

# Take Responsibility...

Protect your home. Create defensible space!



## ***Tips to Get Involved!***

Please consider getting involved by conducting one or more of the following activities within your own organization, as appropriate:

- Post the campaign logo or a Web banner public service announcement (PSA) on your organization's Web site, email blasts, newsletter or print advertising during the summer months. Ogilvy PR can provide you FREE downloadable materials.
- Place "Take Responsibility" print advertisements in your local newspaper or trade publications.
- Include "Take Responsibility" messaging in employee communications, on paycheck stubs, bulletins, briefings and announcements, etc.

**Example:** Take Responsibility. Protect your home. Create 100 feet of defensible space! Visit [www.CAFireAlliance.com](http://www.CAFireAlliance.com).

- Use the "Take Responsibility" hanging banner artwork to create your own banners for use at local events.
- Include "Take Responsibility" PSAs in local radio broadcast advertising.
- Place the "Take Responsibility" TV PSA on local broadcast stations.
- Include "Take Responsibility" messaging on electronic or static marquee signs, on customer receipts, hold music, etc.

**Example:** Take Responsibility. Keep 100 feet of clean, open space around your home. Visit [www.CAFireAlliance.com](http://www.CAFireAlliance.com).

- Distribute "Take Responsibility" tip cards and/or brochures at your place of business for customers.