



Croton-on-Hudson Emergency Medical Services Recruitment and Retention Committee

Recruitment and Retention Tentative Budget:

All pricing within this tentative budget has been obtained from a single source. Before actual purchases are made, appropriate quotations will be obtained for current market rates from three reliable vendors with preference given for purchasing locally if financially feasible.

Recruitment:

USPS Mailing to Response Area: 4000 households

This mailing will be a three-stage effort to establish awareness of Croton EMS, the services that it offers, and the opportunity to volunteer, and announce the free classes.

First Mailing:	5.5" x 8.5" Postcards	4000 Pieces	\$2,153.20
Second Mailing:	4" x 6" Postcards	4000 Pieces	\$1,357.60
Third Mailing:	5.5" x 8.5" Postcards	4000 Pieces	\$2,153.20

Coroplast Sidewalk Signs: 100 Signs

These signs are those seen for politicians lining the streets. We would look into two designs: a "Proud to Volunteer" sign for existing members and a "Volunteer at Croton EMS" for non-member households and temporary placement in key locations

Proud to Volunteer:	24" x 36" Signs	50 Signs	\$400.00
Volunteer at Croton EMS:	24" x 36" Signs	50 Signs	\$400.00

Vinyl Booth Banner: 2 Banners

These banners will be used during any scheduled event where Croton EMS is able to set up a booth and/or hang signage. Two designs, one with a strong recruitment message, and one with a strong awareness message, both with appropriate branding.

Croton EMS Awareness:	6' Banner	1 Sign	\$400.00
Croton EMS Recruitment:	6' Banner	1 Sign	\$400.00

Vinyl Street Banner: 2 Banners

These banners will be hung above the road during our focused recruitment effort as well as during National EMS Awareness Week and any other appropriate time. A section can be designed to allow attachment of appropriate timely announcements such as events.

Croton EMS Awareness:	15' Banner	1 Sign	\$600.00
Croton EMS Recruitment:	15' Banner	1 Sign	\$600.00

Clear Plastic Window Stickers: 200 Stickers

These window stickers will be posted on all public and commercial buildings willing to display the Croton EMS awareness and/or recruitment message at their location.

Croton EMS Awareness:	8.5" x 7.5" Stickers	100 Stickers	\$223.18
Croton EMS Recruitment:	8.5" x 7.5" Stickers	100 Stickers	\$223.18

Clear Plastic Car Window Stickers: 100 Stickers

These car window stickers will be available to Croton EMS members to present a "Proud to Volunteer" message to increase branding.

Croton EMS Branding:	4" x 4" Stickers	100 Stickers	\$293.63
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Interior Posters: 100 Posters

These interior heavy stock gloss finish posters will be for interior posting at public and commercial buildings willing to display the Croton EMS awareness and/or recruitment message at their locations.

Croton EMS Awareness:	11" x 17" Posters	50 Posters	\$109.63
Croton EMS Recruitment:	11" x 17" Posters	50 Posters	\$109.63

Event Posters: 5 Posters

These posters are full resolution prints on vinyl laid on a stiff backing rated for outdoor use. Croton EMS would establish 5 designs of very impacting and effective imagery to draw attention to our missions and goals of helping people. They would be posted at events where Croton EMS is stationed along with the booth and banners.

Croton EMS Imagery:	18" x 30" Posters	5 Posters	\$345.00
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Tri-fold Brochure: 500

These tri-fold full color brochures will be used during any event where Croton EMS has a booth or table available. They will exist as a single point of reference for all aspects of Croton EMS awareness and recruitment information.

Awareness and Recruitment:	8.5" x 11" Brochures	500 Brochures	\$308.70
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Community Classes: 10

By offering free classes, such as first-aid, CPR, babysitting medical care, etc to the community, we can obtain Croton EMS awareness and recruitment benefits.

Community classes	Assorted Classes	10 Classes	\$2,000.00
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Business Cards: 1000 Cards

These cards will be used for quick and easy handouts at any event or situation in which either awareness of Croton EMS or a recruitment effort is possible. Double-sided Croton EMS official cards (no personally identifiable cards).

Croton EMS Awareness:	3.5" x 2" Business Cards	500 Cards	\$84.84
Croton EMS Recruitment:	3.5" x 2" Business Cards	500 Cards	\$84.84

Calling Cards: 1000 Cards

These cards will be provided to the patient or patient family during each Croton EMS call to provide our basic information and a thank-you message for being able to assist them.

Croton EMS Branding:	3.5" x 2" Business Cards	1000 Cards	\$97.83
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Design Services:

Many of the recruitment materials will require design services to either be donated or purchased. Such work can be performed by a lay-person, but often it is possible to tell that it was a non-professional who designed the artwork. It is recommended that we ensure all efforts are of a professional enough quality to instill respect and establish a very positive image of the Croton EMS brand.

Design Services:	Rough Quotation	\$2,000.00
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Summary of Tentative Recruitment Budget:

USPS Mailing to Response Area	\$5,664.00
Coroplast Sidewalk Signs	\$800.00
Vinyl Booth Banner	\$800.00
Vinyl Street Banner	\$1,200.00
Clear Plastic Window Stickers	\$446.36
Clear Plastic Car Window Stickers	\$293.63
Interior Posters	\$219.26
Event Posters	\$345.00
Tri-fold Brochure	\$308.70
Business Cards	\$169.68
Calling Cards	\$97.83
Community Classes	\$2,000.00
Design Services	<u>\$2,000.00</u>
Subtotal	\$14,344.46
15% Contingency	<u>\$2,151.66</u>
Total Tentative Recruitment Budget:	\$16,496.12