

**THE AMERICAN TRAUMA SOCIETY,
PENNSYLVANIA DIVISION**

SCHOOL CAMPAIGN



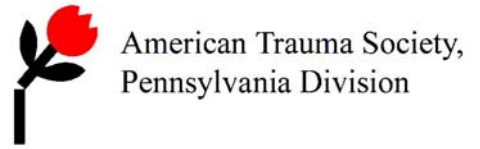


HOW TO CREATE A SCHOOL CAMPAIGN

NATIONAL FIRE PREVENTION WEEK (9-15-07)

Begin a School Campaign for National Fire Prevention Week using the following steps:

1. Develop a Planning Committee - Decide who will serve on the planning committee (suggest that you recruit at least 10 students). Share your ideas with an American Trauma Society, Pennsylvania Division (ATSPA) representative or contact an ATSPA Member Institution near you to participate to ensure you have as much support as possible.
2. Committee Meetings – Meet weekly in preparation for the campaign. Assign one student to write down your brainstorming ideas and keep minutes of each meeting. Keep your faculty advisor informed if they cannot attend your meetings. You will also want to share your plans with ATSPA and how they can support the program.
3. Make a Campaign Plan – Be creative. What information would you like to relay about fire prevention each day? How will you get people to give money? How will you reach students? Can you encourage faculty participation? Have the committee do some brainstorming for ideas.
4. Get the School Administration’s approval after you’ve developed your plan. Once approved, divide the workload; perhaps two people to share scheduling and coordinating the activities for each day.
5. Develop a Marketing Plan – This will inform as many people as possible what you are doing and how they can help. Do you have a school newspaper? Perhaps the Art Club and/or art classes can get involved with posters? Does your school have a website? You may even consider local media (call ATSPA before moving forward with this idea) to promote this positive program in your school.
6. Run your Fire Prevention Campaign. Evaluate the campaign and send the results to the American Trauma Society, Pennsylvania Division with your successes and struggles.



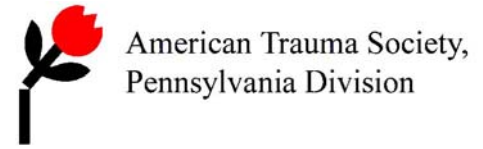
American Trauma Society, Pennsylvania Division **School Campaign**

How to Reach the Students

NATIONAL FIRE PREVENTION WEEK (9-15-07)

- Hang up signs with each sign highlighting a different fact each day.
- Make a video about fire prevention and play it on a television set up in a centralized location in your school. Perhaps your local fire department may have a video you could borrow.
- Create and distribute flyers throughout the school, i.e., ask teachers to place flyers in their classrooms, post some in the hallways, near water fountains, and in the cafeteria lunchroom.
- Create a display about fire prevention/fire safety and display in a prominent location.
- Design and wear Fire Prevention Awareness t-shirts.
- Ask teachers to talk about fire prevention in their classes.
- Have a silent auction. About a month before the auction, begin collecting items (like a garage sale) and soliciting area businesses for donations (you must contact American Trauma Society, Pennsylvania Division before approaching them).
- Have a bake sale or give away baked goods for donations.

Pick the best of these ideas. Just remember there are two purposes of this campaign: (1) to educate, and (2) to raise funds.



American Trauma Society, Pennsylvania Division **SCHOOL CAMPAIGN**

NATIONAL FIRE PREVENTION WEEK (9-15-07)

A Sample Campaign

Day 1: Hang up a banner saying:

“Wear something red every day this week (or designate a certain day) to honor Fire Prevention Week” (Idea: every student wearing red gets free ice cream at lunch that day)

- Kick off the campaign by selling red bandanas, red bracelets, etc., in the cafeteria at lunch.
- Put flyers or table tents with safety tips on the tables in the cafeteria.

Day 2: Smoke detector awareness.

- Set up a place in the school to sell or distribute free of cost 9-volt batteries for smoke detectors, of course while wearing something red.

Day 3: Have the local fire department visit your school.

- Have a hose fight between teachers and students engaging your local fire department.
- Each team has a captain and the losing team captain agrees to do something outlandish.
- Or, have the principal do something outlandish if the students win.

Day 4: Have each class do a fire prevention skit.

- This could be a class competition. You’ll need judges and/or teachers to decide the winning class. A pizza party to the winners!

Day 5: Paper bonfire

- Design and set up a big paper bon-fire (all you creative students) in cafeteria or wherever you have dances and have a dance-a-thon to raise money.

Materials and Website Information

Visit our website at www.atspa.org for more information on:

- Risk Watch Program. Developed by the National Fire Protection Association, Risk Watch is a nationwide comprehensive injury prevention program design for children in preschool through eighth grade. This program consists of multiple age-specific modules which teach children the skills and knowledge they need to make positive choices about personal safety and well being. To accomplish this feat, the ATSPA is working with the Emergency Health Systems (EHS) Federation, Cumberland-Perry Health Resources Center, Kay Moyer from the Lancaster County Extension Office and volunteers to teach children within central Pennsylvania.
- ATSPA also conducts Neighborhood Safety Day Camps that include, among other safety topics, fire safety and Lightning Safety.

**THE AMERICAN TRAUMA SOCIETY,
PENNSYLVANIA DIVISION
SCHOOL CAMPAIGN PLAN**



American Trauma Society,
Pennsylvania Division

**PLEASE COMPLETE AND SEND A COPY TO:
AMERICAN TRAUMA SOCIETY, PA DIVISION
2 FLOWERS DRIVE
MECHANICSBURG, PA 17050**

Name of School Holding Campaign: _____

School Address _____

City, State, Zip _____

Phone Number _____

Sponsoring Organization _____

Advisor's Name _____

Advisor's Phone _____

Advisor's Email Address _____

Campaign Date: _____

Campaign Title: _____

DAY 1 CAMPAIGN IDEA: _____

DAY 2 CAMPAIGN IDEA: _____

DAY 3 CAMPAIGN IDEA: _____

DAY 4 CAMPAIGN IDEA: _____

DAY 5 CAMPAIGN IDEA: _____



American Trauma Society,
Pennsylvania Division

**THE AMERICAN TRAUMA SOCIETY,
PENNSYLVANIA DIVISION
SCHOOL CAMPAIGN SIGN UP**

STUDENT COMMITTEE CHAIRPERSONS

1. **NAME:** _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

2. **NAME:** _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

STUDENT COMMITTEE MEMBERS (AS MANY AS NEEDED)

1. **NAME:** _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

2. **NAME:** _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

3. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

4. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

5. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

6. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

7. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____

8. NAME: _____
ADDRESS: _____
CITY, STATE, ZIP: _____
BIRTH DATE: _____
PHONE NUMBER: _____
E-MAIL ADDRESS: _____



**AMERICAN TRAUMA SOCIETY,
PA DIVISION
SCHOOL CAMPAIGN EVALUATION**

Please complete each of the following questions and send a copy to:
American Trauma Society, PA Division
2 Flowers Drive
Mechanicsburg, PA 17050

When was your campaign held? _____

Where was your campaign held? _____

How much money did you raise? _____

How many total volunteer hours were spent? _____

Which activities were most successful?

Describe the involvement of your committee members.

What would you do differently for the campaign next time?

Would you consider this campaign successful? Why or Why Not?

GETTING THE WORD OUT

ATTRACTING THE MEDIA TO YOUR EVENT

Letting the public know about activities can be important to their success. You may have tried to get an event in the news and have been unsuccessful. Don't let that discourage you. News directors and editors are very busy and may have many others who want their events publicized. Following are some suggestions which might increase your success.

1. Get to know what form they prefer to receive your release, FAX, email etc
2. Get to know who the reporter or editor is in your area for each newspaper, radio station, or television station.
3. Do follow up with a call to be sure your submission was received.
4. Find out what type of story a newspaper or media outlet focuses on, frame your story in that style.
5. When you contact a reporter, do so as early in the day as possible. By late in the day the decision on which story to use is already made.
6. Provide a contact person who can answer questions in a timely manner if a reporter or editor needs more information.
7. Reporters are often looking for story ideas which are different or new. How is yours different from the story they did last week?
8. Humanize your story; add information which will hook the reader.
9. Not every story will be used, but don't get discouraged.
10. Remember there are weekly newspapers, advertising newspapers who are often looking for stories they can print.
11. Be sure to take good pictures of your events. Close up pictures showing activity and a small number of people are preferable. Some outlets will use your digital photo, which you can submit by e-mail. If submitting photos, be sure to identify anyone in the picture and be sure you have their permission to use the photo.