



The time is NOW!

The 2010 FEMA Assistance to Firefighters grant program closed on May 28th. That's the bad news. The good news is that we have a package which we believe may qualify for the AAVFD 2010 Wildland Fire Prevention Grant.



We call it the Community Alliance Project or CAP, a coordinated program to help you work with your community to reduce the destruction caused by wildfires and at the same time, to develop an effective public relations program designed to help you take your department to the next level.

We start by preparing press release materials for both broadcast and print media to tell your community what you do, why you do it, and how they can become a part of it.



Next, we print up some special postcards that are distributed through churches and schools to responsible adults in your community. This card tells people how they can be instantly alerted when there is a fire emergency in your community. All they have to do is fill in the name and cell phone number, then return the card to your department.

Upon receipt of a completed card, the information can be placed into a database which we call eLert. If there is a fire, storm, road closing, major accident, or chemical spill, all users in the eLert database can be instantly alerted by an email that appears on their cell phone!



With eLert, you can notify hundreds of people simultaneously by sending a single email from an Internet connected PC! Everything is included except the PC, an Internet connection and YOU! By the way – speaking of the Internet, we build and host an Internet web site especially designed to keep the public informed on items of interest about your department.



Next, we print up some tri-fold brochures that can be used to acquaint the public with what you are doing and introducing them to opportunities to participate either as a firefighter or in an auxiliary capacity. These handy brochures can be passed out at public meetings, mailed, or used in counter top displays which we provide. We finish it all up with three wireless call boxes that can be placed in selected areas to allow instant notification when wildfires are spotted.



The price is right – it may be up to 100% covered by the AAVFD/Forestry Wildland Prevention grant that closes July 2nd. The program elements are fully explained at www.info4u.us/cap.pdf. This could be just what you are looking for!

Burch H. Falkner

At your service!