



# RED ZONE

## THE RESPONSE

AN EMS  
FUNDRAISING  
TOOLKIT



SOUTH DAKOTA  
DEPARTMENT OF HEALTH





# Toolkit

This toolkit is your go-to resource for building strong, sustainable community support for emergency medical services. Inside, you'll find year-round opportunities to connect, raise awareness, and fund the lifesaving work you do every day.

If you're viewing this toolkit online as a PDF, all items in the Table of Contents are clickable links—just click any section title to jump directly to that page. Each section page also includes a “Back to Contents” button, making it easy to navigate throughout the document.

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# Fundraising Step-by-Step

When lives are on the line, every second counts—and so does every dollar. This step-by-step fundraising guide is designed to help ambulance services like yours raise the support needed to keep crews equipped, vehicles running, and communities safe.

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## FUNDRAISING STEPS

Whether you're new to fundraising or just need a simple roadmap, this guide walks you through each step—from setting clear goals to thanking donors—so you can build trust, rally your community, and meet your mission with confidence.



### STEP 1: DEFINE YOUR GOAL

#### What are you raising money for?

- Be specific: "We need \$5,000 to buy new equipment for our EMS team."
- Know your deadline: "We need it by October 15."

*Why it matters:* Clear goals build trust and urgency.



### STEP 2: KNOW YOUR AUDIENCE

#### Who will care enough to give?

- Friends & family
- Community members
- Local businesses
- People affected by your cause

*Tip:* Think about who benefits most from the goal you're fundraising for—start there.



### STEP 3: CHOOSE THE RIGHT FUNDRAISING METHOD

#### Pick one (or mix a few!):

- Online campaigns (GoFundMe, Facebook, etc.)
- Events (golf games, dinners, fun runs)
- Sales (T-shirts, baked goods, raffles)
- Grants or corporate sponsorships
- Crowdfunding (email blasts + social media + landing page)

*Easy start:* Use a free platform like [Givebutter](#) or [Donorbox](#).



### STEP 4: CREATE YOUR MESSAGE

#### Tell a story. Make it personal.

- Why does this matter?
- Who does it help?
- What happens if you don't reach the goal?

#### *Must-have elements:*

- A short video or photo
- Simple headline ("Help us Save Lives!")
- Clear ask ("Donate \$25 today to support our new ambulance!")





STEP 5: LAUNCH & SHARE

Time to get it out there!

- Post on social media
- Send emails
- Ask people to share
- Print flyers or posters for local spots

*Pro Tip:* Always include a clear **donation link** or QR code.



STEP 6: ASK DIRECTLY

Don't wait for people to find your campaign - ask!

- "Hey Aunt May, would you consider donating \$20?"
- "We'd love for your business to sponsor \$100 for new equipment for the ambulance."

*It's not begging - it's giving people a chance to help.*



STEP 7: KEEP THE BUZZ GOING

Don't stop after launch. Keep momentum with:

- Updates ("We're halfway there!")
- Thank you shout-outs ("Thanks to John for donating \$50!")
- Challenges or matching donation ("Every \$1 will be matched today!")



STEP 8: MAKE IT EASY TO GIVE

- Accept online + offline donation
- Offer levels (*First Responder Level* - \$25 - Cover basic supplies like bandages, gloves, etc.; *Lifesaver Level* - \$50 - Support continuing education for EMTs and paramedics; *Emergency Response Level* - \$100, Fund critical equipment like oxygen masks or pediatric supplies)
- Use QR codes at events
- Keep forms short and simple

*People donate more when it's hassle-free.*



STEP 9: THANK YOUR DONORS

Always say thank you!

- Send emails, texts, or handwritten notes
- Shout-outs on social media
- Show impact ("Here's the new gear you helped us buy!")



STEP 10: REPORT BACK + REFLECT

After your fundraiser:

- Share your results
- Post pics or videos
- Say what went well and you'll improve next time

*Transparency = future success*



To keep your fundraising on track, here's a quick checklist that covers all the essentials. Use it as a simple planning tool to make sure you're hitting each step with clarity and confidence.

QUICK CHECKLIST

- ☐ Clear fundraising goal
- ☐ Audience identified
- ☐ Platform or method selected
- ☐ Powerful story/message
- ☐ Donation link/QR code ready
- ☐ Launch plan with social posts & emails
- ☐ Thank-yous planned
- ☐ Progress updates scheduled
- ☐ Final report or celebration post



# Community Outreach

Community outreach is a powerful way to build trust, raise awareness, and connect directly with the people you serve. Hosting events not only helps educate the public about the vital role of ambulance services—it also opens the door for meaningful engagement and support. Use these event ideas to inspire your next outreach effort.

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## EVENT IDEAS

### EMS Open House/Touch-a-Truck

**What** - Host an event at your EMS station or local park where community members (especially kids) can explore ambulances, meet EMTs/paramedics, and see equipment.

**Why** - Builds familiarity and appreciation for EMS.

**Add-ons** - CPR demos, first aid kits for kids, snacks, community partner booths.

### “Hands-Only” CPR and AED Trainings

**What** - Offer short, free trainings at schools, churches, community centers, and events.

**Why** - teaches lifesaving skills and emphasizes EMS’s role in emergencies.

**Bonus** - Give participants certificates or stickers to encourage participation.

### School EMS Education Days

**What** - Visit classrooms to teach about 911, safety, careers in EMS, and what happens in an emergency.

**Why** - Empowers kids, reduces fear, and builds future awareness.

**Tip** - Use age-appropriate materials, coloring books, and fun gear.

### Community Emergency Preparedness Workshops

**What** - Partner with fire, police, and emergency management to teach how families can prepare for storms, power outages, and emergencies.

**Why** - Encourages whole-community resilience and shows EMS as a proactive resource.

### Teddy Bear Clinics or First Aid for Kids

**What** - Kids bring stuffed animals for mock “treatment,” learn first aid basics, and talk about how EMS helps in emergencies.

**Why** - Low-stress exposure to emergency services for younger children.



### Naloxone Training & Overdose Awareness

**What** - Partner with public health to train the public on using naloxone and recognizing overdose symptoms.

**Why** - Addresses real public health crises and highlights EMS’s vital role.



**“Call 911” Simulation Game**

*What* - Kids (or adults) practice how to call 911 in mock scenarios. Use toy phones or a script.

*Goal* - Teach what information to give during an emergency.

**Stop the Bleed Demo**

*What* - Use training mannequins or foam limbs to show how to apply a tourniquet.

*Giveaway* - Small Stop the Bleed cards or tourniquet keychains (if budget allows).

**“Meet Your Medic” Q&A Time**

*What* - Set times when people can meet EMTs and ask questions about their jobs.

*Bonus* - Great for teens considering EMS careers.

**EMS Story Wall**

*What* - Create a board or banner where people can write or post stories.

*Themes* - “How EMS helped me” or “Thank you, first responders!”

**QR Code Sign for Career & Volunteer Info**

*What* - Link to local EMS opportunities or sign-up forms for CPR classes, ride-alongs, etc.

# Raffles

Raffles can be a fun and effective way to raise funds while engaging your community—especially when great prizes are involved! In South Dakota, raffles are legal for qualified nonprofit organizations but must follow specific state guidelines. This section walks you through the steps for planning, promoting, and legally conducting a successful raffle fundraiser, so your ambulance service can raise money while staying compliant.

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## A SIMPLE GUIDE TO RUNNING A RAFFLE IN SOUTH DAKOTA

Here's what you need to know:

### Before you start:

*Only certain groups can legally run raffles, including:*

- Veterans organizations
- Religious groups
- Charities
- Educational organizations
- Fraternal organizations
- Local civic or service clubs
- Volunteer fire departments
- Political parties and committees

### Steps to follow:



Before selling any tickets, you must:

- ☐ Send a written notice to the South Dakota Secretary of State by completing the following form: <https://sdsos.gov/general-information/assets/raffle-requests/RaffleRequestForm.pdf>
- ☐ Notify your local county or city officials (in writing) at least 30 days before the raffle drawing. Include the date, time, and location of the drawing in your notice.

### Important Notes:

- If you plan to sell tickets across the whole state, you must inform both:
  - The Secretary of State
  - The local government where you hold the drawing
- Most gambling is not allowed in South Dakota, but raffles are okay when run by approved organizations for charitable purposes (similar to bingo and certain lotteries).
- If the organization does not register with the state or municipality 30 days in advance, a silent auction or live auction can be held with the prizes you had intended to raffle off.

### Raffle Request Information

South Dakota State law provides that any organization that conducts a raffle and tickets or shares for such lottery that are sold statewide shall provide written notice of such lottery to the secretary of state and to the governing body where the drawing for such lottery is held.

Any individual or group who wishes to conduct a raffle needs to provide written notice to the Secretary of State before selling any tickets for a raffle. They must also give thirty days written notice of the time and place thereof to the governing body or designated administrative official of the county or municipality in which it intends to conduct the raffle. [SDCL 22-25-25\(6\)](#)

Under South Dakota State Law, games of chance are prohibited in the state, except if an exemption is granted, such as for Deadwood gaming or the state lottery. Other exemptions include bingo and lottery for charitable purposes.

Bingo, as defined in [SDCL 22-25-23](#) or lottery as defined in [SDCL 22-25-24](#) may not be construed as gambling or as a lottery within the meaning of [SDCL 22-25-1](#), if: (1) The bingo game or lottery is conducted by a bona fide congressionally chartered veterans' organization; a religious, charitable, educational, or fraternal organization; a local civic or service club; a political party; a volunteer fire department; or a political action committee or political committee on behalf of any candidate for a political office which exists under the laws of the State of South Dakota.





# Fundraising by Season

The following fundraising ideas are provided to help inspire and guide your efforts. They are intended as a starting point—feel free to expand on them, adapt them to fit your organization’s unique needs, or combine elements to create a strategy that works best for your EMS agency.

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## FALL FUNDRAISING



### SEPTEMBER, OCTOBER, & NOVEMBER

**Holiday Opportunities:** Labor Day, Halloween, Thanksgiving  
**Themes:** Pumpkins, Leaves, Ghosts, Witches, Oktoberfest, German Fest

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# Friendsgiving Dinner

*A community potluck or ticketed meal with local entertainment and a cash bar on the Saturday after Thanksgiving. It's a relaxed, festive evening to gather friends, family, and neighbors while supporting a meaningful cause.*

**GOAL** Raise funds through ticket sales, donations, and sponsorships while strengthening community bonds and raising awareness about the work and needs of your EMS team

**TIMING** Fourth Saturday in November (Saturday after Thanksgiving)

**LOCATION IDEAS** Local community center, VFW, Elks Lodge, banquet room at a donated event space, or fire hall with event capacity

**TARGETED AUDIENCE** 21+ only event or families, seniors, and individuals who may not have Thanksgiving plans, EMS supporters, donors, and board members, local business leaders and civic groups, faith communities or neighborhood associations

- SUPPLIES AND MATERIALS**
- Tables and chairs
  - Tablecloths and basic décor (fall-themed or neutral)
  - Serving equipment and chafing dishes (borrowed/rented)
  - Utensils, plates, napkins, cups (compostable if possible)
  - Cash bar setup (licensed staff or local bar partner)
  - Audio system for music/announcements
  - Raffle items or silent auction baskets
  - Event signage, name tags, and program

- VOLUNTEER NEEDS**
- Event co-leads (planning + on-site)
  - Setup/cleanup crew
  - Welcome table/greeters
  - Bar attendants (if separate from venue)
  - Raffle/auction table staff
  - Emcee or entertainment coordinator
  - Photographers or social media sharers

- MARKETING IDEAS**
- Facebook event + countdown posts
  - Posters in coffee shops, gyms, community centers
  - Personal invites to known supporters/donors
  - Press release to local papers or community newsletters
  - Partner with bar/restaurant for promo shout-outs

**BONUS TIPS**

- 

Encourage attendees to bring a dessert or side dish to reduce food costs
- 

Include a short impact story or short video showing what funds support
- 

Offer a prize for “best-dressed table” to encourage friendly group sign-ups
- 

Use themed drink specials or signature cocktails for added revenue
- 

Provide childcare in a separate room if space and volunteers allow

**BUDGETING CONSIDERATIONS**

- EXPENSES**
- Decorations
  - Printing (flyers, signs)
  - Bar licensing or gratuities
  - Raffle items
  - Entertainment (if not free)

- REVENUE**
- Dinner tickets
  - Raffle/silent auction
  - Bar revenue
  - Donation box

- SPONSORSHIP OPPORTUNITIES**
- Meal sponsor (logo in program, signage)
  - Bar sponsor (“Cheers to [Sponsor Name]”)
  - Table sponsors (\$100 per table with centerpiece branding)
  - Raffle prize sponsors
  - In-kind sponsors (food, printing, or décor)







# Golf Tournament

*A community golf tournament open to amateurs and casual players, featuring a 9- or 18-hole format, contests (longest drive, closest to the pin), raffles, and an optional dinner or awards reception.*

**GOAL** Raise funds through team registration, hole sponsorships, contests, raffles, and optional extras (mulligans, drink tickets, etc.); build lasting relationships with players, local businesses, and EMS supporters

**TIMING** Late spring, summer, or early fall (Fridays or Saturdays work best); avoid conflicting with local sports or holidays

**LOCATION IDEAS** Local golf course

**TARGETED AUDIENCE** Adults, business teams, retirees, active families, sponsors looking for visibility

- SUPPLIES AND MATERIALS**
- Scorecards, pencils, rule sheets
  - Signage for holes/sponsors
  - Raffle tickets and prize displays
  - Registration/check-in materials
  - Prizes for contests and/or for awards reception

- VOLUNTEER NEEDS**
- Event leads (logistics and fundraising)
  - Registration/check-in volunteers
  - Hole monitors (contests, safety, photos)
  - Raffle/silent auction helpers
  - Emcee/awards announcer
  - Photographer or social media assistant

- MARKETING IDEAS**
- Early-bird discount or prize drawing for first 5 teams
  - Feature photos and team shout-outs from last year’s event
  - Promote through chamber of commerce or rotary club
  - Pair with another draw (silent auction, raffle, dinner)
  - Offer prize for best team theme or costumes to add fun

**BONUS TIPS**



Use a scramble format to keep things accessible and fun



Have a “mulligan” or “cheat card” sale to raise extra money



Offer a family hole or putting challenge for kids



Host a short awards ceremony after with drinks and networking



Include a “non-golfer” option like lunch-only tickets or raffle entry

**BUDGETING CONSIDERATIONS**  
**EXPENSES**

- Course fees (if not waived)
- Signage and marketing
- Prizes and trophies
- Food/snack station
- Optional insurance or permits

**REVENUE**

- Team registrations
- Hole sponsors
- Raffle/silent action
- Beverage cart sales

**SPONSORSHIP OPPORTUNITIES**

- Hole sponsors with branded signage
- Title sponsor for the entire tournament
- “Longest Drive” or “Hole-in-One” contest sponsor
- In-kind donations (raffle prizes, swag, lunch/beverages)
- Banner placement and sponsor recognition in awards program







# Haunted House or Trail

*A spooky walk-through experience featuring themed rooms or outdoor scenes with live actors, sound effects, and creative decorations. Can be geared toward younger kids in the early evening and older youth/adults later at night.*

**GOAL** Generate revenue through ticket sales, concessions, merchandise, and sponsorships, while building awareness and support for EMS services

**TIMING** Friday or Saturday evenings in October

**LOCATION IDEAS** Utilize local buildings, parks, partner with a farm for a corn maze or barn walk-through, school gym, or community center

**TARGETED AUDIENCE** Families, children, youth groups, teens, young adults

- SUPPLIES AND MATERIALS**
- Black plastic sheeting, tarps, or cardboard dividers
  - Props (skeletons, fog machines, lighting, décor)
  - Costumes and makeup for actors
  - Safety signs, flashlights, glowsticks
  - Sound system or portable speakers for music/sound effects
  - Ticket booth or mobile check-in system
  - First aid kit and walkie-talkies for safety monitors

- VOLUNTEER NEEDS**
- Event coordinator
  - Safety lead
  - Actors
  - Set-up and tear-down crew
  - Ticketing/entry volunteers
  - Line monitors or crowd control staff
  - Photographer/social media helper

- MARKETING IDEAS**
- Countdown posts on Facebook and Instagram
  - “Behind-the-scenes” volunteer prep stories
  - Flyers in schools and youth centers
  - Appear on local radio or TV to promote
  - Partner with high school drama club or college students for actors
  - Offer early-bird tickets or group discounts

**BONUS TIPS**

- 

Offer “no-scare” family hours for younger kids (use glowsticks to indicate no jump scares)
- 

Use timed-entry tickets to manage crowd
- 

Set up a selfie wall/photo booth with themed props
- 

Have a safe zone/ refreshment area at the end for families to hang out
- 

Recruit drama students or theater groups for costumed acting

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Props and decor
  - Lighting/fog machines
  - Insurance or permits
  - Marketing/printing
  - Costumes

- REVENUE**
- Ticket sales
  - Concessions (hot cocoa, cider, snacks)
  - Glowstick/flashlight sales
  - Donation jar

- SPONSORSHIP OPPORTUNITIES**
- Scene sponsorships (e.g., “Zombie Alley sponsored by Smith Realty”)
  - Title sponsor with logo on tickets and signs
  - Donation of props or makeup from local businesses
  - Food sponsor for snacks/concessions
  - Radio station or newspaper media sponsor







# Pumpkin Baked Goods

*A community-wide bake sale and contest featuring pumpkin-based treats like pies, breads, cookies, bars, and cupcakes. Prizes awarded for categories like “Best Tasting,” “Most Unique Presentation,” and “Best Kid Entry.”*

**GOAL** Raise funds through baked goods sales and donations while engaging local bakers, businesses, and community members in a festive fall fundraiser

**TIMING** Mid-September through early November, ideally tied to a fall market, football game, or Saturday morning event

**LOCATION IDEAS** Firehouse, community center, school gymnasium, church basement


**TARGETED AUDIENCE** Families, adults, community members


- SUPPLIES AND MATERIALS**
- Tables, cloths, and price tags/signs
  - Food-safe packaging or containers
  - Entry forms and labels for contest categories
  - Display trays or stands for presentation
  - Hand sanitizer, gloves, napkins
  - Cash box, change, and mobile payment option
  - Prizes or ribbons for contest winners


- VOLUNTEER NEEDS**
- Event coordinator
  - Bakers and baking donors
  - Table attendants/sellers
  - Judges (local chef, teacher, fire chief, city council member, mayor, etc.)
  - Photographer/social media support
  - Setup/cleanup crew


- MARKETING IDEAS**
- Share teaser photos of early entries or “baking behind the scenes”
  - Create a Facebook event with daily spotlights on local bakers
  - Post printable flyers in libraries, gyms, and churches
  - Ask local businesses to post flyers at checkout
  - Run a friendly social media “vote” for People’s Choice

**BONUS TIPS**

- 

Include allergy-friendly labeling (gluten-free, nut-free, etc.)
- 

Offer small sample packs for \$1-\$2 to encourage more purchases
- 

Let kids help judge one fun category (e.g., “Best Looking”)
- 

Pair this event with a pumpkin patch or local harvest day

**BUDGETING CONSIDERATIONS EXPENSES**

- Packaging
- Signage
- Prize ribbons
- Trophies
- Printing/marketing
- Gloves
- Napkins

**REVENUE**

- Baked goods sales
- Entry fee for contest
- Donation jar

**SPONSORSHIP OPPORTUNITIES**

- Grocery stores or bakeries to donate ingredients
- Coffee shop or café as event sponsor (provide free samples or coffee)
- Kitchen supply stores to donate contest prizes
- Sponsor-branded category (“Best Pie Sponsored by Joe’s Hardware”)







# Pumpkin Carving Contest and Chili Feed

*A festive fall community event where participants bring their best pumpkin carving skills while enjoying a chili feed.*

**GOAL** Raise funds through contest entry fees, chili meal sales, donations, and local sponsorships—while creating a community-centered event that highlights the importance of EMS

**TIMING** Mid-to-late October; coordinate with local school breaks or weekends

**LOCATION IDEAS** Community center, local park shelter, or elementary school gym

**TARGETED AUDIENCE** Families, children, youth groups, and community members

**SUPPLIES AND MATERIALS**

- Pumpkins (donated or bulk-purchased)
- Carving tools (loaned, purchased, or bring your own)
- Tables, chairs, plastic tablecloths
- Chili ingredients, serving bowls, utensils
- Handwashing station, napkins, garbage bins


**VOLUNTEER NEEDS**


- Event set-up and clean-up crew
- Chili servers
- Pumpkin carving station monitors
- Registration/check-in for pumpkin carving
- Voting coordinator


**MARKETING IDEAS**


- Flyer in schools and libraries
- Facebook event with shareable graphics
- Local radio shout-outs or community calendar listings


**BONUS TIPS**

 After carving, line up pumpkins along a walking path and invite guests to vote by donation jars

 Let guests vote on “People’s Choice” chili award with tickets or tokens

 Offer a family pack (includes 2 contest entries + 4 chili meals at a discount

 End the event with a group countdown and a Jack-o’-Lantern Lighting Ceremony

 Add ambiance with fall-themed music or local performers

**BUDGETING CONSIDERATIONS**

**EXPENSES**

- Pumpkins
- Chili supplies
- Decorations
- Flyers

**REVENUE**

- Entry tickets
- Donation jar
- Local sponsors

**SPONSORSHIP OPPORTUNITIES**

- Grocery store pumpkin or chili ingredient sponsor
- Local business named sponsor of the contest (“Ace Hardware Pumpkin Showdown”)
- Gift card or prize donations for winners







# Rake the Town

*An annual fall community service event where volunteers rake leaves and clean up yards for seniors, veterans, or those with limited mobility. Donations are collected through sponsorships, pledges, or “pay it forward” contributions.*

**GOAL** Raise funds through suggested donations for each raked yard while promoting EMS visibility and goodwill in the community

**TIMING** Any Saturday or Sunday from late September to mid-November, ideally after peak leaf fall

**LOCATION IDEAS** Yards of elderly residents, veterans, referred individuals, community green spaces, coordinated in neighborhoods or by zones

**TARGETED AUDIENCE** Community members, families, youth groups, sports teams, churches looking to volunteer

## SUPPLIES AND MATERIALS

- Rakes (donated or borrowed)
- Yard waste bags (paper or compostable)
- Wheelbarrows or tarps
- Volunteer t-shirts or name tags
- Route maps and assigned yard lists
- Printed thank-you cards for residents to receive

## VOLUNTEER NEEDS

- Coordinators for logistics and assignments
- Team leaders (1 per 4–6 volunteers)
- Volunteers for yard teams
- Photographer or social media helper
- Drivers for volunteer transport

## MARKETING IDEAS

- Share “before and after” photos on social media
- Promote the sign-up form through churches, service clubs, and schools
- Invite local media to cover the event
- Ask past participants to share testimonials
- Offer a “Rake & Roast” add-on event: fire pit & hot cider at a park afterward

## BONUS TIPS



Create a simple referral system for those needing help (online or phone)



Offer small gift bags to residents (notes, treats, fall candles)



Designate one team for urgent/last-minute cleanup needs



Involve school clubs that need service hours

## BUDGETING CONSIDERATIONS

### EXPENSES

- Yard bags
- Gloves
- Volunteer supplies (shirts, snacks)
- Marketing/printing
- Fuel stipends

### REVENUE

- Local sponsors
- Individual donations
- “Adopt-a-Yard” donation

### SPONSORSHIP OPPORTUNITIES

- Lawn care or landscaping companies (title sponsor)
- Local coffee shop provides hot drinks for volunteers
- Businesses “adopt” yards for a donation and recognition
- Matching gift opportunities from employers or banks
- Recognition in newspaper, social posts, and banners







# Soup and Bread Night

*A casual, ticketed community meal featuring a variety of homemade or donated soups with fresh bread and baked goods for sale. This warm, welcoming event can be paired with light entertainment, a silent auction, or a short program.*

**GOAL** Raise funds through meal donations while increasing visibility and community connection for your EMS organization

**TIMING** October or November (weekday evenings or Sunday late afternoon works well)

**LOCATION IDEAS** Church baseball or fellowship hall, school cafeteria, community center, or firehouse or town hall with kitchen access

**TARGETED AUDIENCE** Families, seniors, school staff, donors, volunteers, great for all ages

- SUPPLIES AND MATERIALS**
- 4–8 slow cookers of different soup varieties (donated or assigned)
  - Bread (loaves, rolls, or cornbread)
  - Serving supplies: bowls, utensils, napkins, trays
  - Tables, chairs, and décor (fall-themed centerpieces or place settings)
  - Beverage station (water, cider, coffee)
  - Bake sale display table with packaging
  - Ticket table or donation jar

- VOLUNTEER NEEDS**
- Event coordinator
  - Kitchen helpers/servers
  - Set-up/clean-up crew
  - Bake sale lead
  - Ticketing/greeters
  - Optional: 1 emcee, speaker, or entertainment coordinator

- MARKETING IDEAS**
- Hand out flyers at schools, senior centers, libraries
  - Promote “Soup of the Week” posts on social media
  - Include featured bakers or soup makers in promo
  - Offer family pricing or a “meal + bake sale bundle”

## BONUS TIPS



Label soups clearly (vegan, spicy, gluten-free, etc.)



Offer sample-size bowls to encourage trying multiple types



Include a “People’s Choice Soup” voting ticket



Package leftover soup in to-go containers for donation or resale



Combine with a coat or food drive to deepen impact

## BUDGETING CONSIDERATIONS

### EXPENSES

- Serving supplies
- Decor and signage
- Printing and promo
- Beverages and condiments

### REVENUE

- Meal tickets
- Bake sale
- Donation jar
- Local sponsors

### SPONSORSHIP OPPORTUNITIES

- Grocery store or bakery to donate bread or supplies
- Local restaurant or chef sponsor (“Soup by Chef Sarah!”)
- Recognition in event signage and social media
- Sponsor-branded soup station or table tents







DECEMBER, JANUARY, & FEBRUARY

Holiday Opportunities: Christmas; Hanukkah; New Year’s; Winter Solstice; Martin Luther King, Jr.; Valentine’s Day; President’s Day  
Themes: Candles, Green, Wreaths, Mistletoe, Bells, Trees, Snowflakes, Santa Claus, Fireworks, Ice Skating, Red, Pink, Hearts

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# “12 Days of Giving” Campaign

*A creative 12-day fundraising campaign in December featuring daily giving themes, donor challenges, or business partnerships. You can either set daily mini-goals or partner with 12 local businesses who donate a portion of profits from their designated day. The campaign builds momentum and visibility while offering multiple ways for supporters to engage.*

**GOAL** Raise funds and/or in-kind donations across 12 themed days while keeping your EMS organization front-of-mind during year-end giving

**TIMING** December 1-12 or December 12-24 (Align with your calendar or tie into other campaigns like Giving Tuesday)

**LOCATION IDEAS** Hosted on social media/email; business partners’ locations for in-person tie-ins

**TARGETED AUDIENCE** Community supporters, small business patrons, year-end donors, social media followers

- SUPPLIES AND MATERIALS**
- Daily email or social post templates
  - Giving platform with daily tracking or thermometer
  - Graphics for social media (branded 12-day theme)
  - Mini incentive prizes or thank-you gifts
  - Flyers or signage for partner businesses
  - Donor thank-you templates

- VOLUNTEER NEEDS**
- Campaign coordinator
  - Content creators for social/email posts
  - Business outreach/contact lead
  - Designer (optional) for graphics

- MARKETING IDEAS**
- Tease the campaign with a countdown or sneak peek
  - Highlight one donor/business per day on social media
  - Use daily hashtags like #GivingJoy, #Day4Kindness
  - Create a printable or digital calendar with each day’s theme
  - Offer prize entries for those who give on 3+ days

**BONUS TIPS**



Make at least a few days non-monetary (e.g., “Share our post,” “Thank a volunteer”)



Include youth by having a “Kids Give Back” day



Feature impact stories or client testimonials in daily posts



Celebrate the total raised at the end with a livestream or thank-you video



Coordinate with other local giving drives or events for visibility

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Printing (flyers, signs)
  - Donor thank-you gifts or prizes
  - Social media graphics
  - Staff or platform support

- REVENUE**
- Online donations (daily asks)
  - Business give-back contributions
  - Optional raffle or match challenge

- SPONSORSHIP OPPORTUNITIES**
- Feature 12 different businesses - each sponsor 1 day
  - Invite corporate sponsors to match a day’s donations
  - Offer visibility on campaign graphics, posts, or thank-you lists
  - Print/post “Proud Partner” signs for business windows







# Christmas Cookie Decorating/ Bake Sale

*A holiday-themed community event featuring a cookie decorating contest (for kids, adults, or teams), paired with a bake sale of seasonal treats. It can be hosted as a stand-alone event or added to a holiday market, tree lighting, or winter concert.*

**GOAL** Raise funds through cookie sales, decorating stations, and optional add-ons like cocoa or photos with Santa, while increasing community engagement and awareness of your EMS mission

**TIMING** Early to mid-December, ideally on a weekend afternoon or evening near other holiday events

**LOCATION IDEAS** School cafeteria or gym, community center, church hall, library, or firehouse; will need tables and kitchen access


**TARGETED AUDIENCE** Families, kids, local bakers, church or school groups, holiday shoppers


- SUPPLIES AND MATERIALS**
- Pre-baked cookies (sugar or gingerbread)
  - Decorating supplies (icing, sprinkles, candy)
  - Disposable plates, gloves, napkins
  - Tables and chairs for decorating
  - Signage for contest categories and voting
  - Cash box or mobile pay system
  - Baked goods for sale (cookies, bars, small loaves)
  - Contest entry forms and ribbons/prizes

- VOLUNTEER NEEDS**
- Event coordinator
  - Baking supply preppers
  - Decorating table hosts
  - Bake sale table staff
  - Judges or “celebrity” guest tasters
  - Greeter/check-in
  - Clean-up crew


- MARKETING IDEAS**
- Cookie photo countdown on social media
  - “Register your cookie crew!” family promo
  - Partner with schools, daycares, and scout groups
  - Feature last year’s winners or fun decorating tips
  - Invite a local news anchor or mayor to judge


**BONUS TIPS**

 Offer pre-packaged “decorate-at-home” cookie kits for extra revenue

 Include allergy-friendly options and label baked goods clearly

 Create a festive photo booth with props for families

 Include a “People’s Choice” vote with \$1 tickets per vote

 Hand out small participation prizes to all child decorators

**BUDGETING CONSIDERATIONS**  
**EXPENSES**

- Decorating supplies
- Printing & signage
- Prizes (ribbons, gift cards)
- Baking supplies (if not donated)

- REVENUE**
- Contest entry fee
  - Bake sale
  - Hot cocoa or cider station
  - Optional raffle or donation jar

- SPONSORSHIP OPPORTUNITIES**
- Local grocery store donation of baking/ decorating supplies
  - Coffee shop or bakery as a featured supporter
  - Business-sponsored prize baskets
  - Logo placement on table tents, flyers, or photo backdrop







# Christmas Tree Pickup for Donation

*Offer convenient curbside pickup of real Christmas trees in exchange for a suggested donation. Partner with a local composting site, disposal service, or city maintenance crew to responsibly dispose of or recycle the trees. A great service for seniors, busy families, or apartment dwellers!*

**GOAL** Raise funds by providing a valuable, seasonal service that saves residents time and effort—while also highlighting the year-round commitment of local EMS teams

**TIMING** One or two weekends in early January, after most residents have removed holiday decorations

**LOCATION IDEAS** Trees picked up from individual homes, central neighborhood drop-off sites, disposal ends at city compost site, or designated drop-off station

**TARGETED AUDIENCE** Families, seniors, busy households, environmentally conscious residents


- SUPPLIES AND MATERIALS**
- Truck(s) or trailer(s) for hauling trees
  - Gloves, tarps, safety gear
  - Yard signs and flyers for promotion
  - Scheduling sheet or online sign-up form
  - Printed donation envelopes or mobile donation link
  - Permission or coordination with city or waste facility
  - Thank-you notes or stickers for donors


- VOLUNTEER NEEDS**
- Pickup route drivers
  - Logistics and scheduling coordinator
  - Loaders/helpers per truck
  - Donation tracking lead
  - Follow-up/thank-you volunteer


- MARKETING IDEAS**
- Post in December: “Don’t worry about your tree — we’ll take care of it!”
  - Use neighborhood Facebook groups and city newsletters
  - Create a quick online sign-up form (include donation info)
  - Partner with HOAs or apartment complexes
  - Include service in church bulletins or senior newsletters


**BONUS TIPS**

- 

Offer a “reminder postcard” or email right after Christmas
- 

Promote as eco-friendly and hassle-free
- 

Allow residents to schedule multiple pickups (e.g., neighbors/friends)
- 

Keep a photo log of trees picked up for fun social media posts
- 

Hand out flyers for upcoming spring events with thank-you

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Fuel and truck use
  - Signs and flyers
  - Safety supplies
  - Disposal site fee (if any)

- REVENUE**
- Suggested tree removal donation
  - Optional add-on “porch sweep” service

- SPONSORSHIP OPPORTUNITIES**
- Tree service or landscaping company as main sponsor
  - Local waste/recycling service partnership
  - Gas station or auto shop to donate fuel
  - Branded volunteer shirts or signs with sponsor logos







# Crockpot Cook-off or Chili Challenge

*Participants bring crockpots of chili, stew, chowder, or soup. Attendees purchase tasting tickets and drop dollar bills into jars to vote for their favorite. The entry ticket includes access to all tastings, plus baked goods or sides can be sold separately.*

**GOAL** Raise funds by charging entry fees for competitors and sampling tickets for attendees, while also building community engagement around your EMS organization

**TIMING** December through February - ideal for a cozy winter event

**LOCATION IDEAS** Community center, church hall, school gymnasium, or firehouse


**TARGETED AUDIENCE** Families, food lovers, local cooking enthusiasts, and community supporters


- SUPPLIES AND MATERIALS**
- Crockpots (provided by participants)
  - Tables, chairs, and serving utensils
  - Tasting cups/spoons and napkins
  - Donation jars or bowls for each entry
  - Ballot tickets or tasting wristbands
  - Bake sale display setup (optional)
  - Signage for flavors/categories and pricing
  - Small prizes for winners (ribbons, cookware)


- VOLUNTEER NEEDS**
- Event coordinator
  - Server/welcome table staff
  - Table attendants (monitor tasting jars)
  - Bake sale or concessions lead
  - Emcee or announcement host
  - Clean-up crew


- MARKETING IDEAS**
- Flyers at schools, gyms, and cafes
  - Social media teaser: “Meet your contestants!”
  - Email blasts to donors and community groups
  - Press release to local news and foodie groups
  - Include a “People’s Choice” element to draw voters

**BONUS TIPS**

 Provide palate cleansers: bread or water

 Offer multiple categories (e.g., chili, soup, vegetarian)

 Sell extra “voting dollars” for repeat votes

 Include fun extras: trivia, photo booth, spice challenge

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Signage and marketing
  - Supplies (cups, napkins, gloves, etc.)
  - Prizes

- REVENUE**
- Entry ticket
  - Voting dollars
  - Bake sale
  - Optional Raffle

- SPONSORSHIP OPPORTUNITIES**
- Grocery store donates ingredients
  - Cookware shop sponsors prizes
  - Local bakery provides rolls or desserts
  - Beverage sponsor (e.g., hot cider or coffee station)







# Cupid's Bingo Night

*A lighthearted Valentine-themed bingo night for all ages with sweet prizes like candy bouquets, gift cards, or themed baskets. Can include bonus games, refreshments, and a photo booth for extra flair.*

**GOAL** Raise funds through bingo card sales, concessions, and themed raffles while bringing the community together for a fun, love-inspired evening

**TIMING** Weeknight or weekend evening closest to Valentine's Day (February 10-14 window)

**LOCATION IDEAS** Community center, school cafeteria, church basement or fellowship hall, library event room

**TARGETED AUDIENCE** Families, seniors, youth groups, or couples looking for a low-key date night

- SUPPLIES AND MATERIALS**
- Bingo cards and markers (or candy hearts as markers)
  - Prizes (gift cards, candy bouquets, Valentine baskets)
  - Tables, chairs, and themed decorations
  - Sound system and bingo caller
  - Snacks and beverages (optional: cocoa bar, popcorn, heart cookies)
  - Tickets or wristbands for entry
  - Raffle items (optional add-on)

- VOLUNTEER NEEDS**
- Event lead
  - Bingo caller/emcee
  - Registration table volunteers
  - Prize table/snack area helpers
  - Set-up/clean-up crew
  - Optional: photo booth or raffle lead

- MARKETING IDEAS**
- Social media posts: "Date Night or Family Night — Cupid's Bingo is for everyone!"
  - Partner with schools and churches for flyer distribution
  - Offer group pricing to youth organizations or clubs
  - Tease prize photos in the days leading up to the event

## BONUS TIPS



Offer themed prizes for each game: "Cupid's Choice," "Heartbreaker," "Sweetheart Jackpot"



Let kids call a round or two for fun



Use candy hearts or kisses as bingo markers



Pair with a Valentine's Day card-making station or craft corner for kids



Provide a photo booth with silly love-themed props

## BUDGETING CONSIDERATIONS

### EXPENSES

- Bingo supplies
- Prizes
- Decor and printing
- Snacks and drinks

### REVENUE

- Entry tickets
- Raffle tickets or bonus rounds
- Snack sales/hot cocoa bar

### SPONSORSHIP OPPORTUNITIES

- Local candy shop or florist to sponsor prizes
- Restaurant gift cards for game winners
- Grocery store donates snacks or decorations
- Sponsor shout-outs during event and on social media







# DIY Craft & Sip Night

*A relaxed adult-only evening where participants enjoy wine or mocktails while creating seasonal crafts such as Valentine wreaths, snow globe jars, or painted wooden signs. Great for friend groups, book clubs, or date night. Can be hosted in person or as a hybrid/virtual kit-based event.*

**GOAL** Raise funds through ticket sales, craft kit add-ons, concessions, and raffles—all while offering a memorable experience that appeals to a wide audience

**TIMING** Late January to mid-February, great for the post-holiday lull and Valentine’s Day lead-up

**LOCATION IDEAS** Art studio or gallery, community center, coffee shop or wine bar after hours, school or library with event space

**TARGETED AUDIENCE** Adults, crafters, friend groups, couples, and organizations seeking a social creative outlet

- SUPPLIES AND MATERIALS**
- Craft supplies (based on chosen activity: e.g., wreath bases, glue, ribbon, jars, glitter, wood, paint, etc.)
  - Tables and seating
  - Wine, cider, or mocktail ingredients (non-alcoholic options must always be available)
  - Cups, napkins, snack trays
  - Aprons or smocks (optional)
  - Sample project displays
  - Instructor or lead crafter
  - Event signage and registration area

- VOLUNTEER NEEDS**
- Event coordinators
  - 1 craft instructor or demo leader
  - 2 set-up/clean-up crew
  - 1–2 check-in/registration table volunteers
  - 1 drink/snack server
  - Optional: 1 photographer/social media support

- MARKETING IDEAS**
- Post sample projects on social media with registration link
  - Offer “bring a friend” discount or couples special
  - Collaborate with local influencers or clubs
  - Highlight wine/mocktail pairings in promos
  - Limited seating urgency: “Only 50 seats!”

## BONUS TIPS



Offer to-go craft kits for those who can’t attend



Create a playlist for ambiance



Use event to launch a future monthly “Craft & Connect” series



Include a prize for the most creative design



Snap photos of guests and projects to share in a post-event thank-you

## BUDGETING CONSIDERATIONS

- EXPENSES**
- Craft supplies per person
  - Beverages and snacks
  - Decor and table setup
  - Printing and signage

- REVENUE**
- Tickets
  - Donation jar

- SPONSORSHIP OPPORTUNITIES**
- Local craft store or hardware sponsor (supply donation or discount)
  - Winery or beverage company sponsor
  - Printing sponsor for signage
  - Sponsor name on printed project instructions or gift bags



BACK TO WINTER FUNDRAISING





MARCH, APRIL, & MAY

Holiday Opportunities: Easter, April Fool’s Day, Memorial Day, May Day, Mother’s Day  
Themes: Easter Eggs, Bunnies, Chicks, Easter Candy, Pranks, Flowers

Spring Recipes

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# Spring Sports Competition

*Host a fun and friendly spring-themed sports competition (like a 3-on-3 basketball tournament, kickball game, or obstacle course challenge) to bring the community together and raise funds for your cause. Participants register in teams and compete for prizes, while spectators enjoy food, games, and vendor booths.*

**GOAL** Raise funds through team registration fees, concessions, merchandise sales, raffles, and sponsorships while promoting health, teamwork, and community support for EMS

**TIMING** 1-day event (4-6 hours), March-May, weekends preferred

**LOCATION IDEAS** Local parks or school fields, community centers or rec complexes, school gymnasiums or outdoor courts, town square or open lot

**TARGETED AUDIENCE** Families with kids, youth and adult recreational teams, sports enthusiasts, local businesses

- SUPPLIES AND MATERIALS**
- Registration forms or online sign-up
  - Sports equipment (balls, cones, nets, etc.)
  - First aid station (perfect EMS tie-in!)
  - Scorecards or digital tracking
  - Tables, chairs, tents
  - Sound system or portable speaker
  - Water and snack station
  - Branded signage or banners

- VOLUNTEER NEEDS**
- Event coordinator
  - Game referees/judges
  - Registration & check-in table
  - Set-up/clean-up crew
  - Concessions and water stations
  - EMS/first aid personnel
  - Scorekeepers and emcees

- MARKETING IDEAS**
- Create an event on Facebook and Eventbrite
  - Flyers in gyms, coffee shops, schools
  - Email local sports teams and schools
  - Local radio shout-outs
  - Press release in local paper
  - Post countdowns and team spotlights on social
  - Share photos from last year's (or mock-up) event
  - Include EMS equipment demos or CPR demos for visibility

**BONUS TIPS**

- 

Offer early bird registration discounts
- 

Set up a “cool zone” with water and shade tents
- 

Let local food trucks participate for free with a donation cut
- 

Partner with a fitness instructor for warm-ups or stretching
- 

Invite a local sports figure or EMS leader to kick off the event

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Permits/rental fees
  - Equipment (if not donated or borrowed)
  - Printing (flyers, signs)
  - Insurance (if required)
  - Prizes or trophies
  - Snacks/beverages for volunteers
- REVENUE**
- Team registration fees (\$20–\$50 per team)
  - Concessions or food truck profits
  - Vendor booth rentals
  - T-shirt sales
  - Donation station (cash + QR code)
  - On-site raffle or silent auction
- SPONSORSHIP OPPORTUNITIES**
- Event signage sponsor
  - Prize package sponsor
  - T-shirt logos
  - Water/snack station sponsor
  - Branded booths
  - Offer social media shout-outs, logos on flyers, and public thanks during event







# Easter Egg Raffle

*An Easter Egg Raffle combines the excitement of a traditional raffle with the seasonal fun of Easter! Participants “purchase” Easter eggs—each one hiding a surprise like a prize, candy, or raffle ticket entry for bigger giveaways. It’s festive, simple to run, and perfect for drawing families and supporters together.*

**GOAL** Raise funds by selling raffle-entry eggs and offering themed prizes, all while creating a cheerful springtime event for your community

**TIMING** 2-3 weeks before Easter Sunday, Saturday morning or afternoon before Easter weekend, can also be run as a week-long online raffle with egg pick-up or prize drop-off

**LOCATION IDEAS** School or church lawns, EMS station front lot, local park or community center, inside a gymnasium or fire hall, farmer’s market booth, pair it with a local Easter event for more foot traffic

**TARGETED AUDIENCE** Families with kids, grandparents, community supporters, church groups, local schools, holiday shoppers, local residents, EMS supporters looking for a fun way to give

- SUPPLIES AND MATERIALS**
- Hundreds of plastic Easter eggs (inexpensive in bulk)
  - Candy or small toys for filler
  - Prize tickets and raffle entries
  - Larger prizes (baskets, gift cards, donated items)
  - Collection bins or baskets
  - Signs, banners, and a table or booth
  - Donation jar or digital donation option (QR code or app)

- VOLUNTEER NEEDS**
- Egg stuffers (pre-event)
  - Set-up/clean-up crew
  - Greeters and ticket sellers
  - Prize table coordinators
  - Social media photographer
  - MC or announcer for raffle drawing

- MARKETING IDEAS**
- Share teaser posts with egg countdowns on Facebook & Instagram
  - Partner with schools/churches for flyers or newsletter mentions
  - Highlight top raffle prizes in short videos or posts
  - Set up a “Meet the Easter Bunny” photo booth preview
  - Offer pre-sale tickets or “VIP egg packs” online
  - Post behind-the-scenes egg-stuffing fun with volunteers

**BONUS TIPS**



Include a few “golden eggs” with premium prizes to create excitement and increase sales



Sell eggs in family-sized bundles to make transactions quick and raise more per purchase



Set up a coloring or craft table to keep kids entertained



For broader reach, livestream the raffle drawing on Facebook to engage virtual supporters



Have EMS staff dress up in bunny ears or spring gear to boost visibility and community engagement

**BUDGETING CONSIDERATIONS**

- EXPENSES**
- Plastic eggs + fillers
  - Printing (raffle tickets, signage)
  - Decorations or table covers
  - Permits (if required)
  - Grand prize basket(s)
  - Easter bunny costume (optional but fun!)

- REVENUE**
- Sell eggs (\$1–\$5 each or bundle deals like 6 for \$5)
  - “Golden Egg” upsell with higher-value prize odds
  - Raffle entry ticket sales (if separate)
  - Concession stand or bake sale
  - Local vendor booth rentals

- SPONSORSHIP OPPORTUNITIES**
- Ask local businesses to donate raffle prizes or baskets
  - Sponsors can “brand” an egg color or prize tier
  - Let sponsors set up a table or hand out samples







# “Celebrity” April Fool’s Day Dunk Tank

*Put a twist on April Fool’s Day by letting your community dunk local “celebrities” — like the mayor, principal, EMS chief, or popular teachers — into a tank of cold water, all for a good cause! Guests pay for throws and get bragging rights if they land a splash. This light-hearted event raises funds, builds community spirit, and creates memorable photo ops.*

**GOAL** Raise money by charging per dunk attempt, while also building goodwill and awareness for your EMS or community organization

**TIMING** April 1 (or nearest weekend), midday to late afternoon for maximum visibility, can pair with other spring events or food truck days

**LOCATION IDEAS** School playground or sports field, EMS station parking lot, town square or main street, local park, rec center, partner with an existing community festival

**TARGETED AUDIENCE** Families and kids, teens, school groups, local business owners, civic leaders, social media followers looking for fun content

- SUPPLIES AND MATERIALS**
- Dunk tank (rent or borrow)
  - Chairs, tables, tents
  - Signage and pricing boards
  - Cash box and/or digital payment system
  - Towels, dry clothes, and changing tent (for dunkees)
  - Buckets/mops for water cleanup
  - Promo flyers and banners
  - List of “celebrity” dunkers and their time slots

- VOLUNTEER NEEDS**
- Event coordinator
  - Ticket and payment handlers
  - Line/queue managers
  - Timekeeper/emcee
  - Set-up and take-down crew
  - Social media photographer/videographer
  - Lifeguard or first aid volunteer (recommended)

- MARKETING IDEAS**
- Post teaser videos: “Who’s getting dunked this year?”
  - Create a “Vote for who gets dunked” poll on social media
  - Share time slots of celebrities to build anticipation
  - Use April Fool’s graphics and jokes to build buzz
  - Promote live-stream dunk reactions
  - Send flyers to local schools, churches, and community centers

**BONUS TIPS**



Choose people the community *knows* and loves - like the fire chief, coach, or local radio host



Have dunkers wear silly hats, costumes, or team shirts to match the April Fool’s vibe



Let people donate to keep someone *out* of the tank - reverse fundraising with a twist!



Hire a volunteer photographer to snap splash moments and sell prints or post for donations



Keep people around longer with food, drinks, or a mini spring market

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Dunk tank rental (\$200–\$500 depending on location)
  - Insurance or liability waiver forms
  - Permit fees (if in public space)
  - Signage and promo materials
  - Towels or dry-off supplies
  - Snacks/water for volunteers and dunkers

- REVENUE**
- Pay-per-throw (\$1–\$5 per ball, or \$10 for 3 throws)
  - VIP dunk ticket (guaranteed dunk!)
  - Event merchandise (April Fool’s T-shirts, towels)
  - Donation station or QR code signs
  - Mini games or activities while in line

- SPONSORSHIP OPPORTUNITIES**
- Let businesses sponsor a dunk tank time slot (ex: “2–3 PM sponsored by Joe’s Auto”)
  - Put sponsor logos on the dunk tank, shirts
  - Sponsor prizes for “most dunks” or “best splash”







# Spring Fishing Derby or Tournament

*Host a friendly fishing tournament to bring anglers of all ages together for a day on the water—and raise funds for your cause in the process! Participants pay an entry fee to compete for prizes in various categories (biggest catch, most fish, youngest angler, etc.). It's fun, peaceful, and perfect for spring.*

**GOAL** Raise funds through team/individual registration fees, concessions, raffles, and sponsorships while promoting outdoor activity and community engagement

**TIMING** Late March through early June, Saturday or Sunday (start early morning), avoid major holidays and peak fishing tournament weekends in your area

**LOCATION IDEAS** Local lakes, rivers, reservoirs, state parks with public fishing docks, private ponds with permission, marina-accessible waterfronts, any location with safe, accessible fishing and enough space for check-in

**TARGETED AUDIENCE** Amateur and hobbyist anglers, families, outdoor enthusiasts, veterans, retirees, youth fishing clubs, and scout troops

- SUPPLIES AND MATERIALS**
- Registration forms (paper or online)
  - Measuring boards/scales
  - Score sheets or mobile app (like iAngler)
  - Prizes (gift cards, tackle boxes, trophies)
  - Tents/tables for check-in and weigh-in
  - Signage, banners, and directional markers
  - First aid kit and safety signage
  - Concession stand or food truck setup
  - Trash bins, sunscreen, hand sanitizer

- VOLUNTEER NEEDS**
- Tournament coordinator
  - Check-in and registration staff
  - Weigh-in/measuring team
  - Safety monitors or marshals
  - Concession helpers
  - Announcer or emcee
  - Prize/raffle team
  - Photographer or social media helper

- MARKETING IDEAS**
- Partner with local bait shops and outdoor stores to display flyers
  - Post early-bird registration discount on social media
  - Share countdowns and weather updates leading to the event
  - Highlight prize categories in promotional posts
  - Include sponsor spotlights and thank-yous
  - Create a Facebook event and invite relevant local groups

## BONUS TIPS



Include family teams, a “Little Angler” award, or even a casting contest to draw in more families



Use a mobile fishing tournament app to track entries and reduce paperwork (ex: iAngler or FishDonkey)



Let people fish remotely and submit photos for an online bracket if they can't attend in person



Have tents and rain gear on hand or a rain date option in your backup plan



Take photos of each participant with their catch and post to social media as a digital leaderboard

## BUDGETING CONSIDERATIONS

- EXPENSES**
- Fishing permits or park fees (if not waived)
  - Event insurance
  - Portable restrooms (if not available onsite)
  - Scales and measuring gear
  - Prizes and trophies
  - Food and drink supplies (if hosting concessions)
  - Marketing materials and signs
  - Sound system or PA (if needed)

- REVENUE**
- Entry fees (\$20–\$50 per participant or team)
  - Raffle ticket sales
  - T-shirt or hat sales
  - Concessions (breakfast, drinks, snacks)
  - Merchandise vendors (rent table space)
  - Online donations for those who can't attend

- SPONSORSHIP OPPORTUNITIES**
- Local sporting goods stores or bait shops
  - Outdoor lifestyle brands or apparel companies
  - Restaurants and marinas
  - Business logo placement on shirts, banners, and prize boards
  - Sponsored categories like “Biggest Catch Presented by Joe’s Bait & Tackle”
  - Donated prizes or prize packs







# Spring Carnival or Kid Fest

*Host a lively, family-friendly Spring Carnival packed with colorful games, inflatables, face painting, food vendors, art contests, and a fun “HopstACLE” course. This all-ages event offers plenty of ways to engage the community, celebrate the season, and raise essential funds for your cause.*

**GOAL** Raise money through entry fees, game tickets, vendor sales, sponsorships, and community participation while creating a joyful, memorable experience that showcases your mission

**TIMING** Late March through early May, Saturday or Sunday afternoon, avoid holidays or sports tournament weekends if possible, rain date or indoor backup plan recommended

**LOCATION IDEAS** School grounds or athletic fields, church parking lots or fairgrounds, city park or rec center, EMS station or fire department lot (with safety demos!), any open-air venue with room for vendors, games, and walkways

**TARGETED AUDIENCE** Families with children, schools, scout groups, church groups, local businesses, and artists

- SUPPLIES AND MATERIALS**
- Tickets or wristbands
  - Booth tents/tables/chairs
  - Bounce houses or inflatable games
  - Carnival games (ring toss, duck pond, bean bag toss)
  - Face painting supplies (non-toxic paints, chairs)
  - Sidewalk chalk for “Chalk the Walk”
  - “HopstACLE” course materials (hula hoops, cones, jump ropes, etc.)
  - Sound system/music
  - First aid station and signage
  - Hand sanitizer stations and trash bins
  - Water coolers, snacks, or concessions
  - Branded banners and donation station

- VOLUNTEER NEEDS**
- Event coordinator
  - Game booth attendants
  - Face painting artists
  - Chalk contest managers/judges
  - “HopstACLE” course monitors
  - Set-up/clean-up crew
  - Concessions/food handlers
  - Greeters and ticket sellers
  - Floaters/first aid personnel
  - Social media photographer/videographer

- MARKETING IDEAS**
- Create a colorful flyer and social media graphic
  - Promote early bird wristband discounts online
  - Launch a “Meet the Vendors” or “Behind the Booth” promo series
  - Post teaser videos of the “HopstACLE” course and inflatables
  - Include a map or schedule of contests, live demos, and music
  - Reach out to local papers, radio, and community Facebook groups
  - Partner with schools and churches for flyer distribution

**BONUS TIPS**



Host a “Golden Egg Hunt” during the event with raffle tickets or surprise prizes hidden inside



Offer a quiet zone tent for young children or sensory-sensitive guests



Use a ticket bundle deal to encourage higher spending



Create a community art wall next to the *Chalk the Walk* area for lasting impact



Make it easy to donate - QR codes at booths, mobile payment options, and a visible “Why We’re Fundraising” sign

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Inflatables rental
  - Permit fees (if needed)
  - Carnival game materials and signage
  - Face painting supplies
  - Chalk and art supplies
  - Printing (flyers, signs, tickets)
  - Insurance and safety materials
  - Prizes for games and contests
  - Decorations and branded items
- REVENUE**
- Entry fee or wristband sales
  - Game tickets
  - Vendor booth fees
  - Concessions and snacks
  - Raffle tickets or prize drawings
  - Donation station or QR donation signs
  - T-shirt or merchandise sales
  - Sponsorships
- SPONSORSHIP OPPORTUNITIES**
- Sponsor a game booth, inflatable, or prize package
  - “Chalk the Walk presented by [Sponsor Name]”
  - Logo placement on banners, wristbands, and prize tables
  - Business mentions during emcee announcements
  - Sponsor-branded photo booth or selfie station
  - Sponsor bags for attendees (with coupons/swag)







# Mother's Day Tea Party

*Host a delightful and elegant Mother's Day Tea Party where guests enjoy tea, pastries, and meaningful time together. Celebrate moms, grandmothers, and mother figures with beautifully set tables, live music, and a warm atmosphere—all while raising funds for a good cause.*

<b>GOAL</b>	Raise funds through ticket sales, raffles, sponsorships, and boutique add-ons while creating a memorable, feel-good experience for families and supporters
<b>TIMING</b>	The weekend before Mother's Day (Friday evening or Saturday afternoon), 1.5-2 hours, consider offering two seatings for larger audiences (e.g., brunch and afternoon tea)
<b>LOCATION IDEAS</b>	Church fellowship hall, school gym, garden or community center with outdoor space, library event room, historic homes, bed & breakfasts, local tea house, or cafe (partner-hosted)
<b>TARGETED AUDIENCE</b>	Mothers, grandmothers, mother figures, families, children, local women's groups, church members, teens/adults looking for gift experiences for their moms

## SUPPLIES AND MATERIALS

- Tea sets or disposable elegant tea ware
- Tablecloths, centerpieces, and floral décor
- Tea (multiple varieties), coffee, lemonade, water
- Tiered trays with pastries, scones, and finger sandwiches
- Signage, tickets, and name cards
- Plates, utensils, napkins
- Raffle items and donation cards
- Music setup (live or playlist)
- Gift bags or party favors
- Chairs, tables, and linens

## VOLUNTEER NEEDS

- Event host/emcee
- Table servers or hospitality team
- Setup and décor team
- Raffle table/auction manager
- Greeters and ticket checkers
- Tea prep and kitchen helpers
- Photographer
- Clean-up crew

## MARKETING IDEAS

- Branded invite graphics for social media and email
- Feature raffle prizes and auction items in advance
- Highlight "Why We're Fundraising" in every post
- Use local press and community calendars
- Offer group discounts or early-bird pricing
- Create printable invitation cards for churches or schools to hand out

## BONUS TIPS



Create a "Make-Your-Own-Tea Blend" Station to take home a custom mix



Offer a "Queen for a Day" Raffle - winner gets a flower crown and special gift



Add a kid's table with crafts or card-making to create gifts for moms



Display photos or quotes submitted by guests to honor moms who've passed



Host a "Best Hat" or "Best Dressed" contest and offer a small prize

## BUDGETING CONSIDERATIONS

### EXPENSES

- Food and beverage supplies (can be donated or sponsored)
- Floral arrangements and décor
- Tableware (disposable or rental)
- Venue rental (if not donated)
- Printing (programs, signs, raffle tickets)
- Raffle prizes and party favors
- Insurance or permits if needed

### REVENUE

- Event tickets (per guest or table bundles)
- Raffle ticket sales
- Silent auction or themed gift basket auction
- Donation station with QR codes or text-to-give
- Vendor table (florist, jewelry, spa packages)
- Mother's Day photo booth with printed photos for sale

### SPONSORSHIP OPPORTUNITIES

- "Presented by" main sponsor for the event
- Table sponsors (branded signage at each table)
- Food and tea service sponsorship
- Sponsor logos on event programs, signage, or social media



BACK TO SPRING FUNDRAISING





# May Day Basket Delivery

*Celebrate the spring tradition of May Day by delivering handcrafted baskets filled with flowers, treats, and kind notes to doorsteps across the community. Supporters purchase baskets for loved ones, friends, or neighbors, and your team delivers them with a surprise knock-and-go drop-off. It's a feel-good, low-cost way to brighten spirits and raise funds.*

**GOAL** Raise funds through basket sales while spreading joy and strengthening community bonds; great for EMS, youth groups, churches, or nonprofits looking for a heartfelt, simple fundraiser

**TIMING** Deliver on May 1 (May Day!), order period about 2-3 weeks in advance, offer a small delivery window (May 1-3) for flexibility

**LOCATION IDEAS** Operates from a central location (church, EMS station, school), deliver to homes, workplaces, schools, nursing homes, and drop-off areas for pickup


**TARGETED AUDIENCE** Families and children, teachers, school staff, senior citizens, nursing homes, local businesses wanting to surprise staff


- SUPPLIES AND MATERIALS**
- Small baskets, paper cones, or gift bags
  - Fresh flowers or faux florals
  - Candy, tea bags, or small goodies
  - Printed notes or quote cards (“Happy May Day!”/“You’re Blooming Amazing!”)
  - Twine, ribbon, tissue paper, tags
  - Order form (online or paper)
  - Delivery maps or route list
  - Optional: branded stickers or tags with your organization’s info


- VOLUNTEER NEEDS**
- Basket makers (assembly line-style)
  - Delivery drivers (team pairs or family groups)
  - Order coordinator
  - Social media/content volunteer
  - Supply coordinator
  - Customer service contact (for questions or delivery notes)


- MARKETING IDEAS**
- Share sneak peeks of basket designs and delivery prep
  - Feature early sponsor shout-outs
  - Use countdowns: “Only 3 days left to order a basket!”
  - Promote the surprise factor — “Send a smile to someone’s door!”
  - Partner with local schools, churches, or senior centers for bulk orders
  - Share photo collage of happy recipients (with permission!)


**BONUS TIPS**

 Let buyers add a short note for their recipient for personalization

 Let donors send baskets anonymously to seniors, teachers, or EMS staff

 Use QR codes on basket tags linked to a thank-you video or donation page

 Have kids help decorate or assemble for an educational and engaging experience

 Add fun with volunteers in spring attire, bunny ears, or EMS uniforms

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Basket or bag materials
  - Flowers or candy (bulk or donated)
  - Printing (tags, notes, delivery maps)
  - Gas for delivery volunteers
  - Optional items: gloves, bows, branded tags, keepsakes
- REVENUE**
- Basket orders (\$10–\$20 each, tiered for size or custom add-ons)
  - Donation option on order form
  - Business delivery bundles (ex: “10 baskets for staff”)
  - Add-on items (handmade cards, mini flower pots, tea packets)
  - “Sponsor a Basket” for a senior or first responder
- SPONSORSHIP OPPORTUNITIES**
- Local florists, candy shops, or garden centers
  - Sponsored delivery vehicle signage
  - “This basket brought to you by [Sponsor Name]” cards inside
  - Business bundle promotions for staff appreciation gifts







JUNE, JULY, & AUGUST

Holiday Opportunities: Independence Day, Summer, Vacations  
Themes: Red, White, Blue, Fireworks, Hot Summer Days, Flags

**Summer Recipes**

Hot Summer Night Hot Dog Feed with Fire Hydrant “Sprinklers” . . . . .	60
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**GOAL** Raise funds to support EMS operations and equipment needs while strengthening relationships with local families

**TIMING** June through August, weeknight or Saturday evening

**LOCATION IDEAS** EMS station front lot or side yard, city park, community green space, fire department lot (collab with fire department!), church, or school parking lot with grassy area

**TARGETED AUDIENCE** Families with kids, local residents, civic groups, clubs, supportive businesses

- SUPPLIES AND MATERIALS**
- Grills or hot dog rollers
  - Hot dogs, buns, condiments
  - Bottled water, chips, popsicles, or ice cream
  - Tables, chairs, tents/shade
  - Music setup or DJ
  - Fire hydrant-themed sprinkler setup or hose-based sprinkler toys
  - Yard games (cornhole, giant Jenga)
  - Donation jars or card readers
  - Signage and EMS info table

- VOLUNTEER NEEDS**
- Grill masters and food servers
  - Set-up/clean-up crew
  - Sprinkler/water play monitors
  - Greeters and donation table hosts
  - Social media/content volunteer (photos, stories)

- MARKETING IDEAS**
- “Cool Down with EMS!” event flyers around town
  - Facebook event with countdown posts and sneak peeks
  - Local radio announcements
  - Cross-promotion with fire department, parks & rec, or police
  - Handouts at libraries, pools, and summer camps
  - Branded hot dog stickers or “I Got Grilled by EMS” stickers for kids

**BONUS TIPS**

👣 Use branded buckets for water play stations to tie the sprinkler theme to the EMS/Fire aesthetics

👣 Create a “Coolest Dog Contest” for kids’ drawings of EMS hot dogs - with prizes!

👣 Offer a First Aid or CPR mini-demo at the event to show your lifesaving skills

👣 Use water balloons in a target toss with EMS staff as the bullseyes (with ponchos!)

👣 Sell “I Survived the Hydrant” wristbands as fun keepsakes or donation tokens

**BUDGETING CONSIDERATIONS**

- EXPENSES**
- Food and beverage supplies
  - Equipment rental (tables, tents, grill if needed)
  - Water play setup
  - Marketing materials (flyers, signs)
  - Entertainment or music stipend (optional)

- REVENUE**
- Suggested donation per plate (e.g., \$5–\$10)
  - Cold drinks and snack add-ons
  - Donation jars and Venmo signs
  - T-shirt or merchandise sales
  - Photo booth

- SPONSORSHIP OPPORTUNITIES**
- Local grocery store provides hot dogs or buns
  - Hardware store donates sprinkler parts
  - Ice cream shop or food truck joins the event
  - Business sponsors yard games or music and gets a banner/table
  - Logo placement on signage and social media

# Hot Summer Night Hot Dog Feed with Fire Hydrant “Sprinklers”

*Beat the heat with a laid-back evening of grilled hot dogs, cold drinks, and water play! Kids can run through fire hydrant-style sprinklers while families enjoy food, music, and the chance to connect with local EMS.*







# Pie Eating Contest

*Get ready for whipped cream, laughter, and a little friendly competition! A pie eating contest is a crowd-pleasing, camera-worthy event that draws participants and spectators alike. Perfect for fundraising at summer fairs, fall festivals, or EMS appreciation days.*

**GOAL** Raise funds to support EMS equipment, training, or community programs through entry fees, concessions, sponsorships, and donations

**TIMING** Summers or fall (especially during local fairs or festivals), Saturdays or community event days

**LOCATION IDEAS** EMS station lawn or parking lot, county fairgrounds, school or church yard, downtown block party, farmers market space, town square, or local park

**TARGETED AUDIENCE** Kids, teens, and adults who love a challenge, families and local residents, foodies and competitive eaters, festival and event-goers

- SUPPLIES AND MATERIALS**
- Mini pies (store-bought or donated – fruit, cream, or pudding)
  - Folding tables and chairs
  - Disposable pie tins
  - Plastic tablecloths and cleaning wipes
  - Napkins, towels, handwashing station
  - Prizes (medals, trophies, gift cards)
  - Sign-up sheets or online registration form
  - Waivers for participants (especially minors)

- VOLUNTEER NEEDS**
- Event coordinator/emcee
  - Pie servers and timers
  - Scorekeepers and judges
  - Clean-up crew
  - Registration and waiver station helpers
  - Photographer/social media helper

- MARKETING IDEAS**
- “Do You Have What It Takes to Be the Pie King?” posters
  - Social media countdown with past contest photos or pie trivia
  - Local radio shout-outs and flyers at bakeries and coffee shops
  - Facebook/Instagram Live during the contest
  - Online registration link in all promos
  - Branded “Whipped for a Cause” bibs or stickers

**BONUS TIPS**



Offer multiple age divisions (kids, teens, adults) for better engagement



Include a “Cream-Only” round for laughs - no pie, just whipped cream fun



Add a “Most Photogenic Mess” prize to keep it lighthearted



Invite local personalities or first responders to compete in a VIP round



Sell “I Got Pied for EMS” stickers or pins as small donation keepsakes

**BUDGETING CONSIDERATIONS**

- EXPENSES**
- Pies (or ingredients if homemade)
  - Table and chair rentals (if needed)
  - Prizes and printed materials
  - Sanitation supplies
  - Marketing materials

- REVENUE**
- Entry fee (e.g., \$10–\$20 per contestant)
  - Spectator donations or “Bet On the Winner” jars
  - Concession stand or pie slice sales
  - “Buy a Pie For a Friend” option
  - T-shirt or merchandise sales

- SPONSORSHIP OPPORTUNITIES**
- Local bakeries or grocery stores donate pies
  - Restaurants or businesses sponsor contest prizes
  - Corporate logo on bibs, signage, or pie tins
  - Judges or emcee from a local business or media outlet
  - Sponsored photo booth with pie props







# Patriotic Porch Decorating Contest

Spark community spirit and friendly competition by inviting residents and businesses to decorate their porches, yards, or storefronts in red, white, and blue! Participants pay a small entry fee, and winners receive prizes based on creativity, patriotism, and community votes.

**GOAL** Raise funds for EMS services while engaging the community in a festive, visual celebration around patriotic holidays like the 4th of July, Memorial Day, or Flag Day

**TIMING** Mid-June to early July (can also tie into Memorial Day or Labor Day), 1-2 weeks for decorating, with judging on or near the holiday, announce winner on social media or at a local community event

**LOCATION IDEAS** Entire town or select neighborhoods, downtown business district, residential streets, subdivisions, or mobile home parks, any place with visible porch/front yard access

**TARGETED AUDIENCE** Homeowners, renters with porch/front access, local businesses, civic groups, senior centers, or schools

- SUPPLIES AND MATERIALS**
- Entry forms (digital and/or printed)
  - Contest signage (yard signs or window posters for participants)
  - Judging scorecards
  - Prizes (ribbons, gift cards, yard signs)
  - Marketing materials (flyers, online posts)
  - Optional: map or list of entries for community touring

- VOLUNTEER NEEDS**
- Registration manager
  - Judges (or coordinate community voting)
  - Marketing/promotions assistant
  - Photographer for entries and winners
  - Prize delivery or announcement host

- MARKETING IDEAS**
- “Light Up the Town in Red, White & Blue!” flyer campaign
  - Social media countdown with photo entries
  - Online entry form with clear instructions
  - Partner with local media to showcase winning porches
  - Use hashtags like #EMSStarsAndStripes or #[YourTown]PorchPatriot

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Printed signs or posters
  - Prizes and award items
  - Marketing costs (flyers, ads)
  - Optional: contest webpage or map creation
- REVENUE**
- Entry fees (\$10–\$25 per household/business)
  - Online voting (\$1 per vote, optional)
  - Donations from participants and viewers
  - “Sponsor a Porch” option (local businesses cover someone’s entry)
- SPONSORSHIP OPPORTUNITIES**
- Local hardware or decor stores donate flags, bunting, or decor kits
  - Prizes sponsored by community banks, insurance agents, or retailers
  - Media sponsor helps promote contest and announce winners
  - Sponsor logos on event page, posters, and participant signs
  - Option to name the contest (e.g., “The [Business Name] Patriotic Porch Challenge”)

## BONUS TIPS



Create decorating categories like “Most Patriotic,” “Most Creative,” “Best EMS Theme,” “Business Spirit”



Offer a DIY flag or bunting kit as an add-on for an extra donation



Host a porch parade or driving tour for people to view entries



Use QR codes on porch signs to link to your donation page or voting form



Highlight EMS messaging in winning announcement (“Proudly supporting our local lifesavers!”)







# Red, White, & Brew Event

*“Red, White & Brew” is a high-energy, community-centered fundraiser combining live music, local brews, family-friendly fun, and delicious food truck fare. With separate spaces for all ages and 21+ tasting zones, this event brings people together to celebrate summer and support your EMS service.*

## GOAL

Raise funds for EMS equipment, training, or operations through ticket sales, tasting wristbands, vendor fees, and sponsorships—while strengthening community support and visibility

## TIMING

Memorial Day weekend, Fourth of July week, or early summer evenings, Saturday afternoon into evening

## LOCATION IDEAS

Fairgrounds or local parks with stage areas, Fire/EMS station lawn or parking lot, downtown district or blocked-off street, community center with outdoor space, winery, brewery, or event barn willing to host

## TARGETED AUDIENCE

Local adults (21+) for beer/wine/cider tasting, families looking for a fun, patriotic outing, music lovers, foodies, and festival-goers

## SUPPLIES AND MATERIALS

- Stage/sound setup for live music
- Tent and fencing for 21+ tasting area
- Tables/chairs, garbage, and recycling bins
- Tasting wristbands and branded cups
- Signage for entry, sponsors, and activities
- Games or bounce houses for kids (optional)
- First aid station and water refill stations
- Tokens or punch cards for tastings

## VOLUNTEER NEEDS

- Entry and ticketing staff
- ID check & wristband distributors
- Beverage pourers (with server permits if needed)
- Set-up and clean-up crew
- Vendor coordinators
- Donation table hosts
- Kids’ zone helpers (if included)

## MARKETING IDEAS

- “Taste the Red, White & Brew” event page with countdown
- Social media reels of breweries, food trucks, bands
- Posters at breweries, coffee shops, gyms, and town centers
- Promote VIP tasting passes or early bird tickets online
- Partner with local radio for giveaways or ads
- Branded hashtags like #RedWhiteBrewEMS or #[TownName] BrewFest

## BONUS TIPS



Offer a “Designated Driver Discount” ticket option with free water and snacks



Host a “Toast to EMS” moment during event to thank your team and share impact stories



Use branded wristbands or cups to keep it professional and promote your EMS cause



Provide lawn games (like cornhole or giant Jenga) for casual entertainment



Capture great photos and videos to use in future fundraising promotions

## BUDGETING CONSIDERATIONS

### EXPENSES

- Venue and equipment rental (stage, lights, fencing)
- Performer fees or sound technician
- Insurance and security
- Cups, wristbands, tasting tokens
- Permits (alcohol, event, health, etc.)
- Advertising and printing

### REVENUE

- General admission tickets
- 21+ tasting wristbands or VIP passes
- Vendor fees (food trucks, craft booths)
- Raffle or silent auction

### SPONSORSHIP OPPORTUNITIES

- Local breweries or beverage companies sponsor the tasting area
- Banks, healthcare providers, or insurers sponsor the stage or kids’ zone
- Naming rights for zones (e.g., “First Responders’ Lounge sponsored by [Company]”)
- Sponsored swag bags or tasting passports







# BBQ Cook-Off & Cornhole Tournament

*This dual-event fundraiser combines the sizzling excitement of a BBQ competition with the laid-back fun of a cornhole tournament. Whether people come to cook, compete, eat, or cheer, there’s something for everyone. Raise money through entry fees, tasting tickets, sponsorships, and on-site sales—all while celebrating community spirit.*

**GOAL** Raise funds for EMS operations, equipment, or outreach programs while bringing the community together over food, fun, and friendly competition

**TIMING** Late spring, summer, or early fall, Saturday or Sunday, midday into the evening, can coincide with national BBQ or EMS awareness months

**LOCATION IDEAS** EMS facility grounds, community park, recreation area, county fairgrounds, town square, farm or event barn with open fields, parking lot of a partnering business

**TARGETED AUDIENCE** Grillers, pitmasters, food lovers, amateur cornhole players, league members, families, local businesses and food vendors


- SUPPLIES AND MATERIALS**
- BBQ cook-off registration forms & rules
  - Cornhole boards and bags (multiple sets)
  - Tables, tents, chairs, trash/recycling bins
  - Scoreboards or brackets
  - Tasting cups/plates/napkins
  - Volunteer badges and event signage
  - Coolers, water stations, and first aid tent


- VOLUNTEER NEEDS**
- Event set-up and clean-up crew
  - Cook-off judges and scorekeepers
  - Cornhole referees/bracket managers
  - Admissions and raffle table workers
  - Tasting ticket or food line helpers
  - Social media/photo volunteers


- MARKETING IDEAS**
- “Grill for Good” social media countdown
  - Teaser videos from local teams or EMS staff
  - Flyers at BBQ joints, breweries, hardware stores
  - Community calendar listings
  - Local radio and Facebook events
  - Branded hashtags: #BBQForEMS or #[YourTown]GrillOff


- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Tents, tables, chairs (rentals if needed)
  - Permits (health, event, fire safety)
  - Prizes for cook-off and cornhole winners
  - BBQ judge honorariums (if using professionals)
  - Event insurance
  - Marketing materials and signage
- REVENUE**
- Cook-off entry fees (per team or category)
  - Cornhole team registrations
  - Tasting ticket sales (sample the BBQ!)
  - Beverage sales (lemonade, beer garden)
  - Raffles or silent auctions
  - Branded EMS merchandice (shirts, mugs, aprons)
  - “Sponsor a rib” campaign
- SPONSORSHIP OPPORTUNITIES**
- Local grocery or butcher shops sponsor meat
  - Hardware stores or grill shops sponsor trophies or equipment
  - Restaurants/breweries sponsor prizes
  - “Heat Level” sponsor tiers (e.g., Mild, Medium, Hot, Inferno)


**BONUS TIPS**

- 

Create categories like “Best Ribs,” “People’s Choice,” and “Best Sauce”
- 

Offer a VIP tasting experience with early access or exclusive samples for higher donations
- 

Use a live band or DJ to create a festival vibe between competitions
- 

Display EMS vehicles or offer tours to connect attendees to your mission
- 

Capture team photos and promote them post-event to build buzz for next year







# Outdoor Movie Night Under the Stars

*Transform a park, field, or EMS lawn into an open-air cinema where families and friends can relax and enjoy a favorite film. Sell popcorn, glowsticks, and drinks to raise funds, and use the opportunity to showcase your EMS team and engage with your community in a fun, laid-back way.*

**GOAL** Raise funds for EMS services through concessions, donations, and sponsorships while providing a feel-good, low-barrier event that brings the community together

**TIMING** Late spring, summer, or early fall, start around dusk, gates open 1 hour prior, consider scheduling on or near National Night Out, EMS Week, or other community themes

**LOCATION IDEAS** EMS station lawn or parking lot, local park, school field, fairgrounds, amphitheater, drive-in lot, ball field, rooftop, large private backyard

**TARGETED AUDIENCE** Families with kids, teens and young adults, community members of all ages, movie lovers, friend groups

- SUPPLIES AND MATERIALS**
- Outdoor movie screen (inflatable or DIY with sheet)
  - Projector and speaker system
  - Power cords and extension cables
  - Popcorn machine or pre-bagged popcorn
  - Drinks (water, soda, lemonade)
  - Glowsticks, blankets, lawn chairs
  - Trash/recycling bins
  - Flashlights, signage, donation jars
  - Optional: Bug spray station, blankets for rent/sale

- VOLUNTEER NEEDS**
- Set-up and tech support crew
  - Concessions and glowstick sellers
  - Greeters and donation collectors
  - Parking/traffic helpers
  - Clean-up team
  - Social media/photo volunteers

- MARKETING IDEAS**
- “EMS Movie Night” Facebook event page with countdown
  - Poster with movie name and glow-in-the-dark theme
  - Social media posts: “Guess the Movie” teaser, EMS trivia
  - Partner with local schools and libraries for promo
  - Yard signs or flyers at grocery stores and gas stations
  - Branded hashtags like #EMSUnderTheStars or #[TownName]MovieNight

## BONUS TIPS



Use a family-friendly classic or recent hit with wide appeal (and ensure public viewing rights)



Offer VIP blanket zones or “reserved lawn circles” for donors or early RSVPs



Add quick EMS spotlight before the film (e.g., fun facts, meet the team)



Bundle glowsticks into “Light Packs” for easy upsell at the concessions stand



Host a short trivia or costume contest before showtime to boost engagement

## BUDGETING CONSIDERATIONS

- EXPENSES**
- Screen, projector, and sound system (rent or borrow)
  - Popcorn and concession supplies
  - Glowsticks and novelty items
  - Permits (public viewing, sound, health if selling food)
  - Event insurance
  - Marketing and printing

- REVENUE**
- Popcorn, glowstick, and drink sales
  - Suggested donation per family or per person
  - Raffle or “Name That Movie Tune” game
  - Selling blankets or bug spray
  - Vendor booths (crafts, lemonade, local snacks)

- SPONSORSHIP OPPORTUNITIES**
- Local movie theater or streaming service
  - Banks, utilities, or healthcare providers
  - Sponsors printed on popcorn bags or glowsticks
  - “Sponsored by” ad before the movie starts
  - Sponsor banners around the screen area







# Summer Craft Fair or Night Market

Host a lively open-air craft fair or night market where artisans, food vendors, and small businesses can sell their goods under the summer sky. EMS can raise funds through vendor fees, merchandise sales, raffles, and sponsorships — all while enjoying community connection, creativity, and warm-weather charm.

**GOAL** Raise funds for EMS services and increase visibility through vendor fees, product sales, and community partnerships, while supporting local makers and bringing neighbors together

**TIMING** Mid-to-late summer, Friday or Saturday evening (4-9 PM for night market; 10 AM-4 PM for day fair), consider pairing with a community event or holiday weekend for added foot traffic

**LOCATION IDEAS** EMS station lot or lawn, downtown district, main street, school or church parking lot, community park, fairgrounds, farmers market pavilion, outdoor venue

**TARGETED AUDIENCE** Families, couples, weekend shoppers, tourists, local artists, crafters, and food producers

- SUPPLIES AND MATERIALS**
- Vendor booth spaces with tables, tents, or stalls
  - Event signage, flyers, and vendor maps
  - Electricity access for vendors (if needed)
  - Trash/recycling stations and handwashing areas
  - Donation jars or EMS info booth
  - Lighting for night markets (string lights, lanterns)
  - First-aid tent or cooling station

- VOLUNTEER NEEDS**
- Setup and take-down crew
  - Vendor check-in and space coordinators
  - EMS information or donation booth staff
  - Parking assistants
  - Trash and grounds crew
  - Social media/content creators during the event

- MARKETING IDEAS**
- “Meet the Makers” social media series featuring vendors
  - Share sneak peeks of crafts, treats, and music
  - Partner with local radio stations or newspapers
  - Flyers at coffee shops, boutiques, and libraries
  - Facebook and Eventbrite event pages
  - Encourage vendors to co-promote to their audiences
  - Branded hashtag like #SummerCraftMarketEMS or #[TownName]NightBazaar

**BONUS TIPS**



Offer free kid activities like chalk zones or craft stations



Include live music or entertainment to keep people lingering and shopping



Allow vendors to donate an item for a raffle that benefits EMS



Create an EMS photo booth for guest to take pictures and learn more



Hold a “Golden Booth Award” where guests vote on the best vendor

- BUDGETING CONSIDERATIONS**
- EXPENSES**
- Permits and event insurance
  - Tables, tents, or booth rentals (if provided)
  - Lighting and electrical setup (for night events)
  - Restroom or sanitation facilities
  - Marketing materials (signage, printing)
  - Entertainment (if applicable: musicians, face painters)

- REVENUE**
- Vendor registration fees
  - Raffle ticket sales
  - Concessions or EMS-branded merchandise
  - Donation station or digital giving setup
  - Premium booth space (high-traffic areas)
  - Optional entry fee or “suggested donation” at the gate

- SPONSORSHIP OPPORTUNITIES**
- Local banks, grocery stores, craft shops
  - Sponsor banners at entrance or booths
  - Sponsors featured on event map or signage
  - “Sponsored by” mentions in social media and print







## MORE FUNDRAISING IDEAS TO TRY

- Pumpkin Patch Pop-Up
- Fall EMS 5K or Costume Fun Run
- Community First Responder Calendar Pre-Sale
- Fall Wreath-Making Workshop
- “Trunk or Treat” with a Cause
- Give Thanks Letter Campaign
- Murder Mystery Dinner
- New Year’s Eve Bash with Live Band and Silent Auction
- Hot Cocoa and S’mores Ice Skating/Sledding Event
- President’s Weekend Trivia Night and Taco Feed
- Sweetheart Singing Telegrams: First responders sing for those who purchase a telegram
- Ice Fishing Soup Night
- Martin Luther King Jr. Day of Service Challenge: Encourage teams or individuals to complete acts of service with sponsor pledges per activity
- Valentine’s Day “Heart Gram” Delivery: Deliver small treat bags or cards with donor messages (can be digital or physical)
- Winter Wonderland or “Rescue Santa/Elves” Photo Booth: Set up themed photo backdrops at community events with a donation-based photo opportunity
- Snowman/Snow Sculpture Contest: Entry fee to compete, with community voting or guest judges
- Holiday Wreath or Centerpiece Sale: Partner with local florists or DIY kits for volunteers
- Winter Carnival or Mini-Market: Local vendors, kids’ games, music
- “Frozen” Outdoor Movie Night: Snow or no snow - use blankets, heaters, and themed snacks
- Snowball Drop Raffle: Numbered ping pong balls dropped from above (e.g., ladder truck or sled hill)

- “Love Local” Raffle Basket: Partner with local businesses for Valentine’s Day gift packages
- Holiday Lights Tour Fundraiser
- First Responder Winter Gala or Dinner
- Hot Cocoa & Cookie Delivery
- Winter Wellness Raffle
- Polar Plunge Challenge
- “12 Days of EMS” Donation Drive
- Gingerbread House Contest
- Winter Gear Drive and Donation Match
- Emergency Vehicle Ornament Sale
- Themed Dinner Nights: Dinner with local celebrity - mayor, fire chief, etc.
- Easter Egg Hunt
- Easter Brunch: ticket-based dinner
- April Fool’s “Reverse Raffle” or Mystery Box Draw
- Memorial Day Community BBQ or Picnic
- Easter Bunny-Grams
- Spring Bake Sale with Easter-themed Goods
- Flower or Plant Sale: Partner with greenhouse
- “Egg My Yard” Fundraiser
- Spring Talent Show
- Spring Cleanup Challenge
- Community Yard Sale or EMS Flea Market
- First Responder Field Day
- Fireworks Display with Ribs Cook-Off
- Summer Athletic Activity
- Fishing Tournament
- Vegetable Garden Sale
- Pie Contest
- Buy tickets to “Pie” Someone
- Themed Dinner Nights
- Dinner with Local Celebrity (mayor, fire chief, etc.)
- 4th of July Parade Float Sponsorships: Partner with businesses or families to sponsor floats or walking groups
- Water Wars Tournament: Community water balloon or squirt gun battle—entry fee and sell cold treats
- Ice Cream Social with Sundae Bar: Charge per bowl or offer “unlimited scoop” wristbands
- Patriotic Pet Parade: Entry fee for pets in costume, with fun categories (Most Spirited, Best Look-Alike, etc.)
- Tie-Dye Party or Shirt Sale: Host an event or sell pre-dyed items in patriotic or summer colors
- Sunflower Photo Booth or Mini Sessions: Partner with a local photographer for themed shoots by donation
- EMS “Chill Zone” Shaved Ice Stand
- Fishing Tournament Fundraiser
- Bake Sale Plus Lemonade Stand Combo
- Beach Party or Pool Bash Fundraiser



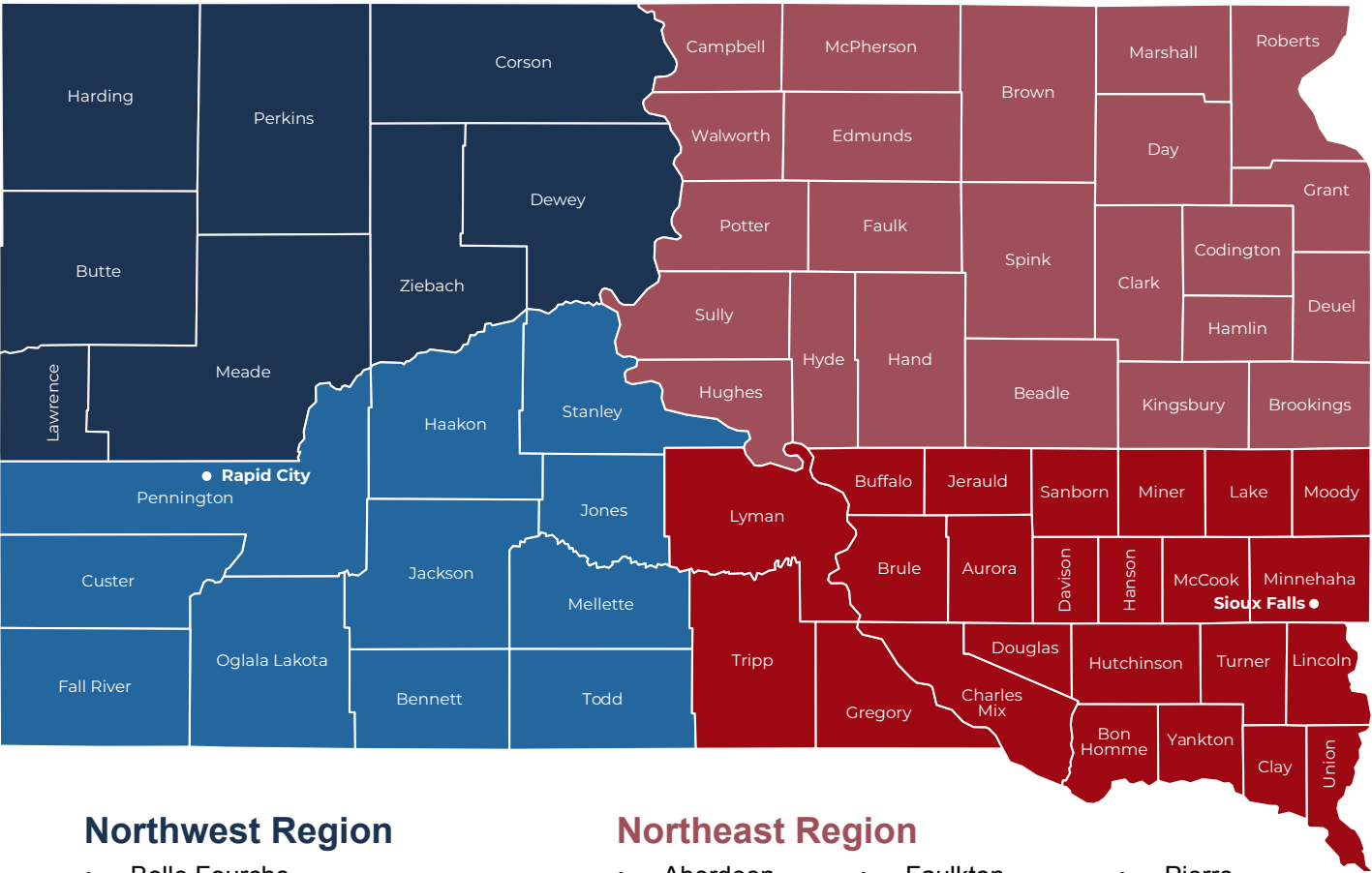
# Community Events

South Dakota is full of vibrant, community-driven events that offer great opportunities for outreach, visibility, and fundraising. This section highlights annual events organized by region so you can connect with locals where they gather most. Whether you're looking to host a booth or partner with event organizers, these listings can help you align your efforts with the pulse of each community.

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## COMMUNITY EVENTS BY REGION



### Northwest Region

- Belle Fourche
- Deadwood
- Dupree
- Lead
- Lemmon
- McIntosh
- Mobridge
- Nisland
- Piedmont
- Spearfish
- Sturgis
- Timber lake

### Northeast Region

- |              |                |             |
|--------------|----------------|-------------|
| • Aberdeen   | • Faulkton     | • Pierre    |
| • Arlington  | • Gary         | • Redfield  |
| • Britton    | • Gettysburg   | • Rosholt   |
| • Brookings  | • Groton       | • Sisseton  |
| • Bruce      | • Highmore     | • Summit    |
| • Bowdle     | • Huron        | • Watertown |
| • Canton     | • Java         | • Waubay    |
| • Castlewood | • Lake City    | • Webster   |
| • Clark      | • Lake Norden  | • White     |
| • Clear Lake | • Lake Preston |             |
| • De Smet    | • Leola        |             |
| • Elkton     | • Milbank      |             |
| • Estelline  | • Onida        |             |

### Southwest Region

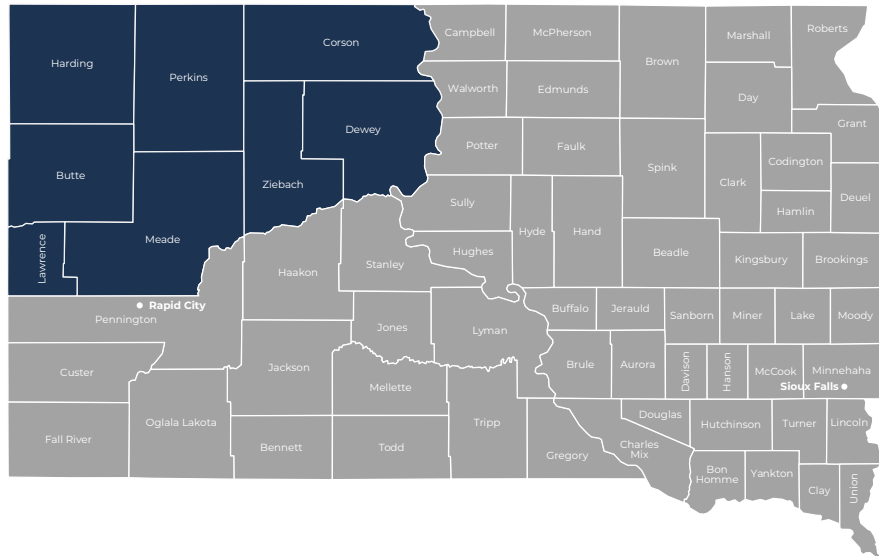
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|---------------|---------------|
| • Crazy Horse | • Silver City |
| • Custer      | • Twin Brooks |
| • Edgemont    | • Wall        |
| • Fort Pierre | • White River |
| • Hermosa     |               |
| • Hill City   |               |
| • Hot Springs |               |
| • Interior    |               |
| • Keystone    |               |
| • Mission     |               |
| • Murdo       |               |
| • Rapid City  |               |
| • Rosebud     |               |

### Southeast Region

- |               |                    |              |
|---------------|--------------------|--------------|
| • Alcester    | • Jefferson        | • Vermillion |
| • Burke       | • Lake Andes       | • Viborg     |
| • Canton      | • Madison          | • Wagner     |
| • Carthage    | • Marion           | • Wakonda    |
| • Chamberlain | • Menno            | • Wessington |
| • Delmont     | • Mitchell         | • Springs    |
| • Fedora      | • Montrose         | • White Lake |
| • Flandreau   | • North Sioux City | • Winner     |
| • Freeman     | • Parker           | • Woonsocket |
| • Garretson   | • Sioux Falls      | • Yankton    |
| • Harrisburg  | • St. Charles      |              |
| • Hartford    | • Tabor            |              |
| • Irene       | • Valley Springs   |              |



Northwest Community Events



January

- Pro Snocross Races - Deadwood
- K9 Keg Pull - Deadwood

February

- Mardi Gras Weekend - Deadwood
- Wine, Cheese, & Chocolate Stroll - Deadwood
- Winterfest - Lead

April

- Forks, Corks, and Kegs/Food, Wine, and Beer Festival - Deadwood

May

- Deadwood’s Craft Beer Fest: Hops and Hogs - Deadwood

June

- Black Hills Renaissance Festival - Sturgis
- Pine Island Gravel Odyssey - Spearfish
- Wild Bill Days - Deadwood
- Pioneer Days - Dupree
- Canyon Acoustic Series - Spearfish (June -July)
- Outlaw Square Summer Concert Series - Deadwood (throughout the summer)

- Outlaw Square Monday Movie Night - Deadwood (throughout the summer)

July

- Sitting Bull Stampede & Rodeo - Mobridge
- Black Hills Roundup - Belle Fourche
- Black Hills Bluegrass & BBQ Festival - Piedmont
- Boss Cowman Days - Lemmon
- Black Hills Threshing Bee - Sturgis
- Festival in the Park - Spearfish
- Days of 1910 Rodeo & Celebration - Timber Lake
- Butte/Lawrence County Fair - Nisland
- Deadwood’s Days of ‘76 - Deadwood
- Annual Spearfish Canyon Half Marathon & 5K - Spearfish
- Deadwood Blues Festival - Deadwood
- Outlaw Square Summer Concert Series - Deadwood (throughout the summer)
- Outlaw Square Monday Movie Night - Deadwood (throughout the summer)
- Black Hills Corvette Classic - Spearfish
- Canyon Acoustic Series - Spearfish (June -July)
- Music on Main - Sturgis (July-September)
- Get On! Adventure Festival - Sturgis
- Downtown Friday Nights - Spearfish (July-August)

Northwest Community Events (cont.)

August

- Corson County Fair - McIntosh
- Outlaw Square Summer Concert Series - Deadwood (throughout the summer)
- Outlaw Square Monday Movie Night - Deadwood (throughout the summer)
- Music on Main - Sturgis (July-September)
- Downtown Friday Nights - Spearfish (July-August)
- Sturgis Motorcycle Rally - Sturgis
- Thunderhawk Wide Open - Lemmon
- Leading Ladies & Dakota Spirit Marathon - Spearfish
- Kool Deadwood Nites - Deadwood
- Hugh Glass Rendezvous - Lemmon
- Sturgis Mustang Rally - Sturgis
- Annual Dakota Five-0 - Spearfish

Others

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September

- Deadwood Jam - Deadwood
- Mickelson Trail Trek - Lead
- Black Hills Photo Shootout - Spearfish
- South Dakota Festival of Books - Spearfish

October

- Oktoberfest - Deadwood
- Wild West Songwriters Festival - Deadwood
- Deadweird - Deadwood

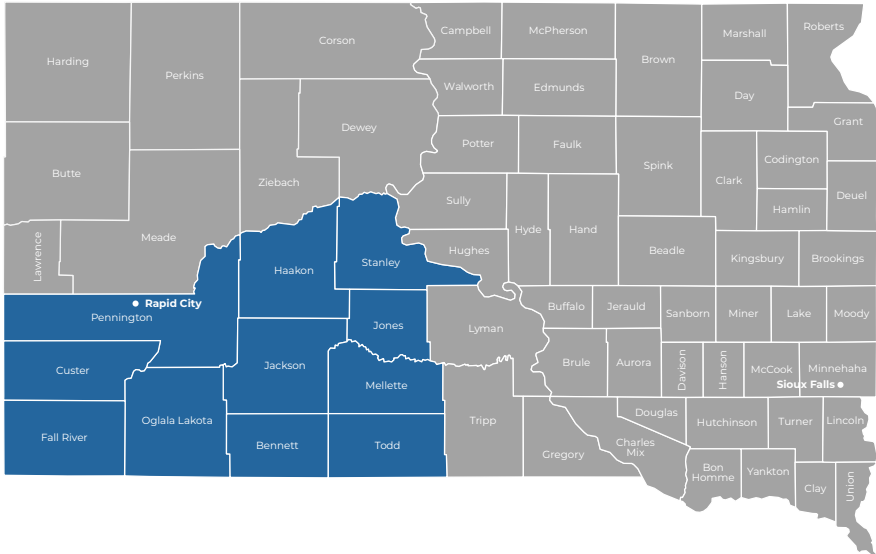
November

- Deadwood’s Big Whiskey Festival - Deadwood





Southwest Community Events



January

- Burning Beetle - Custer
- Annual Black Hills Stock Show & Rodeo - Rapid City

March

- Mountain West Whiskey Festival - Rapid City

June

- Annual Black Hills Quilt Show and Sale - Rapid City
- Main Street Arts and Crafts Festival - Hot Springs
- Mount Rushmore Rodeo - Hill City (throughout June and August)
- Wild West Wednesdays Rodeo - Rapid City (June-August)

July

- Fort Pierre’s 4th of July Parade, Rodeo, and Fireworks - Fort Pierre
- Wild West Wednesdays Rodeo - Rapid City (June-August)
- Wall Celebration - Wall
- Frontier Days - White River
- Silver City Social - Silver City
- Annual God Discovery Days - Custer
- Keystone Art in the Park - Keystone
- Old-time Country Fair - Custer

- Fall River County Fair - Edgemont
- Todd County Fair - Mission
- Dakota 600 - Keystone
- Gold Discovery Days - Custer
- Badlands Astronomy Festival - Interior
- Murdo Ranch Rodeo & Gumbo Ridge Bronc Ride - Murdo
- Lighthouse Hills Alive - Rapid City
- Rockin’ Riverside Summer Concert Series - Hot Springs (July-August)
- 1880 Train Old West Shootout - Hill City

August

- Mount Rushmore Rodeo - Hill City (throughout June and August)
- Wild West Wednesdays Rodeo - Rapid City (June-August)
- Interior Frontier Days and Rodeo - Interior
- Rosebud Wacipi, Fair, and Rodeo - Rosebud
- Trader Days - Fort Pierre
- Central States Fair - Rapid City
- Fall River Hot Air Balloon Festival - Hot Springs
- Rockin’ Riverside Summer Concert Series - Hot Springs (July-August)
- Annual Twin Brooks Threshing Show - Twin Brooks
- Southern Hills Triathlon - Hot Springs
- Studebaker Car Show - Custer

Southwest Community Events (cont.)

September

- Hill City Quilt & Fiber Arts Show - Hill City
- Black Hills Polkapalooza at Pulmer Gultch - Hill City
- Black Hills Plein Air Paint-Out - Hill City
- Great Downtown Pumpkin Festival - Rapid City
- Custer State Park Buffalo Roundup & Arts Festival - Custer
- Wheelin’ to Wall - Wall
- Fall Volksmarch - Crazy Horse Memorial
- Mount Rushmore Half Marathon - Hermosa

October

- Run Crazy Horse Marathon and Races - Custer
- Fort Pierre Horse Races - Fort Pierre
- Black Hills Powwow - Rapid City
- Bier Börse - Rapid City

November

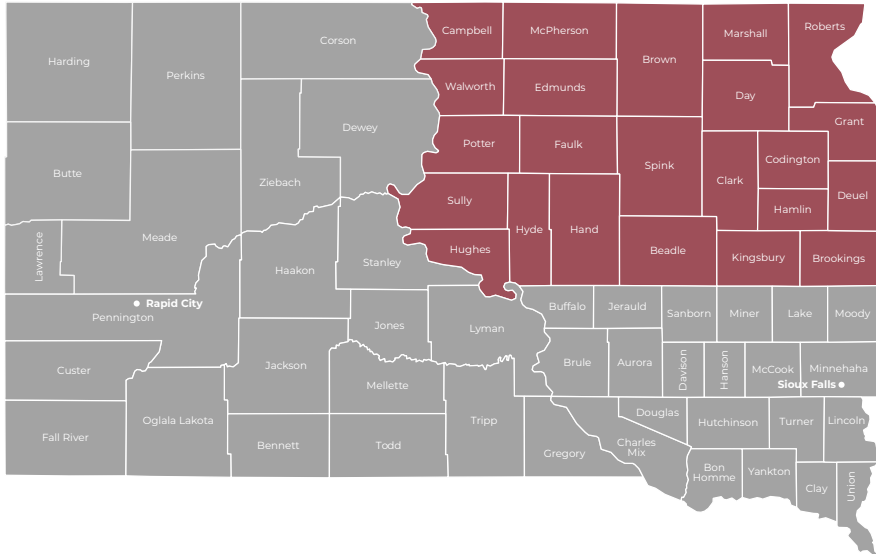
- Mountain West Beer Fest - Rapid City

Others

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February

- Frost Fest - Brookings

June

- Aberdeen Arts in the Park - Aberdeen
- Java Quasi Celebration - Java
- Oahe Days - Pierre
- Rodeo Days - Estelline
- Old Settlers Weekend - Highmore
- Crystal Springs Rodeo - Clear Lake
- Buckhorn Rodeo - Britton
- Leola Rhubarb Festival - Leola
- Bowdle Tower Days - Bowdle
- Farley Fest - Milbank
- Summer Concert Series - Aberdeen (June-July)

July

- Lake Norden Community Barbecue & Independence Day Celebration - Lake Norden
- 4th of July Parade - Watertown
- Wylie Park 4th of July Celebration - Aberdeen
- Independence Day Parade - Redfield
- 4-Moons Rising Rendezvous - Gary
- Independence Day Celebration - Gary

- Dusting Off Dakota - A Grand Celebration” - Huron
- Wild West Days - Faulkton
- Vintage Camper Rally/Old Time Music Festival - Summit
- Celebrate Sisseton Days - Sisseton
- Brooking Summer Arts Festival - Brookings
- Summer Fest - Groton
- Pioneer Days - White
- Harvest Festival - Elkton
- Storybook Land Festival - Aberdeen
- Community Fun Fest - Waubay
- Town & County Days - Lake Preston
- Clear Lake Days - Clear Lake
- Honey Days - Bruce
- Harvest Days - Britton
- Aberdeen Senior Games - Aberdeen
- Richmond Lake Association’s Annual Pontoon Poker Run - Aberdeen
- Game of Clue at Fort Sisseton - Lake City
- Cookin’ on Kampeska - Watertown
- Laura Ingalls Wilder Pageant - De Smet
- Downtown at Sundown - Brookings (July-August)
- Summer Concert Series - Aberdeen (June-July)
- Fort Sisseton Lantern Tour - Lake City
- Stars, Strolls, and S’mores - Lake City

August

- Arlington Days - Arlington
- Potato Days - Clark
- Castlewood Days - Castlewood
- Potter County Fair - Gettysburg
- Sully County Fair - Onida
- Brown County Fair - Aberdeen
- Downtown at Sundown - Brookings (July-August)
- Midco Free Day - Watertown
- Painting on the Prairie - De Smet
- Annual Rosholt Threshing Bee - Rosholt
- Sunflower Festival - Highmore
- Watertown Rodeo - Watertown
- Sizzlin’ Summer Nights - Aberdeen
- South Dakota State Fair - Huron

September

- North Country Fiber Fair - Watertown
- KXLG Community Chili Cook-off - Watertown

October

- Pumpkin Fest - Webster
- Brew Walk - Aberdeen
- Zoo Boo - Watertown

November

- Christmas at the Capitol - Pierre (November-December)

December

- Christmas at the Capitol - Pierre (November-December)
- Annual Festival of Lights - Brookings
- Breakfast with Santa - Watertown
- Parade of Lights - Aberdeen

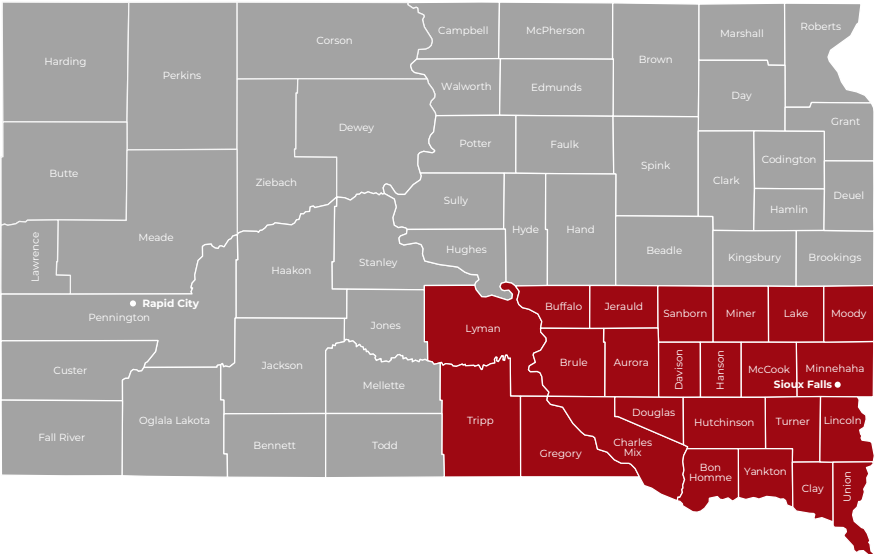
Others

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# Southeast Community Events



## March

- Annual Sioux Empire Sportsmen’s Show - Sioux Falls

## April

- Annual Schmeckfest - Freeman
- Riverrat Run - Yankton

## May

- Market at the Meridian - Yankton (May-October)
- Good Earth Summer Concert Series - Sioux Falls (May-July)
- Levitt at the Falls - 50 Free Concerts - Sioux Falls (May-August)
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- 1st Fridays on Main - Mitchell (May-September)

## June

- Lake Andes Fish Days - Lake Andes
- Siouxland Renaissance Festival - Sioux Falls
- Harrisburg Days - Harrisburg
- Czech Days - Tabor
- Hartford Jamboree Days - Hartford
- Dell Rapids Quarry Days - Dell Rapids
- Dalesburg Midsummer Festival - Vermillion
- Irene Rodeo - Irene
- Jesse James Days - Garretson

- Volunteer Fire Department Car Show - Marion
- Market at the Meridian - Yankton (May-October)
- Good Earth Summer Concert Series - Sioux Falls (May-July)
- Levitt at the Falls - 50 Free Concerts - Sioux Falls (May-August)
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- 1st Fridays on Main - Mitchell (May-September)

## July

- Yankton All-American 4th of July Celebration & Fireworks - Yankton
- Rock the Bluffs Fireworks - Chamberlain
- July 4th Fireworks - Mitchell
- Lallycooler - Sioux Falls
- Sioux Falls Airshow - Sioux Falls
- Water Festival and 4th of July - Woonsocket
- Jefferson Days of ‘59 Festival - Jefferson
- Booster Days - Valley Springs
- Corn Palace Stampede Rodeo - Mitchell
- Danish Days - Viborg
- Depot Days - Canton
- Porterchela - Montrose
- South Dakota Chislic Festival - Freeman
- Moody County Fair - Flandreau

# Southeast Community Events (cont.)

- Union County Fair - Alcester
- Friendship Days Vendor Market - White Lake
- Fedora Fire Department Annual Appreciation Day - Fedora
- Annual Wakonda American Legion Tractor Pull - Wakonda
- Burke Stampede Rodeo - Burke
- Winner Elk’s Annual Rodeo to Benefit LifeScape - Winner
- Planes, Trains, & Automobiles - Madison
- Market at the Meridian - Yankton (May-October)
- Good Earth Summer Concert Series - Sioux Falls (May-July)
- Downtown in Madtown - Madison (July-August)
- Levitt at the Falls - 50 Free Concerts - Sioux Falls (May-August)
- Rock the Country - Sioux Falls
- Tiki Night at the Zoo - Sioux Falls
- Flandreau Wacipi - Flandreau
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- Milk’s Camp Community Wacipi - St. Charles
- Falls Art Market - Sioux Falls
- Yankton Rock-N-Rumble Motorcycle Rally - Yankton
- The ADA Festival: Strengthening Connections & Moving Forward Together - Sioux Falls
- Palace City Pre-Sturgis Party - Mitchell
- 1st Fridays on Main - Mitchell (May-September)

## August

- Straw Bale Days - Carthage
- Riverboat Days - Yankton
- Corn Palace Festival - Mitchell
- Clay County Fair - Vermillion
- Turner County Fair - Parker
- Prairie Village Annual Steam Threshing Jamboree - Madison
- Market at the Meridian - Yankton (May-October)
- Downtown in Madtown - Madison (July-August)

- Levitt at the Falls - 50 Free Concerts - Sioux Falls (May-August)
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- Canton Open Air Market - Canton
- 1st Fridays on Main - Mitchell (May-September)
- Sioux Empire Fair - Sioux Falls
- Annual Sioux River Folk Festival - Canton
- Rockin’ Ribfest - Wessington Springs
- Adams Homestead Celebration - North Sioux City
- Summer Arts Festival - Yankton
- Yankton Riverboat Days - Yankton
- Tour de Corn Bicycle Ride and Weekend - Mitchell
- Ultimate ‘80s Night at the Zoo - Sioux Falls
- All My Relatives Festival - Sioux Falls
- Wagner Labor Day Celebration - Wagner

## September

- Market at the Meridian - Yankton (May-October)
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- 1st Fridays on Main - Mitchell (May-September)
- Ribs, Rod, & Rock N’ Roll - Vermillion
- Sidewalk Arts Festival - Sioux Falls
- Homesteader Day Celebration - Valley Springs
- Sanford International Golf Tournament - Sioux Falls
- Tailgate Party at the Zoo - Sioux Falls
- Delmont Kuchen Festival & Twin Rivers Old Iron Harvest Festival - Delmont
- First Dakota Classic Archery Tournament - Yankton
- Siouxpercon - Sioux Falls
- Downtown Sioux Falls Riverfest - Sioux Falls
- Menno Pioneer Power Show - Menno
- Sioux Falls Marathon & Half Marathon - Sioux Falls
- Cinch Playoffs - Sioux Falls



October

- Market at the Meridian - Yankton (May-October)
- Falls Park Farmer’s Market - Sioux Falls (May-October)
- Fall Festival - Canton
- Prairie Village Hobo Marlin Pumpkin Train - Madison
- Keloland Living Arts & Crafts Show - Sioux Falls
- Zooboo - Sioux Falls

November

- Christmas Tree Skirt Dash - Sioux Falls
- Dakota Angler Ice Institute - Sioux Falls
- Sioux Empire Arts & Crafts Show - Sioux Falls
- Junkin’ Market Days - Sioux Falls
- Annual Sioux Falls Parade of Lights - Sioux Falls
- Hall of Trees - Yankton (November-December)

December

- Hall of Trees - Yankton (November-December)
- Santa at the Zoo - Sioux Falls

Others

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# National Campaigns

EMS organizations share a mission with many national campaigns that focus on safety, health, emergency preparedness, and community resilience. Partnering with these initiatives not only boosts visibility—it reinforces the vital role EMS plays in every community.

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## NATIONAL CAMPAIGNS

This section highlights like-minded campaigns that can amplify your message, align your outreach with national awareness efforts, and provide meaningful opportunities for collaboration, education, and fundraising throughout the year.

### South Dakota Websites

1. South Dakota Department of Health, Emergency Medical Services & Trauma Program - <https://doh.sd.gov/healthcare-professionals/ems-trauma-program/>
2. South Dakota Emergency Medical Services Association - <https://sdemsa.org/>
3. South Dakota Emergency Medical Services for Children - <https://www.sdemsc.org/>

### National Websites

1. National Registry of Emergency Medical Technicians - <https://www.nremt.org/>
2. EMS.gov "Powered by NHTSA's office of EMS" - <https://www.ems.gov/about-the-office-of-ems/>
3. National Association of Emergency Medical Technicians - <https://www.naemt.org/>
4. National EMS Management Association - <https://www.nemsma.org/>

### National Campaigns

Throughout the year, numerous national awareness campaigns align with the mission and values of emergency medical services. The following pages lists key campaigns by month, providing inspiration for outreach, education, and fundraising tied to timely, relevant causes.



NATIONAL CAMPAIGNS

CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
January		
National Blood Donor Month		EMS often works closely with trauma centers; this supports the chain of survival in major injury cases
National Winter Safety Month		Promotes cold weather preparedness, hypothermia prevention
Cervical Health Awareness Month		EMS can promote awareness during community events
February		
American Heart Month		Promotes cardiovascular health and emergency heart care; Core EMS focus - cardiac arrests, chest pain, STEMIs, CPR education
National Children’s Dental Health Month		EMS supports injury prevention related to oral care
National Burn Awareness Week	First full week of February	Raises awareness about burn injuries and prevention
National Wear Red Day	First Friday of February	Raises awareness about heart disease and to encourage people to prioritize their heart health
March		
National Kidney Month		EMS may respond to complications from dialysis or renal failure
Brain Injury Awareness Month		EMS handles head injuries from falls, assaults, crashes
National Nutrition Month		Linked to chronic illness prevention

CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
World Kidney Day	March 13th	
National Poison Prevention Week	Third week of March	Highlight dangers of poisoning and overdose, especially in children
American Brain Injury Awareness Day	March 21	As part of Brain Injury Awareness Month
April		
Distracted Driving Awareness Month	American Distracted Driving Awareness Week is observed in April, specifically from April 7-14 (these dates may change by year), as part of the broader awareness month	Raises awareness about the dangers of distracted driving; Highlight car crash injury statistics and prevention
Alcohol Awareness Month		EMS frequently responds to intoxication, overdoses, and impaired driving incidents
Emergency Communications Month (911 Education)		Started by CISA - Honors dispatchers and promotes proper 911 use and communication
Stress Awareness Month		Supports mental health for responders and community
Autism Awareness Month/ Autism Acceptance Month		Increasing EMS training on how to respond to patients on the autism spectrum
World Autism Awareness Day	April 2	
National Public Health Week	First full week of April Upcoming NPHW Dates: <ul style="list-style-type: none"><li>• April 6-12, 2026</li><li>• April 5-11, 2027</li><li>• April 3-9, 2028</li></ul>	Collaboration with public health departments on health education and access
National Alcohol Screening Day	First Thursday in April	Encourages individuals to assess their drinking habits and provides resources for those who may be struggling with alcohol abuse



CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
National Public Safety Telecommunicators Week (NPSTW)	Second full week of April	
May		
May Measure Month/The Big Squeeze		Encourages blood pressure checks
Stop the Bleed Month		National awareness campaign to train bystanders to control bleeding in emergencies; Public training events, demonstrations, first aid kit distributions
National Stroke Awareness Month		Increases public understanding of stroke symptoms and EMS response
Trauma Awareness Month		Trauma care and triage are central to EMS protocols; Promote injury prevention, trauma response awareness
World Safe Kids Month		Injury prevention for children - EMS teaches helmet use, seat belts, etc.
Mental Health Awareness Month		EMS responds to mental health crises; tie into crisis intervention and suicide prevention
Asthma & Allergy Awareness Month		EMS often responds to asthma attacks and anaphylaxis
National Heatstroke Prevention Day	Heat Safety Awareness (May-August) National Heatstroke Prevention Day - May 1	Prevents heat-related emergencies, especially in children and elderly
National Nurses Week	May 6-12	EMS partners with nursing professionals

CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
First Responders Mental Health Awareness Day	Observance, not a universally recognized day; however, Florida has officially recognized May 10 as First Responders Mental Health Awareness Day	
National EMS Week	Third week of May (Sunday-Sunday)	Celebrate EMS practitioners and the important work they do in communities; Community outreach, EMS demonstrations, school visits, award ceremonies
National Trauma Survivors Day	Third Wednesday in May	Honors trauma survivors and those who support them in their recovery journey
National Stop the Bleed Day	May 22	
June		
National Safety Month		Workplace, home, and community safety; EMS is a key responder and educator
PTSD Awareness Month		Relevant for both EMS providers (who may suffer from PTSD) and patients they serve
Men’s Health Month		Opportunity to address heart attacks, strokes, and preventable deaths
Fireworks Safety Month		EMS promotes burn and trauma prevention
CPR & AED Awareness Week	June 1-7	Promotes awareness of CPR and AED use to save lives during cardiac arrest, free CPR classes, AED demos, survivor stories
World Blood Donor Day	June 14	American Red Cross celebrates to honor the millions of people who donate
National PTSD Awareness Day	June 27	



CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
July		
UV Safety Month		Heat emergencies, sunstroke, dehydrations - EMS often addresses these
August		
Back to School Safety Month		EMS teaches bus safety, pedestrian safety, and first aid
Immunization Awareness Month		EMS can assist in public vaccine clinics and outbreak response
National Night Out	First Tuesday in August	EMS joins police and fire at community block parties and safety fairs
International Overdose Awareness Day	August 31	Public naloxone training, share opioid response data, support families
September		
National Preparedness Month		Encourages individuals, families, and communities to prepare for emergencies; disaster drills, public education events, social media campaigns
National Suicide Prevention Month		Focuses on mental health support and crisis intervention; crisis calls, behavioral health emergencies - EMS is a frontline responder
National Recovery Month		Highlights substance use recovery, EMS responds to overdoses and provides Narcan
National Blood Donation Day	September 4	
First Responder Appreciation Day	September 11 or October 28, varies by state	Honors the commitment and sacrifice of EMS, police, and fire services; recognition events, community outreach

CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
National Falls Prevention Awareness Week	Generally recognized during the first week of fall, some organizations focusing on the entire month of September	Prevents senior falls - a common EMS call
Child Passenger Safety Week	Third week of September  Includes National Seat Check Saturday	Ensures proper car seat and child safety in vehicles
October		
National Substance Abuse Prevention Month		EMS involvement in overdose response and treatment access
Sudden Cardiac Arrest Awareness Month		Promotes AEDs, CPR, early defibrillation - all core EMS skills
National Pedestrian Safety Month		EMS promotes street safety and accident prevention
National Domestic Violence Awareness Month		EMS assists with trauma-informed response
Fire Prevention Week	Early October (October 5-11, 2025)	Education on fire safety; EMS often collaborates with fire departments
National Emergency Nurses Week	Second week of October	Collaborates with ER staff; recognition of teamwork
Emergency Nurses Day	Second Wednesday in October	
National Health Education Week	Third full week of October	EMS role in public health; supports health literacy and preventive education
November		
American Diabetes Awareness Month		Diabetic emergencies; EMS often handles diabetic emergencies (hypo/hyperglycemia)
COPD Awareness Month		EMS regularly treats COPD exacerbations and respiratory emergencies



CAMPAIGN	DATES	PURPOSE/FOCUS/EMS ROLE
National Family Caregivers Month		EMS supports caregiver training and stress relief
National Alzheimer’s Awareness Month		EMS adapts response protocols for dementia patients
National Injury Prevention Day	November 18	Promotes injury prevention education and awareness; child seat checks, fall prevention education, burn awareness
National Rural Health Day	Third Thursday of November	Challenges faced by EMS in rural and frontier areas
December		
National Impaired Driving Prevention Month		Educate on the consequences of drug/alcohol-impaired driving; EMS responds to crashes and injuries related to DUI incidents