



California Fire Safe Council & Listos! CA



Outreach Toolkit Grant Opportunity

November 13, 2020

APPLICATION DEADLINE EXTENDED to DECEMBER 10, 2020

FOR MORE INFORMATION

CONTACT

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More information on our
website:

<https://cafiresafecouncil.org/grants-and-funding/open-grant-programs/listos-california-outreach-toolkit-grant-opportunity/>

TO APPLY:
<https://cafiresafecouncil.org/grants-and-funding/apply-for-a-grant/>

Acknowledgements

Funding for this grant program is provided by a grant from California Volunteers/Listos

California Fire Safe Council (CFSC) and California Volunteers/Listos are pleased to announce a joint collaboration to provide grants to communities throughout California in an effort to reach vulnerable communities with the [Listos! Messaging of Emergency Preparedness](#) through our "20 Listos Outreach Toolkits Program". The objective of this program is to provide custom branded outreach equipment and supplies to Fire Safe Councils (FSC) and organizations working in their communities to assist residents with wildfire emergency preparedness and evacuation. Equipment & supplies will be created and shipped to recipients. Stipend will be supplied upon invoicing from FSC/organization.

Included in Outreach Toolkit:

- 1 10 x 10 Pop Up Tent with CFSC, Listos and Local FSC/Org. branding
- 1 Retractable Sign with CFSC, Listos and local FSC/Org branding
- 1 Table Cloth/Banner with CFSC, Listos and local FSC/Org. branding
- 1 media toolkit including pre-written 7 designed social media ads, GIFS and animated images, eblast design and coding, and more
- Education Materials
 - Home Hardening Brochure in English, Spanish or Mandarin (can ask for 1, 2, or all 3 languages)
 - Defensible Space Brochure in English, Spanish or Mandarin (can ask for 1, 2, or all 3 languages)
 - Listos Emergency Preparedness Guide
- Swag/Giveaways: 200 each item for each FSC/organization
 - Logo Pens
 - Silicone wrist bands
 - Logo buttons
 - 1000, EACH Custom lawn & leaf bag and scoop system
 - Shipping of all equipment and supplies

\$3000 Stipend suggested uses:

- Hire project managers
- Cost of mailings
- Updated website
- Radio ads
- Develop branding materials
- Updated educational materials



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Funding Available:

1 Outreach Toolkit , Listed Supplies and \$3,000 stipend

Awards are made on a First Come First Served basis, the first 50 eligible applicants will receive the award.

Eligibility:

Eligible applicants must be incorporated to do business in California such as Fire Safe Councils, Resource Conservation District or similar organizations and must serve vulnerable communities in California. Applicants are encouraged to partner with an entity that can act as a Fiscal Sponsor, if applicable.

Goals:

Applicants are encouraged to secure 5,000 “engagements” utilizing the Listos Emergency Preparedness Guide and messaging, **however this is a GOAL not a requirement.**

Types of engagements may include social media posts, radio announcement, cable TV, PSAs, direct mailings, blog posts, website posts, and every “like” you receive is counted as an engagement.

Training on tracking and obtaining engagements will be provided by CFSC and Uptown Studios.

Requirements:

A final report with a narrative description on the project’s successes, how the stipend was spent and final engagements accounting.

Timeline:

Open until filled. Final application deadline is **December 10, 2020.** All work is required to be completed by **April 30, 2021** and final reports submitted by **May 15, 2021.**

Equipment and supplies become property of the applicant and do not need to be returned to CFSC.

To Apply:

Login at <https://cafiresafecouncil.org/grants-and-funding/apply-for-a-grant/> to create a new account and select “2020 Listos Outreach Toolkits” grant program to begin.