



Help, hope, and healing
beyond the burn

Give Burns The Boot® Virtual Drive

THANK YOU for volunteering to participate in a Virtual Boot Drive for the Georgia Firefighters Burn Foundation. We greatly appreciate all of the time and effort you put into supporting the GFBF.

To help make this event as easy as possible, we'd like to offer the following tools and tips to empower you to achieve fundraising success; however feel free to make this the biggest online campaign possible by utilizing your own ideas and tools as well. We're here to help in any way we can.

- **Boost your posts with a visual:**

On the Give Burns The Boot page of our website, www.gfbf.org, you'll find several graphics that can be used as posts on your social media platforms when promoting your virtual drive. Simply right click on the graphics and save to your desktop or location of choice. New graphics will be posted periodically for use in your social media promotion as well. Feel free also to use your own photos and graphics of firefighters in action during GBTB drives to increase engagement.

- **Message Samples:**

On our website, you'll also find sample messaging you can include with your posts in case you need help on what to say. Again, you may include your own messages tailored toward your community, but please be sure to tell folks why you're doing a virtual drive.

- **Collecting Online Donations:**

When creating your posts, always include the website for folks to make their donation. The website is www.giveburnstheboot.org, and please remember to ask them to go to your department's team page to make the donation so that your department gets the credit. We can also provide a customized link/URL that will take donors directly to your department's page to make their donation. If you would like your department's unique link/URL to include in your posts, please contact Venessa Walker, vwalker@gfbf.org, and it will be sent to you. This link/URL will only be effective for this year.

PLEASE NOTE: GFBF wants to offer the most convenient way possible for persons to donate to the Give Burns the Boot Campaign, because the easier the better; and adding the GFBF's Facebook donation link to your social media posts would provide an additional option for making contributions. Unfortunately, Facebook's reporting metrics doesn't allow supporters to designate what fire department their donations should be credited to, but we understand the system is under development to offer something that may better manage this information. We always want to make sure every participating fire department gets proper credit for their efforts, but for now, we suggest only giving the link to the boot drive website (www.giveburnstheboot.org) and/or your own requested customized link/URL.

- **Think Outside the Box:**

In addition to raising money, we want you to have fun with your virtual drives! Be creative and think of different ways to draw your community in. Some ideas could be to come up with some type of challenge between the shifts, or have your firefighters create a fun video asking people to donate or share a story on why your department participates in Give Burns The Boot. Come on and get those creative juices flowing!

- **Get Everyone Involved:**

These days, almost everyone is on some type of social media platform, including your firefighters. A virtual boot drive is an easy way to get everyone involved. Why not ask those firefighters to share your department's post which will reach more people and garner more donations, which can be key to your virtual boot drive. In fact, members in your department or other supporters have to the option to create an individual fundraising page under your department's team page to help in your boot drive efforts.

- **Example:**

We are so pleased to share the spotlight on Dawson County Fire Department who recently finished up a successful virtual boot drive. Although a little nervous at doing their first virtual Give Burns The Boot® campaign, it appeared they had a good time thinking outside the box and being creative including a video competition among shifts (click links below to view). With the coronavirus pandemic impacting everyday life, we want to extend our sincere appreciation to Dawson County Fire for taking the first step in this non-traditional boot drive.

Virtual Boot Drive

Due to COVID-19, Dawson County Fire & Emergency Services is unable to hold its annual boot drive to support the Georgia Firefighters Burn Foundation.

This year we invite everyone to join us online

June 15 - 21, 2020

To support us by making a donation to our team at:

<https://fundraise.gfbf.org/team/290476>



10% of all of our individual donations will be credited to Dawson County Fire & Emergency Services for fire education and prevention in our community.

A Shift: <https://www.facebook.com/dawsoncountyes/videos/vb.107149819344038/3674720145888368/?type=2&theater>

B Shift: <https://www.youtube.com/watch?v=OVjPvbOWGIU>

C Shift: <https://www.youtube.com/watch?v=vHciqu6pngw&feature=youtu.be>

Over \$1,000 raised for Georgia Burn Foundation by Dawson County virtual boot drive



Erica Schmidt
DCN Staff

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Dawson County Fire and Emergency Services recently wrapped up a week-long “virtual boot drive” after raising over \$1,000 for the Georgia Firefighters Burn Foundation.

Under normal circumstances, the firefighters hold a boot drive out in the community, with each crew spending about five hours collecting donations. But with the recent outbreak of COVID-19, the boot drive this year required thinking outside the box.

Jason Dooley, Operations Chief for Dawson County Emergency Services, first reached out to the Georgia Firefighters Burn Foundation in May to ask about the possibility of hosting a virtual boot drive. The drive was officially set to begin on Monday, June 15 and lasted through Sunday, June 21.

“It required a completely different approach than usual,” Dooley said. “The crews were required to create a 30 second video to be posted on social media to try and garner donations.”

Each of the two shifts filmed and posted creative videos encouraging citizens to donate to their cause, and according to Dooley this led to some friendly competition between the different crews.

"The positive aspect was inter-shift competition," Dooley said. "The shifts competed for both amount of money donated and also for most video views. B-Shift earned the most donations while A-Shift's video got the most views."

Citizens followed the links on social media to give online, and there were also a few cash donations dropped off at the fire stations for a total of \$1,019 raised during the drive.

The virtual boot drive was not without its challenges, with the total being less than the average of \$6,000 normally raised during in-person boot drives.

"I think the biggest challenges were the apprehension of online giving and the lack of exposure," Dooley said. "Some people are afraid to give online. Also, not everyone follows us on social media so there is a lot less visibility online than there is on street intersections."

But even with the results coming in lower than past boot drives, Dawson County raised the most money for the Burn Foundation of all fire departments in Georgia.

"We would just like to thank the community for their continued support," Dooley said. "Even in this trying economic time they still stepped up to the plate to help a great cause, the Georgia Firefighter's Burn Foundation."

For those who missed the virtual boot drive and would still like to donate to the Burn Foundation in the Dawson County Fire Department's name, visit <https://fundraise.gfbf.org/team/290476> and click "donate".

Sample messages for social media posting

Sample Message 1:

Due to COVID-19, (Fire Department name) will be Giving Burns The Boot virtually in support of Georgia Firefighters Burn Foundation (GFBF). The GFBF works to help educate Georgia residents about fire safety and burn prevention in an effort to reduce the number of injuries and deaths. While you don't see us out in the community collecting this year, we ask that you please give generously to help "Give Burns The Boot[®]" on our department's team page at www.giveburnstheboot.org.

Sample Message 2:

The (insert department name) Fire Department is joining other fire departments throughout the state of Georgia in a virtual Give Burns The Boot[®] campaign, benefiting the Georgia Firefighters Burn Foundation. Among programs made possible by Boot Drive proceeds is Camp Oo-U-La[®], Georgia's only camp held exclusively for burn-injured children and their siblings. An estimated 100 children attended summer camp in 2019. Without the support of our citizens each year, Boot Drive would not be a success. We need your support! Please give generously to our team's page at www.giveburnstheboot.org.

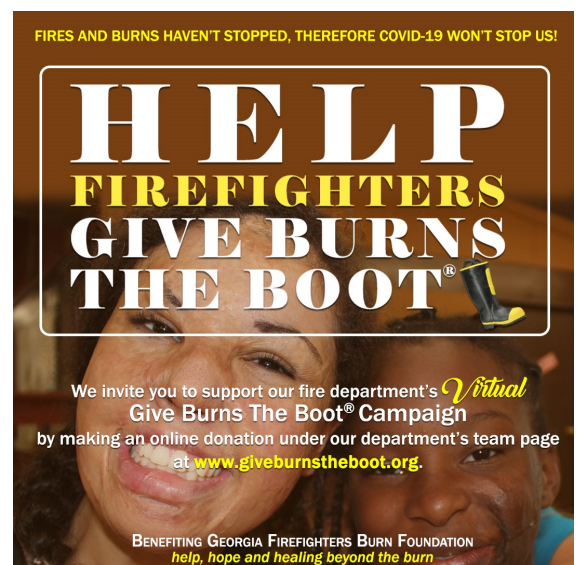
Sample Message 3:

The (insert department name) Fire Department is proud to take part in a Virtual Boot Drive supporting the Georgia Firefighters Burn Foundation (GFBF). COVID-19 may have stopped a lot of things, but it didn't stop fires and burn injuries from happening, which can strike anyone at anytime. The GFBF is working to help prevent fire-related injuries and deaths through safety education. In addition, the GFBF supports the hospital burn centers in Georgia offer the best possible treatment for patients. To help decrease burn injuries and fire fatalities, the GFBF and the (insert department name) need your help. Please make your online donation through our department's team page at www.giveburnstheboot.org.

Sample Message 4:

We may not be at intersections and storefronts this year, but we're still Giving Burns The Boot...a Virtual Boot that is! Donations collected through the Virtual Boot Drive will be used to support the Georgia Firefighters Burn Foundation's mission of partnering with the fire service and burn care community to provide fire safety and prevention education, support medical facilities and assist burn survivors in their recovery. The GFBF also supports each fire department that participates in the Boot Drive. Ten percent of all funds raised in our department's boot drive is returned to help with fire prevention and education efforts in our community. Help Give Burns The Boot[®] by making an online donation through our department's team page at www.giveburnstheboot.org.

Social Media graphics below are available for download on our website @ www.gfbf.org or contact Venessa Walker, vwalker@gfbf.org, to have them emailed to you.



10% of your donation comes back into our community toward fire safety and burn prevention education.