



**NENA**  
THE 9-1-1 ASSOCIATION

**#ThankYou911**  
**Case Study**

# Problems Being Addressed



#ThankYou911

Chronic underfunding of 9-1-1 workforce; lack of recognition

Public, policymakers only hearing about the problems

High burnout, turnover, stress, health issues among 9-1-1 pros



Solution

#ThankYou911

**Raising awareness and appreciation of  
the hard work done for all of us by  
America's 9-1-1 professionals**

# Strategy #1. Get Rid of the Silos

## PR & Marketing

Marketing and corporate comms gets the attention of key audiences.

+

## Fundraising

Fundraising gives people an opportunity to join in your cause and feel good about it.

=

Greater Impact and Mission Success



Here's what can happen when everyone pulls together!  
*This video appeared in hundreds of theaters nationwide.*

Strategy #2.  
Appeal  
to Emotions

- Play up how you'll help “real people”
- Use authentic, emotional stories
- People remember how you make them feel more than what you say



CASEY MILLER  
SCHOLARSHIP RECIPIENT

0:13 / 0:46



## WHAT OTHERS ARE SAYING

Check out the awesome expressions of gratitude below.  
How will you say #ThankYou911?

[WRITE A MESSAGE](#)

[UPLOAD A PHOTO](#)

[UPLOAD A VIDEO](#)

[GET SOCIAL](#)

[SUBMIT A STORY](#)

[DONATE ONLINE](#)





NENA - National Emergency Number Association

Published by Tophe Thorne · March 24 at 11:27 AM



Multitasking is a critical part of being a #911Professional.

"The ability of these public servants to take calls in one ear, dispatch at the same time, walk people through what may be the worst day in their lives, and ensure the victim/patient is taken care of while protecting the safety of the officers and responding fire personnel was amazing." <http://bit.ly/318uiXe>



MOHAVEDAILYNEWS.COM

### "911 What's your emergency?"

John gets a taste of life at the 911 center

2,350

People Reached

348

Engagements

Boost Post

65

3 Comments 28 Shares



NENA - National Emergency Number Association

Published by Tophe Thorne · March 18 at 9:49 AM



Our hearts go out to Pamela Cooper's family and coworkers. Under-staffing and inadequate support are just two of the chronic issues that 911 professionals face. Our #911Heroes deserve our maximum concern for their health and welfare; we need to care for them so that they can care for us.



12 News

March 17 at 1:30 AM

A letter was sent to the City of Phoenix detailing poor working conditions for dispatch workers months before Pamela Cooper's death. Here's what it said.



12NEWS.COM

### Letter for help sent to Phoenix City Manager months before 911 operator's death

5,716

People Reached

1,758

Engagements

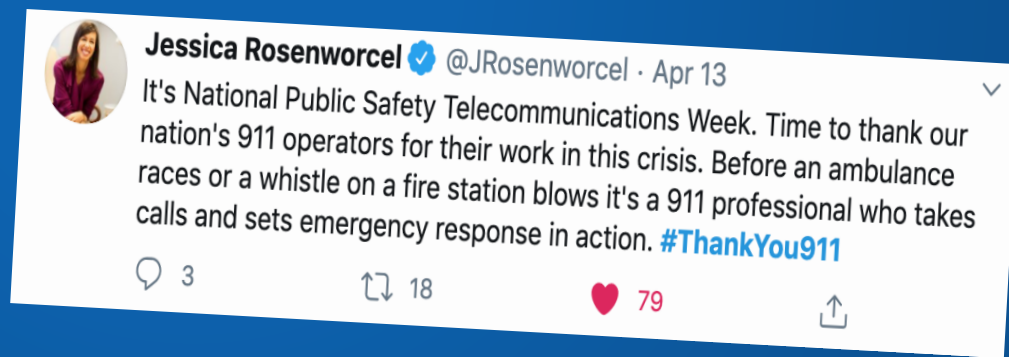
Boost Unavailable

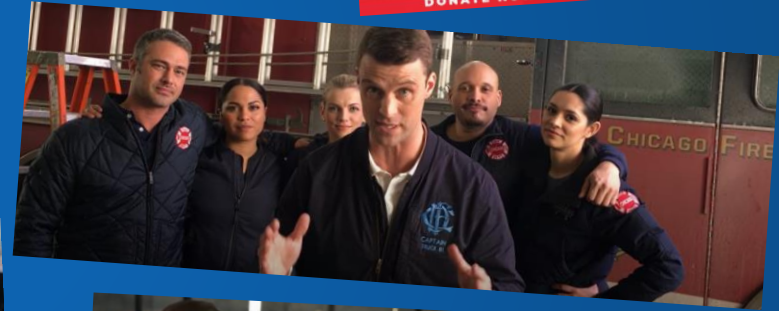
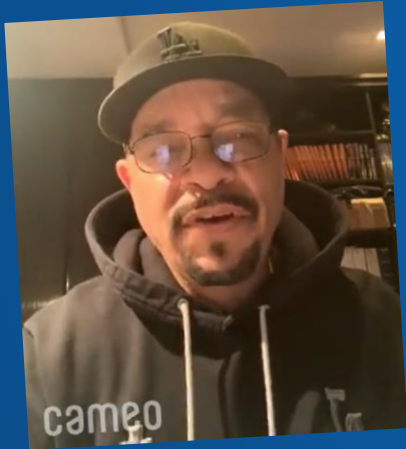
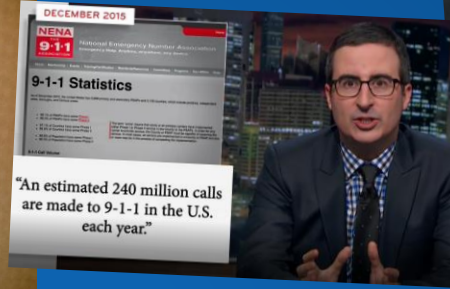
113

9 Comments 39 Shares

### Strategy #3. Leverage the Influence of VIPs

- Big names in your community
- Government officials
- Celebrities
- Sports figures





A message from @mattboyd48 to 9-1-1 professionals.



**Washington Capitals** @Capitals · Apr 22, 2020  
Reminder you can keep up to date with everything DC is doing to fight the spread of COVID-19 by visiting [washcaps.com/athome](https://washcaps.com/athome)

**Garnet Hathaway** @GarnetHathaway · Apr 22, 2020  
America's 9-1-1 call takers work around the clock to keep us safe. Please join me in saying #ThankYou911 and remember to to use 9-1-1 responsibly. Thanks @OUC\_DC for always answering the call.

**WHEN TO CALL 9-1-1 ABOUT COVID-19**  
Are you exhibiting emergency warning signs of COVID-19 that may include a high fever, difficulty breathing/shortness of breath, persistent pain/pressure in the chest, confusion, or bluish lips/face?

**No** → Don't call 9-1-1  
**Yes** → Call 9-1-1

if you are experiencing mild symptoms (such as a low fever and cough) or have been in a common space with someone who has COVID-19, then you should contact your primary healthcare provider or visit your state or local department of health website for guidance. More info on COVID-19 is available at [cdc.gov/covid19](https://cdc.gov/covid19).

**NENA** THE 911 ASSOCIATION



**Philadelphia Union**  
April 21 at 8:58 PM · 📍  
🙌 You are so blue-tiful.. to MEEEE 🙌  
While we're sending love to ALL our frontline workers, we want to shout out our local 9-1-1 call takers, who are continuing to serve Philly every day!  
Thank you, thank you 🙌  
#DOOP | #PhillyShinesBlue | #LightttBlue

196 likes · 10 Comments · 11 Shares



## Strategy #4. Leverage Your Funders' Interests

- Visibility for them in your community
- Positive brand identification with your cause
- Mission impact

xfinity xfinity

pepsi pepsi

EMERALD  
QUEEN  
EQC  
CASINO

#ThankYou911

COMTECH  
TELECOMMUNICATIONS CORP.

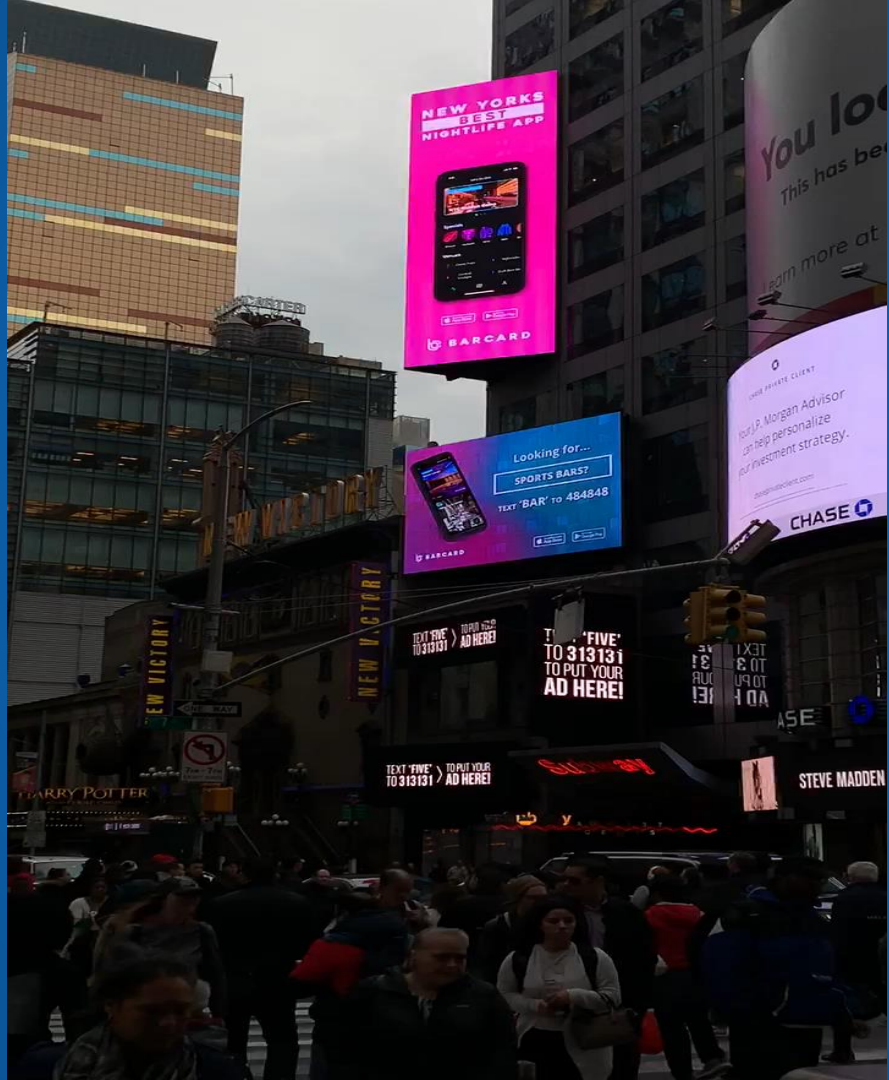
NENA  
THE 911 ASSOCIATION

BUILT  
Ford  
TOUGH

T-Mobile

376

Fly Emirates






# Thank You to All of Our 24/7 Day 2020 Partners!

Community Leader



Partners



 **NENA - National Emergency Number Association**  
Published by [Tara Thorne](#) on December 3, 2020. 19  
Calling all 9-1-1 professionals, Starbucks is offering free coffee to all first responders and frontline workers throughout December as a small token of their appreciation. We know times are tough, but take a moment to recharge today!



**Starbucks**  
December 1, 2020  
You've been there for our communities, we're here to support you. 🍵  
For the month of December, we're offering front-line responders a free tall brewed or iced coffee at participating US stores. From all our partners, thank you.

# #ThankYou911 Results



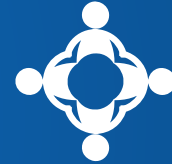
**Over**  
2.5 million  
Movie Viewers



Close to  
**1 million**  
Radio Listeners



**\$350,000**  
for  
Scholarships



**\$65,000**  
for Diversity  
& Inclusion

# “Priceless”

Association membership growth, retention, and engagement

Higher VIP and public support of 9-1-1 especially for physical and mental health, training and benefits

Poised to win \$15B in federal support of NG9-1-1 ... reclassification of 9-1-1 pros as public safety workers

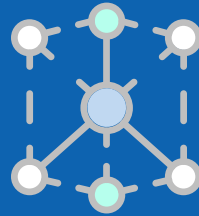
# When PR & Marketing, and Fundraising Do Align



Educate the public



Attract and appeal  
to potential  
donors



Leverage multiple  
channels



Advance client's  
mission and  
visibility



Enhance  
members'  
appreciation of  
NENA

A silhouette of two hikers on a mountain peak against a blue sky with wispy clouds. One hiker is standing on the peak, and the other is climbing up, reaching out to the first hiker's hand. The scene is set against a backdrop of distant mountain ranges and a clear sky.

**If you want to go fast,  
go alone; if you want to  
go far, go together.**

-- Proverb

# Together We Can Do So Much!

Dale Curtis

Dale Curtis Communications

[dale@dalecurtiscommunications.com](mailto:dale@dalecurtiscommunications.com)

[www.Calendly.com/dalecurtis](http://www.Calendly.com/dalecurtis)

202-246-5659

Laura Tucker

Laura J. Tucker Consulting

[Laurajtuckerconsulting@gmail.com](mailto:Laurajtuckerconsulting@gmail.com)

[www.Calendly.com/laurajtuckerconsulting](http://www.Calendly.com/laurajtuckerconsulting)

510-418-0248