



Guide to Obtaining Corporate or Community Support for EMS on the Hill Day

EMS on the Hill Day is the one event each year through which EMS professionals from all sectors of EMS come together to bring our issues to the attention of Congress.

Advocating for EMS in Washington, D.C., is essential to ensuring our Congressional leaders and their staff understand the key issues that affect the ability of EMS services to effectively serve their communities.

While the National Association of Emergency Medical Technicians (NAEMT) works hard to minimize the costs of participating in this event, traveling to our nation's capital can be expensive. To help defray costs, NAEMT offers a limited number of grants to assist members in participating in EMS on the Hill Day. You may apply for these grants online on the EMS on the Hill Day page on www.naemt.org.

We hope that all EMS practitioners will consider participating in this national event. The more EMS professionals participate, the more influence we can have on important EMS issues.

To further assist our members in funding their participation in EMS on the Hill Day, NAEMT has developed the following guide for requesting donations from corporations and community groups:

Who Should You Ask?

Corporations often promote their businesses by showing an active interest in supporting the needs of the local community. Almost all large, national and many local companies have an annual budget designated for donations to worthwhile events and projects. If you are considering approaching a larger company, make your request as early as possible. Also, consider contacting the companies from which your EMS service purchases equipment and supplies.

Community groups, including civic organizations (such as Rotary, Lions or Kiwanis clubs), community foundations, and private foundations often fund participation by local residents in worthy activities as well. Consider requesting donations from both companies and community groups. In developing your list of potential donors, remember that just because one group says "No," does not mean they all will say "No."

How Should You Ask?

Once you have your list of potential donors, determine the approach you will use to ask for your donation. Whether you make your request in person or through a letter, be sure that you present a professional image and a well thought-out request. Whenever possible, make your request in person. Be prepared to leave a written summary of your request which includes your contact information.

Basic components of your request should include:

- **Who is asking for the donation** - Provide a brief, general description of yourself or your group. Be sure to include the name of the organization at which you work and professional certifications, as well as any volunteer work that you do in the community.
- **What are you asking for** - be specific. Describe the program (including its purpose, why it's needed and who it benefits) and how you will participate (the special activities which you will undertake).
- **Why are you asking for the donation** - Describe specifically how the funds will be used and how your participation will benefit the community.

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- What can the company or organization gain from their donation? Let your potential donors know how their contribution will positively affect their community. Tell them how you plan to recognize their donation.
- Where you can be contacted - phone number, e-mail address.
- Thank the potential donor in advance for considering a donation.
- Try to follow up within a week of your request with an e-mail or phone call to ensure that it's not forgotten.
- Finally, be sure to acknowledge receipt of any contribution with a letter of appreciation.

NAEMT has prepared the following sample that you can use as a basis for your donation request.

Sample Presentation

My name is Joseph Lane. I am a certified Paramedic in our community. I am employed at Willow Bend EMS, where I have provided emergency medical services to the residents in our community for the past 10 years. I am a dedicated member of our community and have volunteered for the past five years as a mentor at our local Boys and Girls Club. I am also a member of the National Association of Emergency Medical Technicians (NAEMT), the professional association representing all EMS practitioners in our country, including first responders, EMTs and paramedics.

Making sure that everyone in our community has access to high quality emergency medical services is a top priority of Willow Bend EMS. Like most communities these days, we are faced with limited resources, and more people who rely on our EMS practitioners for more services due to their reduced access to health care. It is of utmost importance

that our elected leaders in Congress hear from us directly about the needs of our community and understand the challenges that we face in providing emergency medical care to our patients.

Each year, NAEMT organizes a day for EMS practitioners like myself to meet with our Congressional leaders and their staff so we can tell them about the status of EMS in our community, and what type of legislation might help support our community in improving emergency medical care. This year, EMS on the Hill Day will be held on Wednesday, May 4.

I would like to attend this event and represent EMS in our community to our Congressional leaders. I need \$1,200 to cover my costs - travel to Washington, D.C., hotel accommodation, ground transportation, and meals.

If I am able to attend, I will share with our Senators and House Representatives information about our community, the current status of emergency medical services in our area, what we specifically need to help improve emergency medical care for our residents, and what our Congressional leaders can do to help.

Your donation will directly benefit our community by allowing me to personally discuss our needs with Capitol Hill leaders. In addition, your donation will be recognized by Willow Bend EMS with notification to our local media.

I sincerely hope you will consider my request and help me attend EMS on the Hill Day. Thank you in advance for your concern for our community and your support for EMS.

We at NAEMT hope this guide assists you in obtaining donations toward your participation in this important national event. The more EMS professionals who participate in EMS on the Hill Day, the louder our national voice.

