










STEPS FOR A SUCCESSFUL NATIONAL FIRST RESPONDERS DAY INITIATIVE

1. **Talk to your HR Dept. or management to get the initiative cleared and determine a budget.** 
2. **Send an email announcement to all employees. Request an RSVP. (Don't forget to collect their addresses to send the kits!)** 
3. **Order your snack kits. (Here's an example). The first responders we consulted with suggested snacks and things easy to take with them on their shifts.** 
4. **Handwrite thank-you notes to send to employees to deliver with the gift OR create and email a letterhead for employees to print. Include a suggested note to make it easy.** 
5. **Get your customers, members, and partners involved. Have them tag you in their National First Responders Day activity or bring in snack box donations so they can be a part of your initiative too.** 
6. **Once your employees choose the first responder location they want to visit, remind them to call or email the locations to make sure the time/day is okay to visit.** 
7. **Encourage employees to take pictures of their own deliveries to send to your social media team. Franklin Madison will post them, too! Send to Delaney.Frazier@franklin-madison.com** 
8. **Make the deliveries on or around October 28! Employees can deliver individually or together if they want to join forces.** 
9. **Share stories of the day with each other on your internal chat channels. Post your pictures on social media, hang up at your location, and put them on your website.** 
10. **(Optional) Create and send out a post-event survey to your employees to determine what could be improved upon next year and how you can do even more to thank your first responders.** 