

## VFIS - Education & Training Services

183 Leader Heights Road  
Insurance Group  
PO Box 2726  
York, Pennsylvania 17402  
Toll Free 1.800.233.1957  
FAX (717) 747.7028  
Email: dbradley@vfis.com

... a subsidiary of the Glatfelter

# Survival Strategies for Emergency Services

## “Identifying the Key Issues”

*Presented by:*

David A. Bradley, B.S., NREMT-P  
VFIS Education Specialist

**Abstract:** Marketing, Building Community Support, and Funding are three issues Emergency Service Organizations struggle with. Join Dave as he exposes “keys” that will help you identify; “who you are”, “does your community know you”, “does your community know what you do”, and “what sources of funding are available”. Breakout sessions are incorporated into the program to assist in developing an ongoing process to continue the effort that begins in this class.

*Learning Objectives:* After attending this session, the participant will be able to:

- Identify potential funding sources for emergency service organizations
- Describe at least 3 marketing methods to enhance community knowledge of Emergency Service
- Describe how to positively interact with the press
- Describe / identify how to become politically active
- Identify importance of building or enhancing community partnerships and coalitions
- Identify the elements of a Grant Proposal

### *General Rules of Conduct*

1. This is an adult continuing education event. Please relax and enjoy.
2. Format is informal. Feel free to ask questions or offer recommendations.
3. We learn by sharing our individual expertise.

## Developing A Vision / Mission

In preparation, ask yourself, "Where do we want to be in the future?"

### Keys...

- Draw on the beliefs, mission, and environment of the organization.
- Describe the future as envisioned.
- Be specific to each organization.
- Be positive and inspiring.
- "Think outside the box". Do not assume that the system will look the same as it does today. Allow "open thinking". Be open to modifications.

### Vision...

Your beliefs will "frame" your "vision".

- Your beliefs must meet your organizational goals as well as community goals.
- Your beliefs are a statement of your values.
- Your beliefs are a public/visible declaration of your expected outcomes.
- Your beliefs must be precise and practical.
- Your beliefs will guide the actions of all involved.
- Your beliefs reflect the knowledge, philosophy, and actions of all.
- Your beliefs are a key component of strategic planning.

### Mission Statement...

Once you have clarified your beliefs, develop your mission statement. A mission statement will identify your purpose and function.

- Your mission statement draws on your belief statements.
- Your mission statement must be future oriented and portray your organization as it will be, as if it already exists.
- Your mission statement must focus on one common purpose.
- Your mission statement must be specific to the organization, not generic.
- Your mission statement must be a short statement, not more than one or two sentences.

### What To Avoid...

- Tradition
- Fear of ridicule
- Stereotypes of people, conditions, roles and governing councils
- Complacency of some stakeholders
- Fatigued leaders
- Short-term thinking
- "Naysayers"

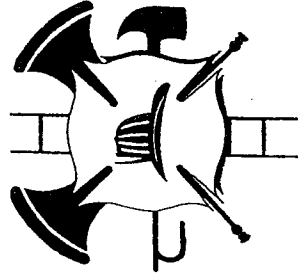
# COMMUNITY SERVED

Anytown Volunteer Fire and Rescue is the "first response" emergency organization for your community, an area covering 150 square miles.

We are the first on the scene of an emergency in Anytown's:

- Many housing and apartment complexes
- Shopping centers
- 5 elementary schools and one high school
- 4 Nursing homes
- Parks, Sports fields, and Recreation areas
- Business parks and Industrial plants
- Interstates 15 and 670, and U.S. Route 120

In short, our responsibilities are enormous. Our mission is to protect the lives and property of over 140 thousand people. More than 100 men and women, all volunteers, are always ready to assist their friends and neighbors in times of crisis.



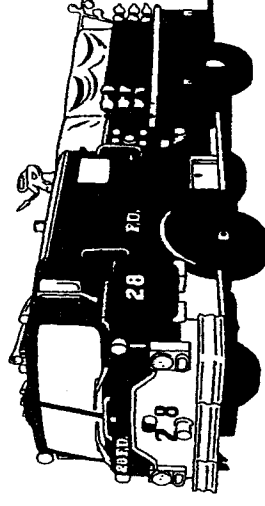
**A.V.F.&R.**

Contact us at:

345 Main Street  
Anytown, Anystate 12345-6789  
Phone (123) 456-7890  
Fax (123) 456-7890

# ANYTOWN VOLUNTEER FIRE & RESCUE COMPANY

*Your First Line of  
Protection in Times of  
Emergency*



Anytown, Anystate 12345-6789  
Phone (123) 456-7890  
Fax (123) 456-7890



# HISTORY AND MISSION

Anytown Volunteer Fire and Rescue Company was formed in 1943 following a series of fires that caused extensive damage to the town's shopping and residential districts. The company's original mission was to protect homes and businesses from fire. Just as times have changed, so has our mission. Today, we provide the community with a full range of high quality emergency services:

1. Protection from damaging and deadly fire.
2. Advanced life support and medical assistance.
3. Modern advanced rescue assistance.
4. Educational programs in fire and personal safety.

The company is the first line of protection during times of emergency crisis. It also is the community's lifeline providing mobile advanced medical services.

*You can depend on Anytown Volunteer Fire and Rescue. We will be there when you need us - any day or night.*

# EMERGENCY CALL VOLUME

With the nearest hospital over 15 miles away, Anytown Volunteer is a lifeline, critical to the health and safety of thousands of people.

In recent years, calls for emergency assistance have skyrocketed. Ten years ago, the company responded to 755 emergencies. Last year, the number of emergencies had jumped to more than 2500.

## ***These emergencies include:***

- Medical Emergency
- Fire Emergency
- Rescue Services
- Confined Space Rescue
- HazMat
- Terrorism
- Inspection Services

Sixty percent of the medical emergencies we are called to require advanced life support.

Now that you have been briefed and know what we do, you should know that we are totally staffed by volunteers. In addition, we receive zero tax dollars each year. Our yearly budget comes from donations made by our generous community.

Perhaps you would like to be involved with our Department. We are always seeking new members, and would welcome anyone. You need not have experience, or even the desire to work on the front lines of an emergency crisis. Most individuals do things in their daily lives that could help us. They could save time, effort, and money. These types of support include: accounting, legal support, writing expertise, public relations, strategic planning, printing, budgeting, and advertising.

Also, we need the community's support to sustain our organization. Your donations keep our services available to you. We are always seeking in-kind support, such as materials, services, and equipment. Donations are appreciated. If you would like to help us in any way, give us a call today. We are always here to serve you, and again, we are always ready to assist you in times of emergency crisis.

We are your partner in making our community a better place.

---

---

***Call us today!***

---

---

# **The Foundation Center**

## **Directions to find your local Cooperating Collections.**

**Cooperating Collections** are free funding information centers in libraries, community foundations, and other nonprofit resource centers that provide a **core collection** of Foundation Center publications and a variety of supplementary materials and services in areas useful to grantseekers.

### **Directions:**

Go to the following website: <http://foundationcenter.org>

Click on "Locations"

Click on the "Cooperating Collections" area for a list of US States & Territories

Click on the State / Territory of your choice

You should see a list of Cooperating Collections for the area you choose

# **VFIS / ESECG**

## **Building Grant Proposals and Coalitions**

### **List of Resources**

Key Internet Sites for Emergency Service Organizations seeking grant resources

#### **Information on Preparing Grant Proposals**

[www.cpb.org/grants/grantwriting.html](http://www.cpb.org/grants/grantwriting.html)

Basic Elements of Grant Writing

[www.epa.gov](http://www.epa.gov)

Tutorial Sections help you enhance the process of writing a proposal

[www.fdncenter.org](http://www.fdncenter.org)

A Proposal Writing Short Course

[www.grantsbiz.com](http://www.grantsbiz.com)

“The business of obtaining grant money from federal, state, and foundations.”

[www.npguides.org/grant](http://www.npguides.org/grant)

Non-Profit Guides Grant Writing Guide

[www.seanet.com/~sylvie/grants.htm](http://www.seanet.com/~sylvie/grants.htm)

Includes Grant Planning Questions and a List of Basic Proposal Elements

[www.vfis.com](http://www.vfis.com)

The “Grant Newsletter” is published each month and with topics ranging from current funding issues to tips on preparing an effective proposal.

#### **Information about Foundations and Corporations**

[www.cof.org](http://www.cof.org)

Site of the Council on Foundations—A non profit association of grant making foundations and corporations

[www.hoovers.com](http://www.hoovers.com)

Hoover’s Online—Find financial information on corporations that make donations

[www.rag.org](http://www.rag.org)

Forum of Regional Associations of Grantmakers

## **Electronic Journals/News Sources for Non-Profit Organizations**

[www.cof.org](http://www.cof.org)

Foundation News and Commentary

[www.philanthropy.com](http://www.philanthropy.com)

Chronicle of Philanthropy

### **Federal Grant Info**

Many Federal Departments and Agencies may provide information on upcoming funding opportunities and grant programs.

[www.access.gpo.gov/su\\_docs/aces/aces140.html](http://www.access.gpo.gov/su_docs/aces/aces140.html)

Federal Register—Online via GPO Access

[www.cfda.com](http://www.cfda.com)

The Catalog of Federal Domestic Assistance

[www.doc.gov](http://www.doc.gov)

Department of Commerce

[www.dot.gov](http://www.dot.gov)

Department of Transportation

[www.epa.gov/enviroed/grants.html](http://www.epa.gov/enviroed/grants.html)

EPA Office of Environmental Education

[www.fema.gov](http://www.fema.gov)

The Federal Emergency Management Agency has a wide variety of grant programs.

[www.firstgov.gov](http://www.firstgov.gov)

“Your first click to the U.S. Government”

[www.fs.fed.us](http://www.fs.fed.us)

U.S. Forest Service-grant money available through Rural Community Fire Protection Program

[www.grantshotline.com](http://www.grantshotline.com)

Grants Hotline

[www.hud.gov](http://www.hud.gov)

Department of Housing and Urban Development-Community Development Block Grants (CDBG)

[www.nonprofit.gov/](http://www.nonprofit.gov/)

U.S. Nonprofit Gateway

[www.ojp.usdoj.gov](http://www.ojp.usdoj.gov)

Department of Justice, Office of Justice Programs-grant funds available through State and Local Domestic Preparedness Equipment Support Program

[www.philanthropy.com](http://www.philanthropy.com)

Provides links to foundations' Internet sites.

[www.rurdev.usda.gov](http://www.rurdev.usda.gov)

Information on the Community Advancement Program

[www.thompson.com](http://www.thompson.com)

Thompson Publishing Group

[www.sba.gov](http://www.sba.gov)

Small Business Administration

[www.usfa.fema.gov/fedguide](http://www.usfa.fema.gov/fedguide)

U.S. Fire Administration – guide to federal resources. You can also find information on the FIRE Act Grant Program here.

### **ESO Grant Info**

[www.ahcpr.gov](http://www.ahcpr.gov)

Agency for Healthcare Research and Quality-Grant Announcements

[www.cfsi.org](http://www.cfsi.org)

Congressional Fire Service Institute

[www.dced.state.pa.us/](http://www.dced.state.pa.us/)

PA Department of Community and Economic Development

[www.ega.org](http://www.ega.org)

Environmental Grantmakers Association

[www.ems-c.org](http://www.ems-c.org)

Emergency Medical Services for Children

[www.envsc.org](http://www.envsc.org)

The Environment Support Center

[www.firefighting.com](http://www.firefighting.com)

Under the heading “Grants Information Headquarters (HQ)”, this site has extensive reports, and includes chats and forums.

[www.iafc.org](http://www.iafc.org)

International Association of Fire Chiefs

[www.isfsi.org](http://www.isfsi.org)

International Society of Fire Service Instructors

[www.nfpa.org](http://www.nfpa.org)

National Fire Protection Association

[www.nvfc.org](http://www.nvfc.org)

National Volunteer Fire Council

### **Assistance and Research**

[www.fire-ems.net](http://www.fire-ems.net)

The Fire and EMS Information Network-You can build your own ESO website here. You can also find thousands of fire and EMS website examples.

[www.fdncenter.org](http://www.fdncenter.org)

Familiarize yourself with this site, and also visit the nearest Foundation Center “Cooperating Collection” to find an extensive and up-to-date database to research funding agencies. Underneath the “Finding Funders” section you can find “Prospect Worksheets”, an excellent planning guide to use as you research funders.

[www.grantselect.com](http://www.grantselect.com)

“The preferred, powerful and practical online grants resource.”  
(Offers free trial and paid subscription)

[www.score.org](http://www.score.org)

The Service Corps of Retired Executives (SCORE). Although this group mainly serves small business, it is an excellent source for finding help with budgeting, marketing, and planning activities.

## Helpful Grant Writing Hints

### Excerpt from VFIS/ ESECG Building Grant Proposals and Coalitions

Joanne Riley, Executive Director of the Cultural Alliance of York, PA, teaches grant proposal writing for several colleges and universities and has had many proposals funded—in fact, during her career she has raised over \$5 million dollars for non-profit organizations. Here are a few of the tips she gives to students. She learned through the trial and error method, but is gracious enough to share these tips so you can avoid her early hardships.

1. Be sure to call the foundation and get the correct name of the contact person. Information in a foundation guide may be outdated. Address your cover letter to a specific person. Make a phone call that establishes a relationship.
2. Write your proposal in “English”! This is not the time to show off your command of jargon.
3. Get yourself “up” for the process of Grant Proposal Writing. You are not writing home from college, begging for money. Funding sources fund winners!

Here are some other grant writing tips.

\*Find a few trusted people to proofread your proposal. Choose one proofreader from your ESO who is very familiar with your organization and your particular project. Choose another who is not at all familiar with your ESO. Sometimes this person may tell you that they do not understand what a “dry hydrant program” or a “defibrillator” is. If they do not know the definitions to these words, there is a good chance that a Foundation Officer will not know either. Finally, we hope your coalition building efforts have put you in contact with an English teacher, a reporter, or someone else who is good with words. Ask for their help, as they know how to write in a clear and concise manner.

\*When at all possible, use a real life example. Tug at the reviewer’s heartstrings, and show them why your project deserves to be funded. Use quotes, statistics, and even pictures to explain the need, and be sure to *cite* your material.

\*When you submit a proposal, do not staple it. Bind it with a paperclip or binder clip. Usually your proposal will be pulled apart and pages will be passed around to different reviewers. Also, don’t put your proposal in a flashy cover or take it to your local office products store to be bound. Clip it and put it into a manila folder, or straight into an envelope.

*\*Always follow the funding agencies given guidelines.*