steve Knuckles, Morro Bay FD

Los Angeles Relay

Rey Dong, LA County FD

- Start a Relay:** If there is not a relay in your area, you can start a new route using the checklist below and taking helpful tips from current relay coordinators.

2. Put Together a Committee

- Committee:** A committee will make the task of running a relay more manageable. By delegating tasks, each person supports the overall success of the event. Having more than one voice will help you make the best decisions. Good choices for members of your committee include: coworkers, friends, family, community groups, union or other organizations with whom you work.

3. Pre-Planning

- Date and Time:** Consider local events, holiday and availability of your guests.
- Fire Departments and Unions:** Contact local fire departments and unions for their interest in participating in the relay. They are the key to raising funds.
- California Highway Patrol:** Contact the CHP for approval and support. You will need escorts on the freeway and local roads between stations to keep you on schedule.

SOUTHERN CALIFORNIA OFFICE: 2501 W. Burbank Blvd, Suite 201, Burbank, CA 91505 | (818) 848-0223

CENTRAL CALIFORNIA OFFICE: 911 H St., Fresno, CA 93721 | (559) 621-4016

NORTHERN CALIFORNIA OFFICE: 2601 Mission St., Suite 401, San Francisco, CA 94110 | (415) 495-7223

- Relay Stop Locations and Schedule:** Plan a route for the relay and account for 10-15 minutes per stop. Determine the stops on the route. Stops can be fire/police stations, community centers, schools, etc.
- Relay Goals:** Set fundraising goals for the relay, as well as community goals to increase awareness for AARBF and possibly prevention education outreach.
- Materials:** Food, drinks, PA system for finale, T-shirts to identify participants and team members.
- Wrap Up:** Clean up and break down the event.

4. Raising Money

- Donations:** To ensure that an event is successful, reach out to your network of people to see where you can get sponsors. AARBF Development staff can provide you with a template for a donation request letter to request participation and support from the local fire and police departments and associations, community groups, corporations and individuals.
- Merchandise:** Sell T-shirts, hats, etc. to raise funds. Donated merchandise means 100% of the proceeds can be donated.
- Participation Fee and Registration Forms:** Set a minimum donation for participating vehicles, departments, etc. The fee will not only secure their commitment to the event but also set a standard of fundraising. AARBF staff can provide you with pledge forms and other standardized documents for donation tracking and participation.

5. Advertising and Invitations

- Advertise:** Banners, newspaper articles the week of the event, advertisements online and in print, mass emails, calendars, flyers, local schools, libraries, churches, fraternal organizations, word of mouth, social networking are good ways to reach out for attendees.
- Invitations:** Use a free invitation website like eVite.com or Facebook to spread the word about your event. Send emails to friends, family and colleagues with the flyer attached.
- AARBF Website:** AARBF will share your event information at www.aarbf.org.

6. Have your event!

- Setup:** Come early to set up and prepare the venue for guests. Walk your volunteers through the day's events.
- Foundation Materials:** You can set up an information table with AARBF brochures and display boards for guests who want to know more about your cause on stops along the route or at the finale stop.
 - Request AARBF information at least 30 days before the event.
 - If you want to have AARBF staff representative at the event you must request their presence a minimum of 2 weeks before the event date.
- Relay Donations:** An AARBF representative should be in a lead car on each route of the relay to speak on behalf of the organization and collect donations at each stop. The staff person can also act as the liaison between the relay and the route stops, notifying each stop of the anticipated arrival time. The staff person will arrive *ahead* of the relay to prepare "big checks" for presentations and complete donation paperwork. This process will make for

easy accounting and donation tracking.

1. Accounting and Making the Donation to AARBF

- Wrap Up:** Calculate total funds raised by the event and deduct your expenses. Donated materials mean less expenses and higher proceeds. Contact AARBF staff for current tax laws to ensure proper accounting.
- Mail Donation:** Mail your event donation and any personal checks made out to AARBF to your regional AARBF office.
- Tax Letters:** Donations made at the event are tax deductible. AARBF will send tax acknowledgement letters to the individuals who made donations directly to AARBF by check, credit card or cash with their contact information attached.
- Thank You Notes:** Send out thank you notes to all donors, volunteers, and sponsors. This is important for showing your appreciation and building relationships for future fundraising.

Each event is different, but this general guideline can help you with getting an event started. Contact your regional office for support of your event.