



# Drive Thru Fill the Boot

## Event Overview

Drive Thru Fill The Boots are a fun way to unite local members, fire fighters and the community in a friendly (and COVID approved) way to increase year-end fundraising totals for MDA and showcase their fire department in a way most have never seen it. Fire fighters set up in their apparatus bay so that citizens can drive through the bay to make donations.

## Steps to Get Started

- Chose a weekend or afternoon to hold the drive thru fill the boot.
- Select a station that is central and one that will allow for easily traffic control.
- Figure out a creative way to collect donations outside the station using appropriate social distancing guidelines.
  - Ex: tape boots to hockey sticks, put a bucket on a stick, etc.
- Decide on a pre-determined amount of time that fire fighters will be conducting the drive thru (this will be an important information to share with media outlets).
- Make sure your Virtual Fill the Boot website URL is set up. Find your local/department on this link or ask your Regional Manager of Fire Fighter Partnerships for assistance: [www.mda.org/ftb](http://www.mda.org/ftb)
- Once you have your Virtual Fill the Boot website URL, create a QR code to have available for citizens to scan if they chose to make an electronic donation. Instructions on how to create a QR code can be found here: <https://www.mda.org/sites/default/files/2020/07/ftb/How-to-Create-a-QR-Code-IAFF.pdf>
- A Text to Give platform is available for those that are interested. Text BOOT to 243725. Money sent via text will not be allocated to your specific event but will still benefit the national Fill the Boot campaign.
- Work with local and/or department PIO to promote event with local media outlets.
  - Coordinate a press release to help promote and encourage the media to stop out the day of!
  - Share on social media. Consider Facebook Live Videos, use #mdafilltheboot, and post pictures throughout the event.
- Recruit fire fighters to help off duty as well. Consider using an online sign up tool like SignUpGenius (<https://www.signupgenius.com>).
- Work with your committee to secure event sponsorships. Refer to the sponsorship opportunities template for ideas on setting sponsorship levels.