

## Organizing & Implementing a Mass CPR/AED Training Event



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## I. GETTING STARTED

You understand why CPR and the use of an Automated External Defibrillator (AED) are important and why more people should learn CPR/AED. But how do you begin to organize a mass CPR/AED training event?

### **Step 1: Establish a task force**

The first thing to do is to form a core group of individuals who share the same vision and who are willing to work together to make it happen. Perhaps you already have a few enthusiastic supporters. Invite them to join you in seeking other interested parties to establish a task force. Who might want to participate in this leadership role? Consider your community and the local agencies whose goals include health care, public safety, education, and community service. Consider if you would like to involve other organizations in your community that offer training, such as the American Red Cross, American Heart Association or the National Safety Council. Other organizations you may wish to contact include:

- Emergency medical services (EMS) agencies (e.g., ambulance squads, dispatch centers, etc.)
- Fire and police departments
- Hospitals and nursing homes
- Colleges and universities
- School groups like the Parent-Teacher Organization (PTO) and the Parent-Teacher Association (PTA)
- Youth groups such as the Boy Scouts and Girl Scouts
- Civic and service organizations such as the Chamber of Commerce, Rotary Club, Kiwanis Club and Junior League
- Organizations working with high-risk groups
- Retiree and senior groups such as AARP
- Print, radio, and television media
- Local Web sites.

Now that you have identified some potential allies, invite them to take part in a preliminary planning meeting.

### **Step 2: Hold a preliminary planning meeting**

The agenda for your first meeting can be short and simple. After introducing meeting participants, you will need to:

- 1. Discuss the rationale for a mass CPR/AED training**

Make sure everyone understands that the ultimate goal of the event is to make the community a safer place for victims of cardiac arrest. If the event is to succeed, the people behind the event must believe in its purpose.

If anyone at the meeting has not yet been trained in CPR/AED, now is a good time to demonstrate CPR/AED and offer opportunities for personal training,

perhaps immediately following the meeting? Members of the task force who contribute to the planning process from the very beginning and who are personally familiar with CPR/AED training will become strong supporters of the event.

**2. Determine the target group(s) for this event**

The task force should consider the needs of the community and determine which group or groups it wants to target. Most mass CPR/AED training events are geared toward the general public and focus on adult CPR/AED skills. Sometimes events are directed toward groups most likely to encounter victims of cardiac arrest, such as companions of middle-aged and elderly persons. Other times, events are directed toward parents and other caretakers of young children and focus on infant and child CPR/AED. Still other events are geared toward school and workplace populations and offer training in a full range of CPR/AED skills.

**3. Determine what training will be offered at this event.**

Once you have decided on target group for the event, you can then determine what training will be offered. You will also have to choose whether to teach only adult CPR/AED; only infant and child CPR/AED or adult, infant and child CPR/AED.

**4. Select the date(s) and time(s) for your event**

You will need to allow enough time to plan and promote the event, so if possible select a date or dates at least six to 12 months from your first planning meeting. If the event is targeted to the general public, event planners recommend staging it on a Saturday or Sunday during daytime hours. If the event is targeted toward senior citizens or students, weekdays may be preferable. If the event is targeted to parents of young children, be mindful of conflicts due to youth school and sporting events.

Most mass CPR/AED training events are scheduled for one day or two consecutive days. Sometimes, however, mass training events are scheduled over longer periods of time. For example, some communities may choose to hold their events during National CPR and AED Awareness Week, held the first week of June each year.

When selecting a date(s) and time(s), it usually is best to avoid holiday weekends, local festival days, school vacation periods, times susceptible to poor weather and major sporting events such as Super Bowl Sunday, and times that will conflict with religious services.

In contrast, some communities have had great success in scheduling events on relevant holidays, for example, offering infant/child CPR/AED training on Mother's and Father's Day.

**5. Select the place(s) for your event**

The ideal location for your event is one which is well-known, easy to find, and easy to reach by both public and private transportation. Ideally, ample free parking should be available.

In selecting a location(s), it is important to note that many public and private facilities will waive or lower fees to demonstrate their support for the project. While mass CPR/AED training events usually are held in one central location (e.g., a stadium or arena), sometimes events are staged simultaneously in multiple sites (e.g., school gyms and fire stations). Sites that cannot offer adequate training space or convenient parking, such as some hospitals, should be avoided.

For coordination purposes, it is best to keep the number of sites to a minimum. It is easier to monitor a few large sites than many small sites. If there are multiple sites, it is helpful to designate a central command center to facilitate communication and coordination of activities. To avoid confusion and conflict, be sure all sites are available at all times on each day for which the event is planned.

The size of the facilities used for your event will depend upon the projected number of training participants. As a rule of thumb, one manikin used by two to three participants will require approximately 50 square feet. If you use 20 manikins per session, you will need about 1500 square feet, allowing for aisle and walking space.

In planning the layout for your event, you should designate separate spaces for registration, lecture and video presentations, hands-on training, and evaluations, if any. In addition, you will need space for storage and manikin set-up and cleaning. A lounge or rest area that can serve as a staging area for volunteers can be helpful.

#### **6. Select a name for your event**

Working together as a task force to name your event can be fun and challenging. The name should be clear, simple, and easy to identify and remember.

#### **7. Divide the work into small, manageable parts**

Experienced event planners recommend dividing the work into tasks that can be handled by separate committees. The key tasks are:

- Registering participants
- Enlisting volunteers
- Conducting fundraising to cover the cost of training
- Promoting the event
- Planning logistics, which includes:
  - Obtaining training equipment and educational materials
  - Arranging for the facility
  - Arranging for refreshments for the day of training
  - Setting up for the event
  - Cleaning up after the event.

Each committee should plan to meet regularly at the outset and then periodically, as needed. In addition, the entire task force will need to meet

from time to time to ensure that everything is on schedule. The role of each committee will be discussed in detail in the next section.

## **II. REGISTRATION**

### **Sign up in advance**

The role of the Registration Committee is to coordinate registration of training participants. Ideally, the registration process should encourage participants to sign up for training well in advance of the event, although last-minute onsite registrants should not be turned away. Advance registration is helpful since the anticipated number of participants will have a direct impact on the number of instructors, manikins and sessions needed for training. Over-enrollment is good planning since drop-out rates are often as high as 25 to 30 percent.

### **Registration methods**

Registration can take place in person, by mail, by phone or online. Online registration is best for ease of coordination. Mail registration also is an option, but it can be cumbersome when requested sessions are not available and alternates have to be arranged.

Phone registration is an efficient registration method, since it involves a one-step process that is not labor-intensive. The feasibility of phone registration depends upon staffing resources. Sometimes, participating organizations will make their staffs available to field registration calls as part of their in-kind contribution to the event.

### **Fee or free?**

Typically, mass CPR/AED training events are structured so that training can be offered free of charge – especially if these costs can be picked up by a special donation(s) or grant(s) or at a minimal charge to cover basic costs.

When time, space and equipment are donated, costs associated with training are minimal. In addition, event planners typically seek outside funding to support operational costs.

Some event planners have found that attendance levels increase when a fee is charged during advance registration. If fees are too high, however, participation may be discouraged, particularly among low and fixed income groups. If the task force determines that there will be a small charge for training, fees should be collected during advance registration, and the committee should be prepared to accept credit card payments.

### **Questions people may ask during registration**

It is helpful to prepare a set of questions and answers for registration volunteers, so that all volunteers are consistent and accurate with their responses. Here are some sample questions and answers, which should be adapted to suit your event:

#### **Q. How do I register?**

**A.** Call (number), go to (location) to register in person, or via Website.

#### **Q. What does the CPR/AED training cost?**

**A.** Through the generosity of our sponsors and volunteers, we are able to offer this training free of charge. Alternative response:

**A.** The training charge is (amount), which covers the cost of educational materials.

**Q. How long does the training take?**

**A.** Approximately (number) hour(s).

**Q. When will the training be held?**

**A.** Training sessions are scheduled for (date or dates) at (times). Please arrive 20 minutes before your session is scheduled to start.

**Q. Where is the training and how do I get there?**

**A.** Training will be conducted at (location). A map will be sent to you when you register.

**Q. Is parking available?**

**A.** Yes, plenty of free parking is available at (location).

Alternative response:

**A.** Yes, plenty of parking is available at (location). Remember to bring in your parking stub to get a special discounted parking rate of (amount) for (name of event) participants.

Alternative response:

**A.** Yes, plenty of parking is available at (location). It costs (amount).

**Q. What will training include?**

**A.** Training will include (adult Compression only CPR/AED, introduction to adult compression only CPR/AED)

**Q. How old do you have to be to take this training?**

**A.** There are no specific age requirements for this training.

**Q. Will there be any bilingual training?\***

**A.** Yes. We have a few Spanish (or other language) speaking instructors. Please let us know your language needs when you register.

**Q. I need CPR/AED training for work. Can I get verification of successful course completion at (name of event)?**

**A.** No, you will need to get more extensive training. To find out more, let me provide you with a list of courses offered by the partner agencies sponsoring this event.

**Q. I've had CPR/AED training before. Will this training count toward refresher training?**

**A.** Participation at (name of event) is a good way to refresh your skills. But if you need verification that you have successfully completed a refresher course, you will need more extensive training. Let me provide you with a list of scheduled courses that will satisfy that requirement.

*\*If appropriate, this registration Q & A sheet should be translated into Spanish and/or other languages common to the region where the event will be conducted.*



## **Day of Event**

Plan to open the registration area one hour prior to the beginning of the event, if possible. As participants arrive, check their names against the master registration list. If they have not registered in advance, you can register them at this time and collect any fees.

It is helpful to provide participants with written information that not only makes them feel welcome and comfortable, but also outlines the training schedule so they know what to expect. Here is a sample letter that can be adapted according to your needs. You may choose to combine this letter with the registration card so that participants receive one piece of paper.

## **Sample Letter of Welcome**

Welcome to [INSERT NAME OF EVENT]. Thank you for joining us today in our quest to help save lives. From the time you pass through the registration area, your training today will take approximately [INSERT NUMBER] hour(s). As you complete each skill segment, instructors will sign your registration card. When you have completed all the segments, take your card back to the registration desk where you will be issued a card that acknowledges your (participation in, successful completion of) this CPR/AED training program.

## **Sample Registration Cards**

Two sided sample below used for mass training consisting of, "Hands Only CPR w/an introduction to AED." This registration card can be simple and cover several necessary aspects such as a media release.

Example.

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**NAME:** \_\_\_\_\_

**AGE:** \_\_\_\_\_

**ZIP CODE:** \_\_\_\_\_

**PHONE OR EMAIL:** \_\_\_\_\_

**I \_\_\_\_\_, permit and authorize use of my photograph for all and any purposes related to the mission of this educational program and expect no compensation for its use in return. Date:** \_\_\_\_\_

---

Example.

This sample can be utilized for more extensive training events.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Phone \_\_\_\_\_  
Session Number \_\_\_\_\_ Time \_\_\_\_\_  
Segments completed: (*note: this is one example; actual segments will vary depending on session content*)  
Removing gloves \_\_\_\_\_  
Checking victim \_\_\_\_\_  
Conscious Choking \_\_\_\_\_  
Unconscious Choking \_\_\_\_\_  
Rescue breathing (child/infant) \_\_\_\_\_  
Adult CPR/AED \_\_\_\_\_  
Child CPR/AED \_\_\_\_\_  
Infant CPR \_\_\_\_\_  
Instructor \_\_\_\_\_

*Note: As each student completes a segment, the appropriate line is initialed. When card is completed, the participant turns it in for attendance recognition or course completion certificate as appropriate. For record-keeping purposes, be sure to record participant names on a master list or match them with names of advance registrants.*

### **Additional Materials**

At the conclusion of the training, you will distribute any additional materials, such as certificates of completion, wallet cards, stickers, and any other items that are appropriate.

## REGISTRATION COMMITTEE CHECKLIST

### Before the event

- \_\_\_\_\_ Arrange staffing for phone banks and registration sites.
- \_\_\_\_\_ Prepare a fact sheet of common questions and answers for registration volunteers. (See sample questions)
- \_\_\_\_\_ Determine whether fees will be collected. Be prepared to collect fees, if appropriate.
- \_\_\_\_\_ Prepare forms that confirm registration. Confirm payment, if appropriate. Decide whether any demographic information (and/or evaluation scores) will be collected on these forms. If you anticipate providing refresher training in the future, plan to retain mailing addresses of participants.
- \_\_\_\_\_ Mail (or e-mail) confirmation forms to registrants.
- \_\_\_\_\_ Prepare a master list of registrants to be used on the day of the event.

### On the day of the event

- \_\_\_\_\_ Check off arrivals against the master registration list.
- \_\_\_\_\_ Register each new participant and keep an accurate count.
- \_\_\_\_\_ Collect outstanding fees, if appropriate.
- \_\_\_\_\_ Stamp parking stubs giving participants reduced rate, if applicable.
- \_\_\_\_\_ Give each participant a letter of welcome and registration card.
- \_\_\_\_\_ Distribute educational materials.
- \_\_\_\_\_ Direct participants to the starting area.
- \_\_\_\_\_ Distribute any take home materials to participants (wallet card, sticker, etc.).

### After the event

- \_\_\_\_\_ Compile a final list of participants.
- \_\_\_\_\_ Determine the total number of participants.
- \_\_\_\_\_ If demographic data was collected, evaluate this data to determine the composition of the training body. If you targeted your program toward a middle-aged and elderly population, for example, determine whether you achieved this goal.
- \_\_\_\_\_ (Optional): If evaluation was conducted and scores were recorded, assess participant performance.

### **III. VOLUNTEERS**

#### **Many hands make light work**

Many volunteers will be needed to make your event a success. The role of the Volunteer Committee is to recruit sufficient numbers of community volunteers to assist with:

- Registration
- Setup
- Parking and traffic control
- Refreshments
- Audio-visual equipment
- CPR/AED instruction, including skills evaluation
- Manikin cleaning and maintenance
- Cleanup.

#### **A word about instructors**

Instructors are the “heart” of your training event. It is their role to interact with the public on behalf of event planners and sponsors. It is their role to convey the importance of initial CPR/AED training and periodic refresher training. Most importantly, it is their role to guide hands-on training and facilitate learning.

Instructors will come from a variety of backgrounds. They can be recruited through your committee members and partner organizations. You may also want to consider recruiting instructors through local hospitals, emergency medical services and public safety agencies if your event is large enough.

When calculating the number of instructors needed for your event, expect instructor drop-out and plan for backup. Illness and other unavoidable circumstances can lead to drop-out rates of about 20 percent.

If the event is promoted as being bi- or multilingual, make sure you have enough instructor resources to accommodate this.

It is important to create an environment in which instructors feel a sense of unity and belonging as they work together to achieve a common purpose. A brief instructor orientation should be conducted prior to training sessions to promote consistency of content and presentation, and to foster teamwork and camaraderie. To minimize time demands for volunteer instructors, this orientation can be conducted early on the day of the event before sessions begin.

## Sample Letters

### Sample Recruitment Letter for Organizations and Individuals

*Here is a sample letter for recruiting volunteer organizations and individuals. This text can be adapted to suit your event, and can be sent via regular mail or e-mail. This also can be adapted as a script for recruiting by telephone.*

[INSERT ADDRESS]

[INSERT DATE]

Dear Lifesaver (or recipient name):

We are recruiting volunteers to participate in [INSERT NAME OF EVENT] to be held on [INSERT DATE] at [INSERT LOCATION]. We need volunteers to help in almost every aspect of the event including registration, setup, parking and traffic control, refreshments, audio-visual equipment, CPR/AED instruction, CPR/AED skills evaluation, manikin cleaning and maintenance and cleanup.

If you or your organization is willing to participate in this important community event, please let us know at [INSERT NAME] headquarters by [INSERT DATE]. Any time and expertise you can give will be greatly appreciated. If you would like to sign up or get additional information, please contact [INSERT NAME] at [INSERT PHONE NUMBER] or [INSERT E-MAIL ADDRESS] today. We look forward to hearing from you!

Remember, by helping more citizens learn CPR/AED, you will be helping our community become a safer place for victims of sudden cardiac arrest.

Sincerely,

[INSERT NAME]

[INSERT TITLE]

## Sample Volunteer Assignment Confirmation Letter

*After recruiting volunteers, be sure to send letters to confirm volunteer assignments. Here is a sample volunteer recruitment letter that can be adapted to suit your event.*

[INSERT ADDRESS]

[INSERT DATE]

Dear Lifesaver (or recipient name):

Thank you for volunteering to help at [INSERT NAME OF EVENT] on [INSERT DATE] at [INSERT LOCATION]. We hope to train more than [INSERT NUMBER] individuals during this event and we need your help to reach our goal.

Here is the assignment and shift time you requested:

Assignment: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Please report to the volunteer desk located at [INSERT LOCATION] at the time specified. In appreciation for your help, you will be receiving a [INSERT NAME OF EVENT] [INSERT NAME OF RECOGNITION ITEM]\*. In addition, [INSERT NAME OF LOCAL RESTAURANT] has agreed to donate [INSERT NAME OF MEAL] \*\* for all volunteers. If your plans change and you will be unable to help, please contact us at [INSERT PHONE NUMBER] or [INSERT E-MAIL] as soon as possible so that we can find a replacement. Otherwise, we look forward to seeing you at [INSERT NAME OF EVENT]. Please feel free to call if you have any questions or need further information.

Sincerely,

[INSERT NAME]

[INSERT TITLE]

[INSERT PHONE NUMBER]

[INSERT E-MAIL]

\*May provide certificate of appreciation and/or gift of nominal value, such as pen, magnet or other logo branded products.

\*\*breakfast, lunch, snacks – whichever is applicable

## Sample Thank You Letter

*Your event could not take place without the help of all your volunteers. Remember to show your appreciation. This is a sample thank you letter that can be adapted as needed.*

[INSERT ADDRESS]

[INSERT DATE]

Dear Lifesaver (or recipient name):

Thanks to you and all the other terrific volunteers who made [INSERT NAME OF EVENT] possible; [INSERT NAME OF COMMUNITY] [INSERT NUMBER]\* mass CPR/AED training event was a huge success!

More than [INSERT NUMBER] were trained in CPR/AED—and that makes our community a safer place for victims of sudden cardiac arrest!

Please accept the enclosed certificate of appreciation\*\* as a sincere expression of our gratitude to you for your generous contribution to this important initiative.

(If applicable) Hope to see you again next year!

Sincerely,

[INSERT NAME]

[INSERT TITLE]

\* First, second, annual, etc.

\*\*May substitute gift of nominal value, such as pen, magnet or other logo branded products.

## **VOLUNTEER COMMITTEE CHECKLIST**

### **Before the event**

- \_\_\_\_\_ Work with other committees to determine the number of volunteers that will be needed. Figure on having at least one instructor for every six to 10 participants. Allow for a 25 to 30 percent no-show rate.
- \_\_\_\_\_ Recruit volunteer instructors from your partner agencies, and other agencies if needed.
- \_\_\_\_\_ Recruit volunteers for other aspects of the event through the sponsoring agencies on your task force, and through schools, churches, businesses, senior centers, and other community groups.
- \_\_\_\_\_ Arrange for some volunteers to help with pre-registration.
- \_\_\_\_\_ Arrange for some volunteers to help with setup and manikin assembly the day before your event.
- \_\_\_\_\_ Schedule volunteers for shifts during the event, lasting two to eight hours.

### **On the day of the event**

- \_\_\_\_\_ Check in volunteers as they arrive for their shifts.
- \_\_\_\_\_ Conduct instructor orientation.
- \_\_\_\_\_ Confirm assignments and locations.
- \_\_\_\_\_ Issue identifying gear (e.g., t-shirt or hat with event logo) and appropriate equipment and supplies.
- \_\_\_\_\_ Schedule breaks.
- \_\_\_\_\_ Have committee members available to provide information and serve as backups.
- \_\_\_\_\_ Provide information about additional opportunities in the community for more extensive CPR/AED training.

### **After the event**

- \_\_\_\_\_ Use brief exit-surveys to ask volunteers for their opinions about the event and ways it can be improved in the future.
- \_\_\_\_\_ Record names and contact information for volunteers who would be willing to help in future mass training events.
- \_\_\_\_\_ Send thank-you notes to all volunteers.



## **IV. FUNDRAISING**

### **Planning a budget**

The Fundraising Committee is responsible for raising money to cover the costs of the mass CPR/AED training event. The Fundraising Committee's first job is to establish a budget, in consultation with the task force and other committees.

Ideally, labor costs should be minimal since most, if not all, event workers will volunteer their time.

Similarly, costs associated with media promotions should be minimal. As a rule, newspapers, radio stations, and TV stations will provide free promotion of your event as a public service. Funds will be needed, however, to cover other costs associated with the event. The committee should consider the following list of potential expenses and sources of revenue as it develops its budget. Bear in mind that some categories may not be applicable for your event. Potential budget expenses and revenue sources are categorized below.

### **Administration expenses include:**

- Secretarial services
- Office supplies
- Telephone services
- Postage
- Rental of facilities
- Rental of communication devices, especially for multi-site events
- Rental of audio-visual equipment
- Payment to facilities personnel (e.g., security, maintenance).

### **Promotion expenses include:**

- Creation of the event logo
- Development and printing of flyers, posters, and banners
- Development of promotional items imprinted with the event logo such as t-shirts, hats, buttons, coffee mugs, water bottles, tote bags, balloons and pencils
- Photocopying
- Photography

### **Educational materials expenses include:**

- Training materials
- Training videos
- Evaluation sheets
- Take-home brochures, wallet cards, telephone stickers, posters, etc.
- Completion/attendance certificates

**Training equipment and supplies expenses include:**

- Purchasing, renting or borrowing of training manikins
- Purchasing of face shields
- Purchasing of resuscitation masks (optional)
- Providing cleaning supplies such as alcohol wipes, “4x4” gauze wipes, bleach, disposable non-latex gloves, measuring cups, dish detergent, basins, small garbage bags, and paper towels
- Purchasing, renting or borrowing of audio-visual equipment

**Volunteer and donor expenses include:**

- Refreshments for volunteers at training event
- Certificates of appreciation, plaques, etc.
- Books of discount coupons from local merchants to participants who complete training
- Public ceremony to thank supporters

**Potential sources of revenue include:**

- Participant fees
- Sponsorships
- Cash contributions
- Donations of goods and services
- Sale of educational materials
- Sale of promotional materials
- Sale of training equipment and supplies
- Sale of first aid and emergency preparedness kits
- Raffle of donated items from area merchants

**Soliciting support may be easier than you think**

Asking for financial support and in-kind donations for your event may be easier than you think! Experience has shown that once the mission of the mass CPR/AED training event and its potential to benefit the community are understood, individuals and organizations are more than happy to be part of it. Some tips to remember are:

- Contact potential contributors personally.
- Outline a range of support options, such as sponsor (major support), contributor (of funds), donor (of contributions such as facilities, publicity, equipment, graphic design services, food and printing).
- Advise potential supporters that their contributions will be widely publicized in the community.

## Sample Support Request Letters

*One way to seek support is to send a letter to potential contributors and follow up the written request with a phone call or personal visit. Here are two sample letters that can be adapted to suit your event.*

[INSERT ADDRESS]

[INSERT DATE]

Dear Lifesaver (or name of recipient):

Each year, sudden cardiac arrest claims the life of more than 300,000 people in the U.S. Did you know that if more people knew CPR/AED, up to 50,000 of these lives could be saved? Some day, you may be faced with an emergency. Chances are the victim will be someone you know, either at home or in the workplace. Don't you wish you knew CPR/AED? Don't you wish everyone did?

Now your wishes can come true. Next [INSERT DATE], [INSERT NAME OF EVENT], a mass CPR/AED training event will be held at [INSERT LOCATION]. By participating in the event, you can help [INSERT NAME OF COMMUNITY] become a safer place for cardiac arrest victims!

We urgently need Sponsors, Contributors, and Donors for this event. Would you consider becoming a Sponsor of [INSERT NAME OF EVENT] with a donation of [INSERT AMOUNT] or more, a Contributor with a donation of [INSERT LESSER AMOUNT], or a Donor (one who contributes goods and services)?

When you become a Sponsor, Contributor or Donor of [INSERT NAME OF EVENT], your contribution guarantees (list, for example):

- Your company or organization name on t-shirts and other promotional items;
- Your company or organization name on press releases sent to print, radio, and television media;
- Public recognition (at an award ceremony, with a certificate of appreciation or plaque, etc.)

Most importantly, your support may one day mean the difference between life and death for someone in our community!

Please consider this unique opportunity. We will be calling the week of [INSERT DATE] to answer any questions you may have and discuss your participation. If you'd like to join us in this community effort to save lives, call [INSERT PHONE NUMBER] now to pledge your support! Then mail this form with your contribution. Together, we can make a difference!

Sincerely,

[INSERT NAME]

[INSERT TITLE]

**Become a Sponsor of our Regional Mass CPR/AED Training Event for the  
First Annual “CPR Across America!”**

**Date \_\_\_\_\_ aboard the flight deck of the legendary  
USS Midway**

**SPONSOR LEVELS**

**Naming Sponsor (\$12,500) limited to one**

- Exclusive positioning associated with name, e.g. “CPR Across America Mass Training Finale” sponsored by San Diego Project Heart Beat in association with Cardiac Science Corporation and (possible second organization)
- Most prominent signage at the mass training event
- Recognition in promotional materials and on the event website [www.cprprojectsandiego.com](http://www.cprprojectsandiego.com)
- Representative opportunity to address the audience following celebrity spokesperson
- Recognition in press releases and in press event
- Photo opportunities with celebrity spokesperson
- Table/booth space during event (6ft.) at USS Midway to address and greet all mass training attendees.
- Sponsor will be recognized for donations procured on their behalf for distribution during event. e.g. “AED donated by San Diego Medical Services.”

**Legacy Sponsor (\$7,500) limited to one (Open)**

- Positioning associated with name, e.g. “CPR Across America Mass Training Finale” sponsored by San Diego Project Heart Beat in association with Cardiac Science Corporation and (possible second organization)
- Signage at the mass training event
- Recognition in promotional materials and on the event website [www.cprprojectsandiego.com](http://www.cprprojectsandiego.com)
- Opportunity to address the audience during event
- Recognition in press releases and in press event
- Table/booth space during event (6ft.) at USS Midway to address and greet all mass training attendees.
- Sponsor will be recognized for donations procured on their behalf for distribution during event. e.g. “AED donated by San Diego Medical Services.”

**Advocate Sponsor (\$4,000) limited to four (Open)**

- Half (4ft) Table/booth space during event (8ft.) at USS Midway to address and greet all mass training attendees.
- Sponsor will be recognized for donations procured on their behalf for distribution during event. e.g. “AED donated by San Diego Medical Services.”

**AED Sponsor (\$2,000) unlimited**

- Sponsor will be recognized for AED donation procured on their behalf for distribution during event. e.g. “AED donated by San Diego Medical Services.”

## **FUNDRAISING COMMITTEE CHECKLIST**

### **Before the event**

- \_\_\_\_\_ Identify potential expenses.
- \_\_\_\_\_ Identify potential sources of revenue.
- \_\_\_\_\_ Determine whether participant fees will be charged. If fees will be charged, determine amount(s) and arrange for collection during the registration process.
- \_\_\_\_\_ Establish the budget.
- \_\_\_\_\_ Solicit sponsorships, cash contributions, and donations of goods and services.
- \_\_\_\_\_ Arrange for recognition of supporters before, during, and after the event.
- \_\_\_\_\_ Announce supporters in press releases to the media.

### **On the day of the event**

- \_\_\_\_\_ Recognize supporters. For example, display an “honor roll” of supporters at the event, or dress manikins in t-shirts printed with names of supporters.
- \_\_\_\_\_ Conduct sales of promotional items, educational materials, training equipment and other items if applicable.

### **After the event**

- \_\_\_\_\_ Send thank-you letters to supporters.
- \_\_\_\_\_ Recognize supporters. For example, issue certificates of appreciation, plaques, etc.
- \_\_\_\_\_ If possible, arrange a public ceremony to honor supporters.

## **V. PROMOTION**

### **Publicity can make or break your event**

Probably the single most important factor in the success or failure of your training event is the amount of publicity and public awareness you are able to generate. It is important to devote plenty of time and resources to this planning component.

Keep in mind that most adults are aware of CPR/AED and think it is important to know how to do CPR/AED. Despite this, many adults have yet to get training. Why? Some people have misconceptions about legal risks and risks of contamination. Others do not want to think about having to confront an emergency. Some are concerned about the costs of training. The most common reason people cite for not having received training, however, is a lack of time. The job of the Promotion Committee is to convince the public that:

- The training offered at the event is well worth the time.
- The training is inexpensive or at no cost at all.
- Often this training can mean the difference between life and death.
- Time is of the essence. The earlier the victim is treated, the greater the chances of survival.
- The victim needing CPR/AED is likely to be a friend or family member.

### **Tips for media relations**

One of the keys to successful promotion of your training event is to keep the message clear and simple. For example, your message could be, “Come to (name of event) on (date) and learn CPR/AED— simple skills that can prepare you to save the life of someone you love.” Bear in mind that different types of media have different advantages for relaying your message. Television has the widest reach. Radio allows targeting and frequent “hits.” Print permits in-depth coverage. Another tip is to develop a strong position so that your issue can compete with other important issues deserving media attention. Whenever possible, meet with your media contacts personally. Let them know how enthusiastic you are about your event. Give them opportunities for free CPR/AED training to increase their understanding and motivation. Finally, give them the information they need, but let them do their job.

### **Promotion tactics**

There are a variety of effective ways to promote your event. Some ways will be more appropriate and feasible than others, depending on the nature and scope of your event and the resources available to support promotion. Here are some suggestions you may want to consider:

#### **For print media:**

- You may want to create a logo for your event.
- Prepare promotional print materials such as advertisements, posters, flyers and fact sheets that incorporate the logo.

- Develop a contact checklist that includes local businesses, recreation centers, hospitals, medical offices, senior centers, schools, churches, libraries, civic organizations, etc.
- Distribute promotional print materials to these contacts.
- Prepare press packets that include press releases, flyers, fact sheets, etc.
- Develop a checklist of contacts at local newspapers and magazines.
- Distribute press packets to these contacts at least three weeks before your event. Be sure to include contact names(s) and number(s) for further information and/or interviews.
- Ask local merchants to imprint your logo on their shopping bags.

#### **For radio and television:**

- Solicit radio and TV sponsorship early.
- Ask a local radio or TV personality to serve as master of ceremonies for your event.
- Prepare press packets that include press releases, flyers, fact sheets, etc.
- Prepare a 15-second live copy radio script. (See sample in this section.)
- Send press packets and live copy radio script to local radio stations at least three weeks prior to your event.
- Send press packets to local TV stations.
- Schedule CPR/AED demonstrations, marathons, etc., to draw attention to your event. Enlist the participation of local dignitaries in these promotional activities.
- Advise TV contacts of planned promotional activities to encourage coverage.
- Advise TV contacts about local human interest stories and facilitate interviews with local heroes and survivors.
- Begin radio and TV spots 10 days prior to your event.
- Establish a TV phone bank for registration purposes two to three days before your event.
- Arrange for live coverage and spot announcements for the day of your event.

#### **Other suggestions:**

- Promote the event through via the chapter website and other online sites.
- Promote event through social media such as facebook and twitter.
- Arrange for pre-show screened announcements of your event at local movie theaters.
- Develop a tracking method asking participants where they heard about the event, for future reference.

## **Sample Live Read Radio Scripts**

For immediate release

Do not use after [INSERT DATE].

Contact: [INSERT NAME]

[INSERT PHONE NUMBER]

### **CPR/AED training: 15 seconds (Copy A)**

Learn CPR/AED—help save a life. CPR/AED training can mean the difference between life and death in a cardiac emergency. Sign up for [INSERT NAME OF EVENT] on [INSERT DATE] from [INSERT START TIME] to [INSERT END TIME] at [INSERT LOCATION]. Call [INSERT NAME OF EVENT] at [INSERT PHONE NUMBER] for registration and general information.

### **CPR/AED training: 15 seconds (Copy B)**

Learn CPR/AED—for someone you love. Eighty percent of all cardiac emergencies happen at home. Protect your loved ones by signing up for [INSERT NAME OF EVENT] on [INSERT DATE] from [INSERT START TIME] to [INSERT END TIME] at [INSERT LOCATION]. Call [INSERT NAME OF EVENT] at [INSERT PHONE NUMBER] for registration and general information.



## Sample Press Release

Learn CPR/AED—help save a life.

For immediate release

Do not use after [INSERT DATE].

Contact: [INSERT NAME]

[INSERT PHONE NUMBER]

Free CPR/AED training to be offered

[INSERT CITY, DATE OF TRAINING]

Cardiovascular disease is the number one killer of people over the age of 45, and is a risk factor in sudden cardiac arrest, which kills over 300,000 every year. However, many of these deaths are avoidable. That's why area health and emergency medical services agencies have joined forces to bring you [INSERT NAME OF EVENT], a special CPR/AED training event that will be held on [INSERT DATE] at [INSERT LOCATION]. The [INSERT NUMBER] – hour training sessions will be offered free to the public at [INSERT START TIME].

Everyone is welcome, but due to space limitations, preference will be given to those who register in advance. At [INSERT NAME OF EVENT], you will have the opportunity to watch videos, hear lectures, and practice on CPR training manikins in small groups. CPR/AED instructors will teach you how to recognize an emergency, call for help, and perform CPR/AED.

“Knowing how to perform CPR and how to use an AED are essential life skills that everyone needs, according to (INSERT NAME OF LOCAL COMMUNITY LEADER, SPOKESPERSON FOR LOCAL TRAINING AGENCY, ETC.). “Come to [INSERT NAME OF EVENT] on [INSERT DATE] and learn how to save a life.”

[INSERT NAME OF EVENT] is sponsored by [INSERT NAME OF SPONSORING ORGANIZATIONS]. For more information, call [INSERT PHONE NUMBER].

*News Editors please note: Spokespersons for the sponsoring agencies and local heroes and survivors will be available for interviews and/or appearances prior to and during the event. Please contact [INSERT NAME] at [INSERT PHONE NUMBER] to schedule a mutually convenient time.*

## PROMOTION COMMITTEE CHECKLIST

### Before your event

- \_\_\_\_\_ Create a logo for your event.
- \_\_\_\_\_ Prepare advertisements and promotional posters, flyers, and fact sheets that incorporate the logo.
- \_\_\_\_\_ Prepare press packets and distribute to all area newspapers, magazines, radio stations, and television stations.
- \_\_\_\_\_ Enlist the support of local dignitaries willing to help promote the event.
- \_\_\_\_\_ Provide free pre-event CPR/AED training for media contacts and local dignitaries.
- \_\_\_\_\_ Arrange for press conferences and talk-show interviews.

### On the day of the event

- \_\_\_\_\_ Schedule and supervise media coverage and photography.

### After the event

- \_\_\_\_\_ Write thank-you letters to all contributors and volunteers.
- \_\_\_\_\_ Coordinate delivery of letters, plaques, certificates, etc. with other committees.

## VI. LOGISTICS

The Logistics Committee is responsible for coordinating all phases of the event, and so it must work closely with the other committees. The major logistical tasks are:

- Establish training site(s)
- Obtain training equipment
- Obtaining educational and ancillary materials
- Arrange for snacks for the day of training
- Set up for the event
- Clean up after the event

### **Location, location, location**

One of the key responsibilities of this committee is to establish training site(s). The selected site(s) should be well-known, easy to find, and easy to reach by both public and private transportation. There should be adequate space for parking, registration, lecture and video presentations, hands-on training, and evaluations, if any. The training site should also have adequate restroom facilities and be accessible to all participants.

Once sites have been identified, the Logistics Committee should make contract arrangements with the facility (or facilities) to ensure availability, security, and protection from liability.

### **Structuring your event**

Training sessions, including bi or multilingual sessions, can be scheduled in a variety of ways depending on the needs of the audience, volunteer and equipment resources, and the facilities. Sessions typically range from one half to one hour. Here are some suggested schedules:

- Hold one or more sessions with a set start time and an estimated duration time. For example, you can plan sessions that begin at 9:00 a.m. and end at 1:00 p.m.
- Start sessions at various intervals throughout the day so that different groups are in different phases of the program at all times.

### **In structuring your event, it may be helpful to remember these tips:**

- Anticipate a drop-out rate as high as 25 to 30 percent for participants who register in advance.
- Plan to accommodate those who have not registered in advance and who show up on the day of the event.

- Schedule one instructor for every six to 10 participants. (Be sure to coordinate with Volunteer Committee.)
- Anticipate an instructor no-show rate of about 20 percent. Plan on one manikin for every two or three participants.
- Allow for about 50 square feet for every training group of three participants.
- Be sure the facilities are available for the entire time you need them.

Poor scheduling in any phase of your program can have a ripple effect that results in major delays. Plan the timing of each segment carefully.

## **Obtain training equipment**

### **Manikins:**

The Training Equipment Committee is responsible for obtaining CPR/AED training manikins and related supplies for the event, cleaning, decontaminating and maintaining this equipment during sessions, cleaning and decontaminating manikins following the event, and returning any borrowed equipment.

If the committee does not have sufficient manikins, extra ones may be borrowed, rented or purchased.

The Training Equipment Committee is also responsible for obtaining training supplies such as cleaning supplies like alcohol wipes, 4"x4" gauze wipes, bleach, disposable non-latex gloves, measuring cups, dish detergent, basins, small garbage bags and paper towels.

### **AED training devices:**

The Training Equipment Committee is also responsible for obtaining AED training devices and related supplies, maintaining the equipment during the sessions, ensuring that all accessories are replaced after the session and returning any borrowed equipment.

If the committee does not have sufficient AED training devices, extra ones may be borrowed, rented or purchased. See the section on manikins for suggestions on where to borrow these devices. Regardless of where the devices are obtained, they should all be the same model to avoid confusion during the training session.

### **Roving repair service:**

If the mass CPR/AED training event is conducted at multiple sites and it is not feasible to have equipment maintenance volunteers available at each site, it may be helpful to have a roving repair service that can be dispatched from the central command center, as needed.

### **The safety of CPR/AED training:**

In this day and age, when disease transmission is a public health concern, the question of the safety of CPR/AED training sometimes arises. Event planners and participants should be reassured that CPR/AED training using properly cleaned and decontaminated manikins is completely safe. Millions of people have been trained in first aid, cardiopulmonary resuscitation (CPR), and AED using manikins as training aids. Follows widely accepted guidelines for cleaning and decontaminating training manikins. If these guidelines are adhered to, the risk of any kind of disease transmission during training is extremely low.

Due to the nature of skills in this training, participants will be taking part in strenuous activities, such as performing CPR on the floor. Participants should be informed that if they have a medical condition or disability that will prevent them from taking part in the skills practice; they should let the instructors know so that accommodations can be made. Even if they cannot participate fully in the training, they can certainly attend and participate as much as they can or desire.

**Cleaning and decontaminating training manikins:**

Equipment Committee members should be familiar with recommended guidelines for manikin cleaning and disinfection and should observe them during the training event.

**Additional equipment:**

The committee is also responsible for ensuring that other equipment, such as DVD players and monitors, LCD players, and screens is available.

**Educational materials:**

The committee is also responsible for obtaining participant educational materials. If the training is not designed to lead to certification, the task force will need to provide guidance regarding which educational materials will be distributed.

**Additional materials:****Emergency Action Steps Wallet Card or stickers**

For distribution to all participants.

Example: The Emergency Action Steps Wallet Card is a tri-fold wallet card that provides full-color images and step-by-step directions for responding to a choking emergency on one side, and images and directions for responding to a cardiac emergency with lifesaving CPR/AED for adults, children and infants on the other. Can be provided to all participants.

**I Learned How To Save A Life Today Stickers**

**I am CPR trained**

**Two Steps to Save a Life**

The stickers are a great way to recognize training participants.

**Refreshments**

Arrangements should be made for refreshments for volunteers. The type of refreshments will depend upon the length of the training. If the training is to last all day, coordinate with the volunteer committee to determine if volunteers will be encouraged to bring their own bag lunch or if the committee will be providing lunch for them. Alternatively, the fund raising committee may be able to solicit a local restaurant to donate snacks and/or meals.

### **Set up and clean up**

Set up as much as possible the day before the training in order to minimize the work that needs to be done the morning of the training event. In any case, try to have the set up completed at least one hour prior to the start of the event. Make sure you have enough workers signed up to help with set up as well as clean up, and be sure they know when they need to be on site for set up and/or clean up.

## TRAINING SITE CHECKLIST

### Before the event

- \_\_\_\_\_ Complete contract(s) with the facility or facilities. Determine whether the facility has (or facilities have) liability insurance that will cover the training event. Consult with Office of the General Counsel (OCG) and/or Risk Management as needed for review of contracts and guidance regarding liability issues.
- \_\_\_\_\_ Set up procedures for security, parking, and communications
- \_\_\_\_\_ Arrange for audio-visual equipment and seating in lecture areas
- \_\_\_\_\_ Set up the registration area with appropriate office equipment and supplies
- \_\_\_\_\_ Set up manikin storage and shipping areas
- \_\_\_\_\_ Set up staging areas for instructor orientation and breaks
- \_\_\_\_\_ Set up food service area
- \_\_\_\_\_ Arrange for chairs and tables for evaluation procedures, if applicable

### On the day of the event

- \_\_\_\_\_ Coordinate event operations with all committee heads and facility representatives
- \_\_\_\_\_ Post directional signs
- \_\_\_\_\_ Operate audio-visual equipment
- \_\_\_\_\_ Manage communications

### After the event

- \_\_\_\_\_ Return any rented or borrowed items.
- \_\_\_\_\_ Remove all signs in public areas.
- \_\_\_\_\_ Coordinate general site cleanup.



## EQUIPMENT AND MATERIALS CHECKLIST

### Before the event

- \_\_\_\_\_ Determine the number of workers needed and make arrangements with the Volunteer Committee.
- \_\_\_\_\_ Arrange for training manikins (based on a ratio of 1 manikin for every 2 students)
- \_\_\_\_\_ Arrange for AED training devices (based on a ratio of 1 device for every 2 students)
- \_\_\_\_\_ Arrange for sufficient quantities of training supplies, including non-latex disposable gloves, additional AED electrode pads, and other items noted in the appropriate instructor manual.
- \_\_\_\_\_ Obtain cleaning and disinfecting supplies.
- \_\_\_\_\_ Arrange space for manikin layout, cleaning and storage.
- \_\_\_\_\_ Obtain additional equipment, such as DVD players and monitors; LCD projectors and screens.
- \_\_\_\_\_ Obtain educational materials

### On the day of the event

- \_\_\_\_\_ Set up manikins and AEDs.
- \_\_\_\_\_ Arrange for distribution of training and cleaning/decontamination supplies.
- \_\_\_\_\_ Review cleaning and maintenance procedures with volunteers.
- \_\_\_\_\_ Provide maintenance services.
- \_\_\_\_\_ Oversee manikin cleaning and decontamination between sessions.

### After the event

- \_\_\_\_\_ Ensure manikins cleaned and disinfected after training
- \_\_\_\_\_ Ensure all equipment returned to its source (chapter, other organization, etc.)

## **VII. TIMELINE FOR PLANNING A MASS CPR/AED TRAINING EVENT**

Following a timeline is essential for the success of your event. Here is a sample timeline that can be adapted for your particular needs. It is possible to significantly compress this timeline, but will involve greater effort by the chapter and any other task force members. This serves as a summary of key steps discussed in previous sections.

### **6–12 months before event:**

- Establish the task force
- Hold a preliminary planning meeting
- Select the name, target group, date, and location of the event
- Schedule a facility
- Identify committees and divide the work
- Schedule committee meetings
- Establish a budget.

### **4–6 months before event:**

- Enlist volunteers
- Arrange for training manikins
- Create the event logo
- Solicit bids for development of promotional items
- Solicit sponsorships, cash contributions, and donations of goods and services.

### **8 weeks before event:**

- Schedule press conferences
- Arrange for security, parking, and communications
- Request donations of food for volunteers, cleaning materials, tables and chairs
- Print promotional items, registration cards, certificates, etc.

### **4–6 weeks before event:**

- Prepare press packets
- Offer CPR/AED training for the media
- Schedule talk shows
- Mail volunteer confirmations
- Secure communications equipment, audio-visual equipment, and office supplies
- Enlist the support of local dignitaries to help promote the event.

### **3 weeks before event:**

- Prepare directional signs
- Establish pre-registration phone banks and in-person registration sites

- Distribute promotional print materials and press packets
- Obtain educational and evaluation materials
- Visit facilities to check out parking, entrances and exits, traffic flow, exhibitor area, audio-visual, and communications hook-ups, chairs and tables, storage, cleaning and staging areas, opening time of the facility, manikin layout, food service areas, volunteer check-in and rest areas.

**2 weeks before event:**

- Start promotion campaign
- Start pre-registration process
- Post signs and distribute other promotional items.

**1 week before event:**

- Print registration lists
- If applicable, assemble manikins.

**Immediately before event:**

- Set up facility
- Conduct instructor orientation.

## VIII. TRAINING SESSION CONTENT

When planning your sessions, be sure to investigate additional training materials that may be readily available through local training agencies and well suited for your event.

In addition, be sure to consider whether or not to conduct a formal evaluation of knowledge and skills. You may also choose to offer an abbreviated training that de-emphasizes testing and encourages individuals to participate at their own desired level of performance and learn at their own pace. Any evaluations conducted should be non-threatening and designed to reinforce learning and build confidence.

It is also important to consider how to recognize training participants for their efforts. Most often, certificates of attendance or successful session completion are offered. If you are not offering courses that result in certification and participants express an interest in becoming certified due to career interests or other requirements, you can direct them to other offerings.

### Training Session Options

You will need to determine how long you want the training session to be.

#### One Hour Session

- Timeline: sessions would start each hour
- Content options:
  - No certification
  - Compression only CPR
  - Basic AED Training

#### Half Hour Session

- Timeline: Sessions would start every 15 minutes
- Content options:
  - No certification
  - Introduction to Compression only CPR (15 minutes)
  - Introduction to AED (15 minutes)

## **IX. MAKING A DIFFERENCE IN YOUR COMMUNITY**

By now, you know a lot about conducting mass CPR/AED training events. You understand a lot about the importance of CPR/AED training and how it can make your community a safer place. You probably have many other allies who agree with you and want to help.

At first, the idea of organizing a mass CPR/AED training event may have seemed overwhelming. Now, you can see that with advance planning and teamwork, your event can be designed and implemented with ease. By spearheading a mass CPR/AED training event, you will be contributing in a meaningful way to the world around you. Congratulations on deciding to make a difference in your community!

And now, it is time to begin.

*This guide was adapted by the American National Red Cross from the 2004 Laerdal Medical Corporation document: CPR for Everyone – How to: Organize and Run a Mass CPR Training Event. Deletion of content and additions to conform to the current standards and guidelines of CPR/AED training, as well as best practices, have been implemented into this format from Debbie Seagle, ARC and Maureen O'Connor, San Diego CA. 2011 – 2012 for the Citizen's CPR Foundation.*