

Project SAFE 2011



Project S.A.F.E

Safety Awareness Family Education

2011 Event Orientation Guide

Project SAFE 2011

What will you find inside?

What is Project SAFE and Why should I include my community?

History of Project SAFE--

Distinguish YOUR property

Build Relationships

Excellent Public Relations

Supervisor encouragement

Who is going to help Pay for All this Stuff?

Getting sponsors

Who and Where are they?

Sample Letters of opportunity

What can go wrong?—Tips for event success

What if no one shows—tips on resident turnout.

Yikes!! What if my speaker doesn't show?? How to avoid a no-show speaker.

Weather and other uncontrollable challenges

- Kids
 - Elderly
 - Pets
-

How are you marketing your event

Social Media—Yes Facebook!! Twitter!! That's exactly what we're talking about...

Grassroots marketing—Word of mouth

Contacting Local Markets---The power of the neighborhood paper.

When to Prepare for the Final Step—The *Best of Contest*

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Why should I have a Project SAFE event?

Publicity: Local and not so Local—E-vertise; Facebook & Twitter

Relationships: Neighbors, Business, Local Leaders (Law Enforcement, Media, Politicians)

Outreach: Community, Schools, Pick - a - fund, etc.

Uncharted Territory: Don't keep your property a deserted island.

Distinguish: Stick out like a sore thumb!!! OK, you know what we mean.

Participants of Project SAFE have mentioned over and over how important it is for them to involve their managers and residents in events such as Project SAFE to bridge relationships with surrounding neighborhood and businesses.

Comments such as " ...it brings communities together and gives us the opportunity to be visible to the community" "...even the children got involved" "...this is great for our community!" "Residents know we care and feel safe, and get to meet their neighbors" are just SOME of the hundreds of positive affirmation that we get back through our surveys letting us know that YOU and your really appreciate a program like Project S.A.F.E.

If you are looking for involvement in a program that has a proven track record of success, Project SAFE can provide the evidence of hundreds of participants that have take part in this program, now in its 7th year.

Something to keep in mind is that many District and Regional supervisors encourage team leaders to participate in safety programs such as Project SAFE to ensure the safety and liability of their residents. We appreciate *their* support throughout the years as well.

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Sponsoring my Event—Who is going to do it?

In looking for prospective sponsorships—think of yourself as a benefit to that sponsor: You've got the customers; You've got the traffic.

Please keep in mind: Donations may come in forms of in-kind; gift cards, discounts (coupons); free services, gift/auction items for fundraisers; company trinkets. Always think out of the box with your list.

You know the best route from customer to sale for neighboring businesses. It is not necessary to keep it to your closest business partner—reach out the biggies and let them know where YOU are!

Many times just asking is the hardest part—but you will be surprised at the magic of making that ask.

We have a committee member that will tell her story about this and we encourage you to write down any helpful hints. We have also included a sample letter for you to take to these companies, as many have begun to ask for electronic versions in order to send to HQ's of their own.

Please keep in mind: it is a very important thing for a potential sponsor to have brand recognition ask and file for their logo and agree to post on as many documents as you deem fair. Companies work very hard to have distinguishing logos so treat those with respect.

"What can possibly go Wrong"

Let's do a little creative visualization—imagine you're there, at the big event. You've brought in maybe 2, 3 or even 4 sponsors—place looks amazing: food, decorations, raffle tickets, prizes—and there you are with your staff, and the elderly couple from 125-A. What went wrong?

Think outside of the box: Reach out to your ENTIRE community—read: neighborhood. Knock on doors, Be VERY creative with invitations: door hangers, foam reminders, anything! Anything! That will weigh in their hands long enough to take a second look!!!!

Your speakers are an extension of your community—many of their agencies are local supporters of programs and services that can enhance the benefits of your residents.

If you shop your competition, then invite them over!! Not for everyone, but perhaps worth a try. And of course part of building that relationship with sponsors is so you each share customers. Why can't Joe's Pizza shop let you hang *your* flier on *his* wall???

But what if my speaker did not show up to talk to me my staff and the elderly couple?

Tips for getting them there:

- Volunteers make great guests and visa versa! Set up a reliable team of residents to help with your event. Give them a job, and this will help guarantee their participation---recognizing them publicly will ensure repeat participation. You can create a solid chain of command and create a deep sense of community this way.
- Flyers, balloons, sings (Spanish/English & anything else that gets the message across)—don't forget about residents with children, teens, pets, elderly relatives: appeal to them all!!!
- Newsletters, local newspapers, message boards.
- And most important: PLAN EARLY!!!

How are You Marketing your EVENT

Yes, the AMA has a best flier/invitation category in their *BEST OF* Contest...but it doesn't in there...does it?

Let's look at some easy, FREE, or at least cheap ways, to market your Project SAFE event:

Social Media

Tweet Tweet *NOT* chirp chirp

You want to make sure you're being heard and READ about and not standing alone listening to crickets.

The power of Facebook—Twitter—and other social media, we somehow did without for over a hundred years!! Many events are now on Facebook, and companies are utilizing this form of communication because of its instantaneous nature: exactly what you need in order for folks to know what you're doing

Grassroots Marketing

- What is Grassroots? (Discussion)
- Successful Grassroots Article (Hand out)
- Local Marketing - the Power of your local newspaper (Press Release Sample Hand out)

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And finally...
The winner is...
the *BEST OF* Contest

Each year the AMA honors properties participating in Project SAFE who've gone above and beyond the call for service.

The categories in this contest are:

- Best Community Participation
- Best Theme
- Best Community Involvement
- Best Flier/Invitation
- Committee Choice

If YOU are interested in winning prizes for yourself and your team—not too mention recognition for your property and management company then YOU'VE got a chance at winning!!

DO NOT FORET TO:

- ✓ TAKE PICTURES OF YOUR EVENT
- ✓ VIDEO TAPE YOUR EVENT—WE ARE YOU.TUBING THIS YEAR
- ✓ SAVE YOUR FLIER
- ✓ SAVE YOUR INVITATIONS
- ✓ SAVE YOUR SIGN IN SHEET
- ✓ LIST YOUR VENDORS
- ✓ GET YOUR SPEAKER TO SEND IN SURVEY

All of this will increase your chances of winning...
the more information the judges the better.
Good Luck and Have a Wonderful Event.