

# EMERGING FIRE SAFE COUNCILS

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CREATING A FIRE SAFE COUNCIL



# PRESENTERS

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## Presenting today

- Elizabeth LaMar
  - California Fire Safe Council
- David Duncan
  - Chair, Grove Street Fire Safe Council
- Roberta MacIntyre
  - President/CEO, Fire Safe Sonoma



# GETTING STARTED

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You want to do what?

# WHAT IS A FIRE SAFE COUNCIL?

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- Fire Safe Councils are grassroots, community-led organizations that mobilize residents to protect their homes, communities, and environments from catastrophic wildfire.
- Fire Safe Councils educate homeowners about community wildfire preparedness activities while working with local fire officials to design and implement projects that increase the wildfire survivability of their communities.
- Many Fire Safe Councils have successfully implemented such projects as hazardous-fuel-reduction projects, Community Wildfire Protection Planning, and homeowner training.





**WE CAN'T TEACH EVERYTHING  
WIKIHOW IS A GREAT RESOURCE**



# DECIDING TO START A FIRE SAFE COUNCIL

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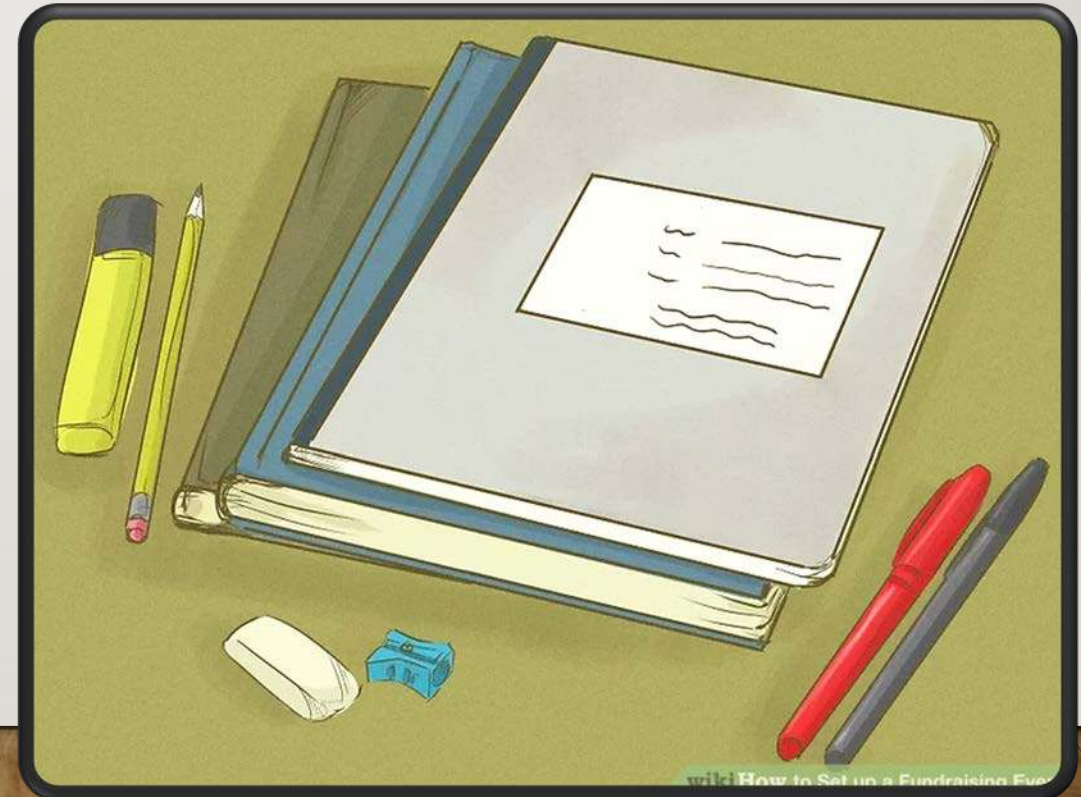
- Why start a local Fire Safe Council?
  - What is the goal?
  - Do you have “champions?”
  - How will the work get done?
  - Will you have longevity?



# INITIAL MEETING

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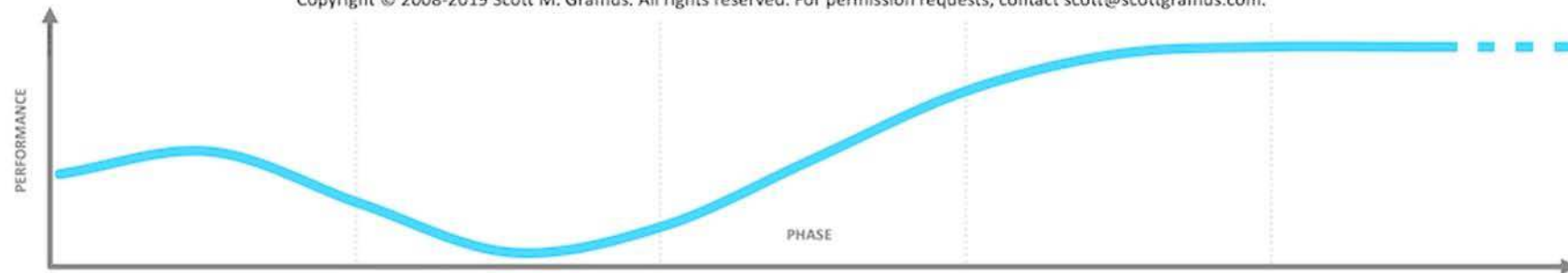
- Appoint a facilitator
- Take Meeting Minutes
- Develop a Membership Roster
  - Collect contact information
- Display a Map of the Community
- Share Fire Safety Brochures and Materials



# How to Build a Successful Team

## Phases of Team Development

Forming, Storming, Norming, Performing, and Adjourning — based on group development model by Bruce Tuckman  
All phases are necessary and inevitable for a team to grow, tackle problems, find solutions, plan work, and deliver results  
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	FORMING	STORMING	NORMING	PERFORMING	ADJOURNING
CHARACTERISTICS	<ul style="list-style-type: none"><li>• Questioning</li><li>• Socializing</li><li>• Displaying eagerness</li><li>• Focusing on group identity &amp; purpose</li><li>• Sticking to safe topics</li></ul>	<ul style="list-style-type: none"><li>• Resistance</li><li>• Lack of participation</li><li>• Conflict</li><li>• Competition</li><li>• High emotions</li><li>• Starting to move towards group norms</li></ul>	<ul style="list-style-type: none"><li>• Reconciliation</li><li>• Relief, lowered anxiety</li><li>• Members are engaged &amp; supportive</li><li>• Developing cohesion</li></ul>	<ul style="list-style-type: none"><li>• Demonstrations of interdependence</li><li>• Healthy system</li><li>• Ability to effectively produce as a team</li><li>• Balance of task and process orientation</li></ul>	<ul style="list-style-type: none"><li>• Shift to process orientation</li><li>• Sadness</li><li>• Recognition of team and individual efforts</li></ul>
STRATEGIES	<ul style="list-style-type: none"><li>• Taking the 'lead'</li><li>• Providing clear expectations and consistent instructions</li><li>• Quick response times</li></ul>	<ul style="list-style-type: none"><li>• Normalizing matters</li><li>• Encouraging leadership</li></ul>	<ul style="list-style-type: none"><li>• Recognizing individual and group efforts</li><li>• Providing learning opportunities and feedback</li><li>• Monitoring the 'energy' of the group</li></ul>	<ul style="list-style-type: none"><li>• Celebrating</li><li>• 'Guide from the side' (minimal intervention)</li><li>• Encouraging group decision-making and problem-solving</li><li>• Providing opportunities to share learning across teams</li></ul>	<ul style="list-style-type: none"><li>• Recognizing change</li><li>• Providing an opportunity for summative team evaluations</li><li>• Providing an opportunity for acknowledgments</li></ul>

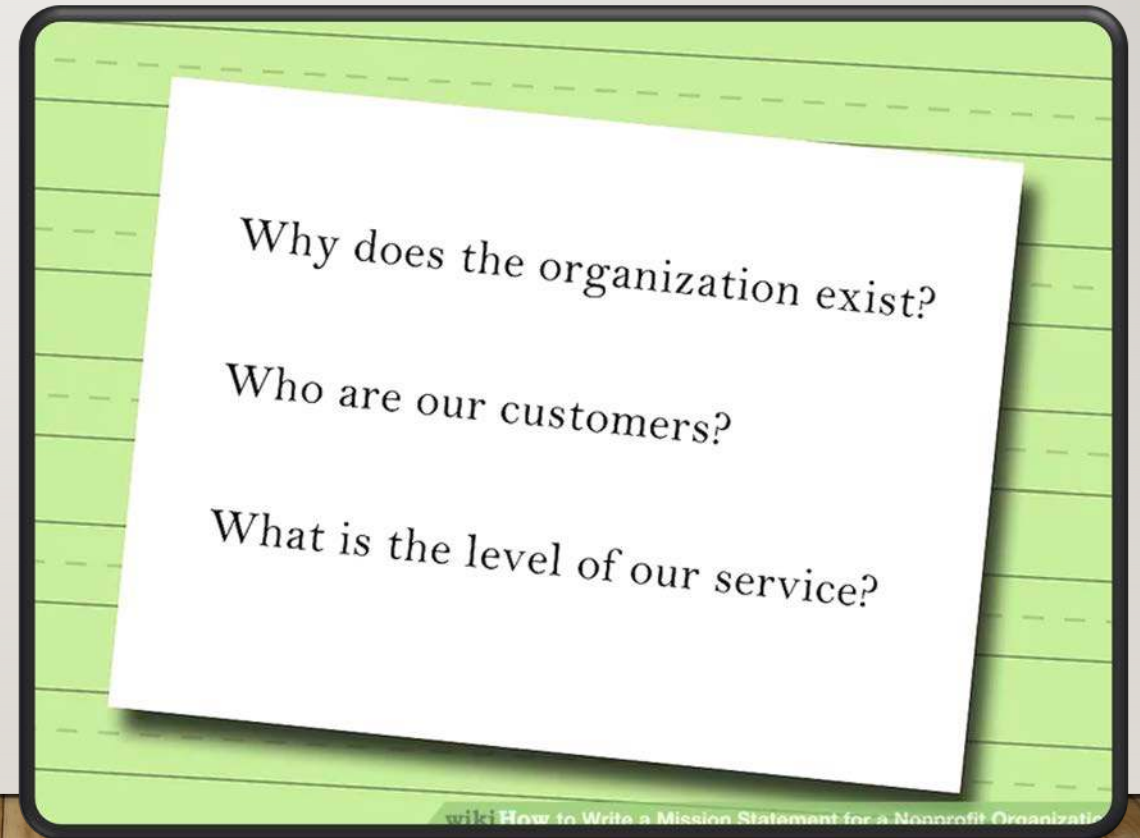
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# FIRST ORGANIZATIONAL MEETING(S)

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- Have a facilitator - meeting norms
- Establish Board of Directors and Executive Board Members (Officers)
- Choose a name
- Develop a Mission Statement
- It is a business!



# FIRST ORGANIZATIONAL MEETING(S)

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- Craft a Business Plan
  - Determine Overall Objectives
  - Discuss Projects Ideas and Determine Feasibility
    - Committees
  - Assign Responsibility for Projects
    - Think of individual skillsets



# RECRUITING MEMBERS

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- Make an effort to engage and learn from your community counterparts

## Local Fire Agencies

- Environmental Groups
- Insurance Industry
- Local Political Leaders
- Homeowner Associations
- Other Local Groups





# SUSTAINING MOMENTUM

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- Recruit New Members
- Ask Each Member to Bring An Idea For a Fire Safe Project
- Continue to Communicate With Existing Fire Safe Councils
- Participate in Community Events



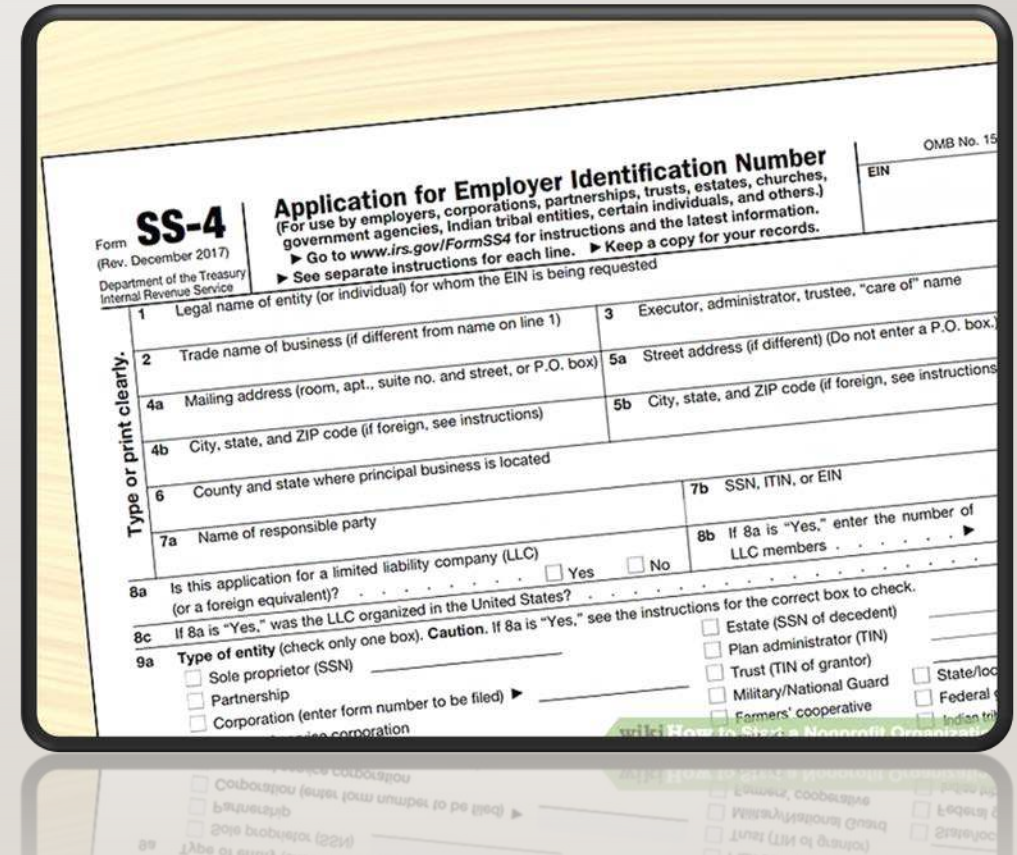
# BUSINESS PRACTICES

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Do it right – the first time!

# IT IS A BUSINESS

- If not managed well, things will go poorly
- There are ethical and legal ramifications
- There are tax filing requirements
- It is imperative to keep good records



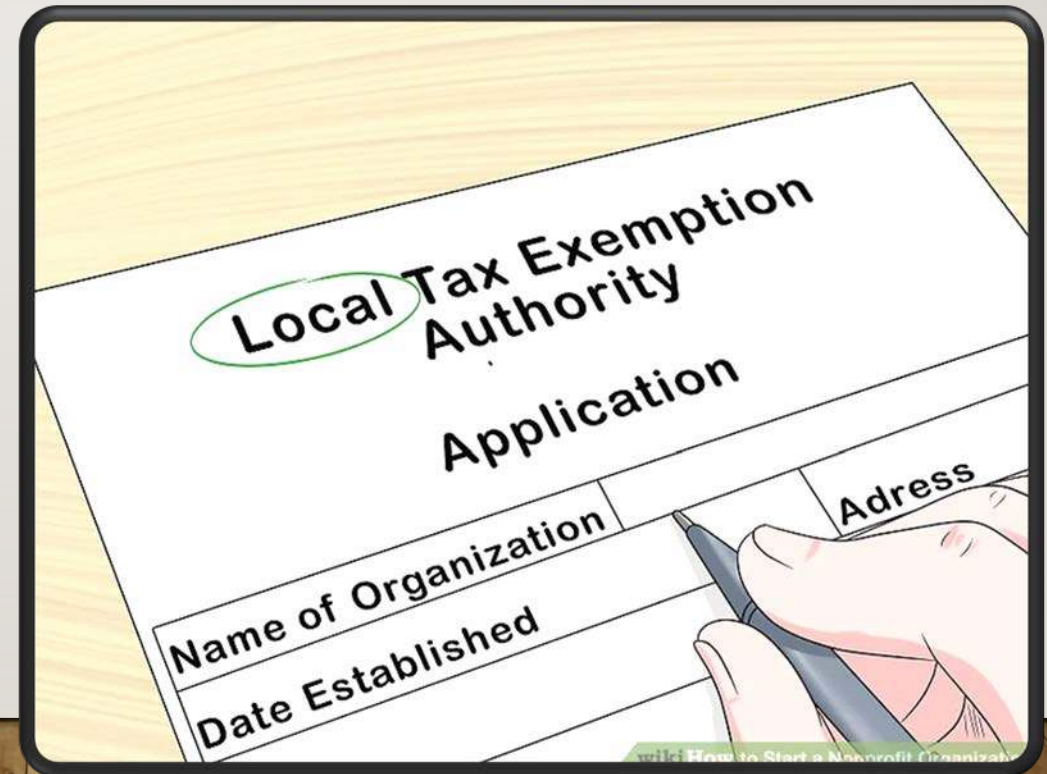
The image shows a Form SS-4, "Application for Employer Identification Number," from the Department of the Treasury, Internal Revenue Service. The form is titled "Form SS-4 (Rev. December 2017)" and includes the OMB No. 1545-0047. It is designed for use by employers, corporations, partnerships, trusts, estates, churches, government agencies, Indian tribal entities, certain individuals, and others. The form includes instructions to go to [www.irs.gov/FormSS4](http://www.irs.gov/FormSS4) for instructions and the latest information, and to keep a copy for records. The form is divided into several sections, including "Legal name of entity," "Trade name of business," "Mailing address," "City, state, and ZIP code," "County and state where principal business is located," "Name of responsible party," "SSN, ITIN, or EIN," "Is this application for a limited liability company (LLC) (or a foreign equivalent)?", "If 8a is 'Yes,' was the LLC organized in the United States?", "Type of entity (check only one box)," and "Type of entity (check only one box)." The form also includes checkboxes for "Sole proprietor (SSN)," "Partnership," "Corporation (enter form number to be filed)," "Estate (SSN of decedent)," "Plan administrator (TIN)," "Trust (TIN of grantor)," "Military/National Guard," "Farmers' cooperative," "State/local government," and "Federal government." The form is displayed on a tablet screen, which is resting on a wooden surface.



# THE BUSINESS STRUCTURE

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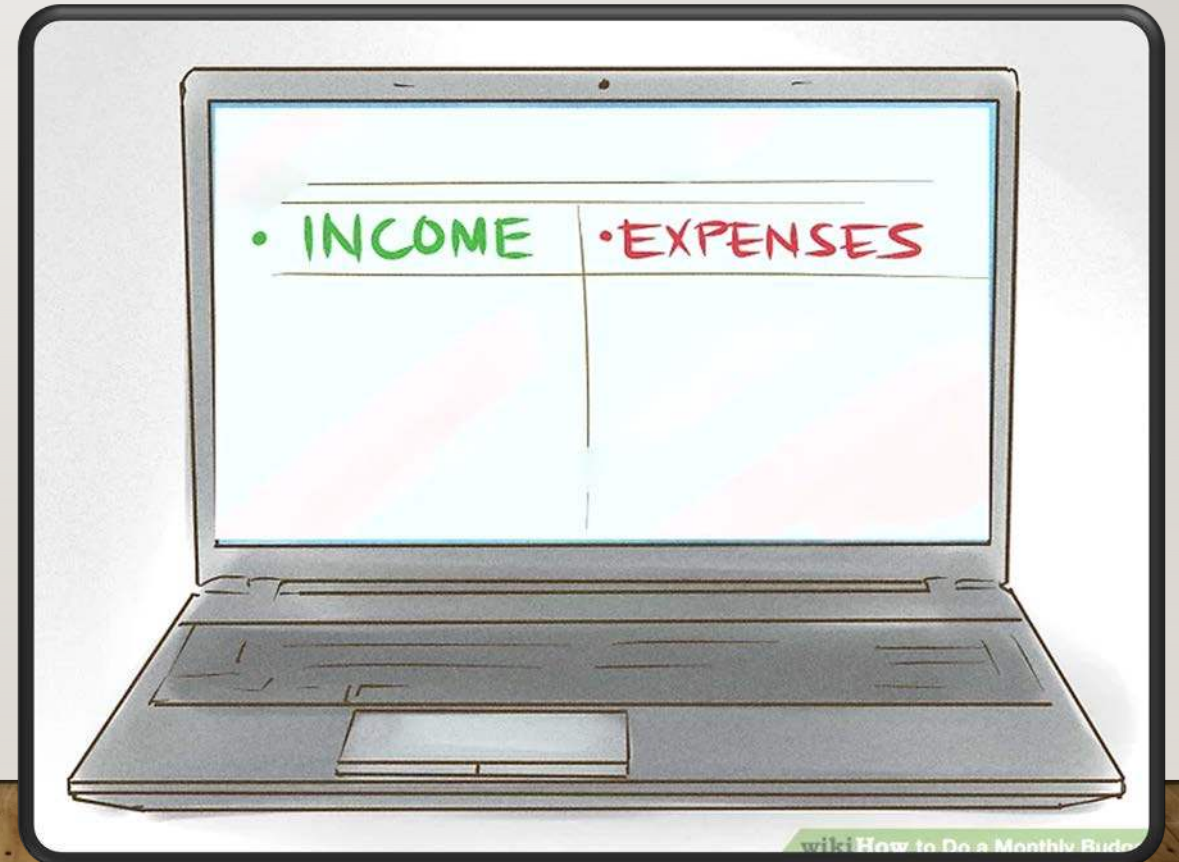
- Use consistent official formation
- Subsidiary under another organization?
- Form as an association?
- Draft bylaws
- Specific policies
- Not necessary to be tax-exempt



# THE BOOKS

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- Use an industry standard budget method such as the “Generally Accepted Accounting Principals”
- Have internal controls
- Financial Records
- Know ahead of time what tax records are needed



# TAX EXEMPT?

- First form as a legal business and have
  - Articles of Incorporation
  - Bylaws
- Then file for tax exempt statis
  - See the related publications and training for non-profits on the IRS website
  - The letter of determination





# INSURANCE

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- Insurance for Board Members
- Errors & Omissions
- Liability
- Workers Compensation
- Contractors?



# GETTING THE WORK DONE

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- Board members
- Volunteers
- In-Kind
- Contract



# PROJECT MANAGEMENT

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- Get the training
- Identify the goal & outline the project
- Cost out resources & create the budget
- Use a timeline
- Assign tasks and monitor
- Keep good records





# MARKETING

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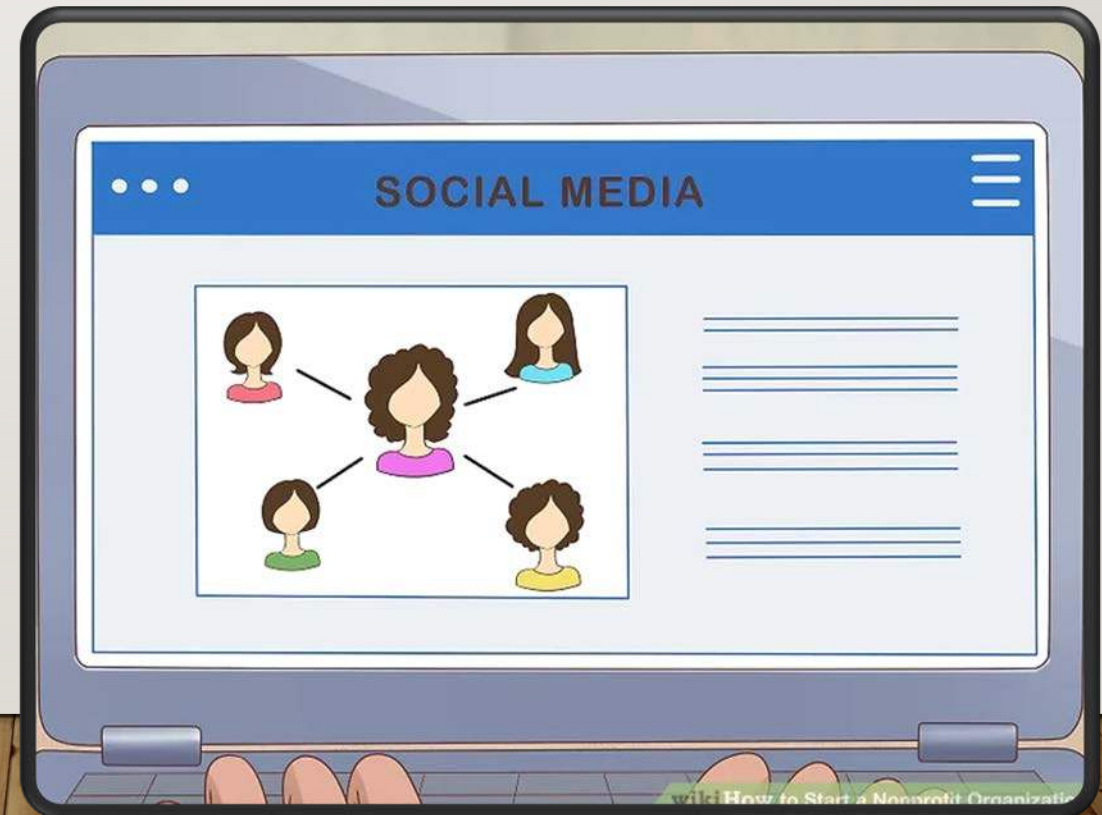
- What is News?
- Who Are the Media and How Do They Differ?
  - Newspapers
  - Television
  - Radio
  - Newsletters/Mailers/E-News
- Locating the Media



# MARKETING

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- Other Media
  - Calendar Listings
  - News Releases
  - Social Media



# FUNDING

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It is true, money does not grow on trees...



# DONATIONS

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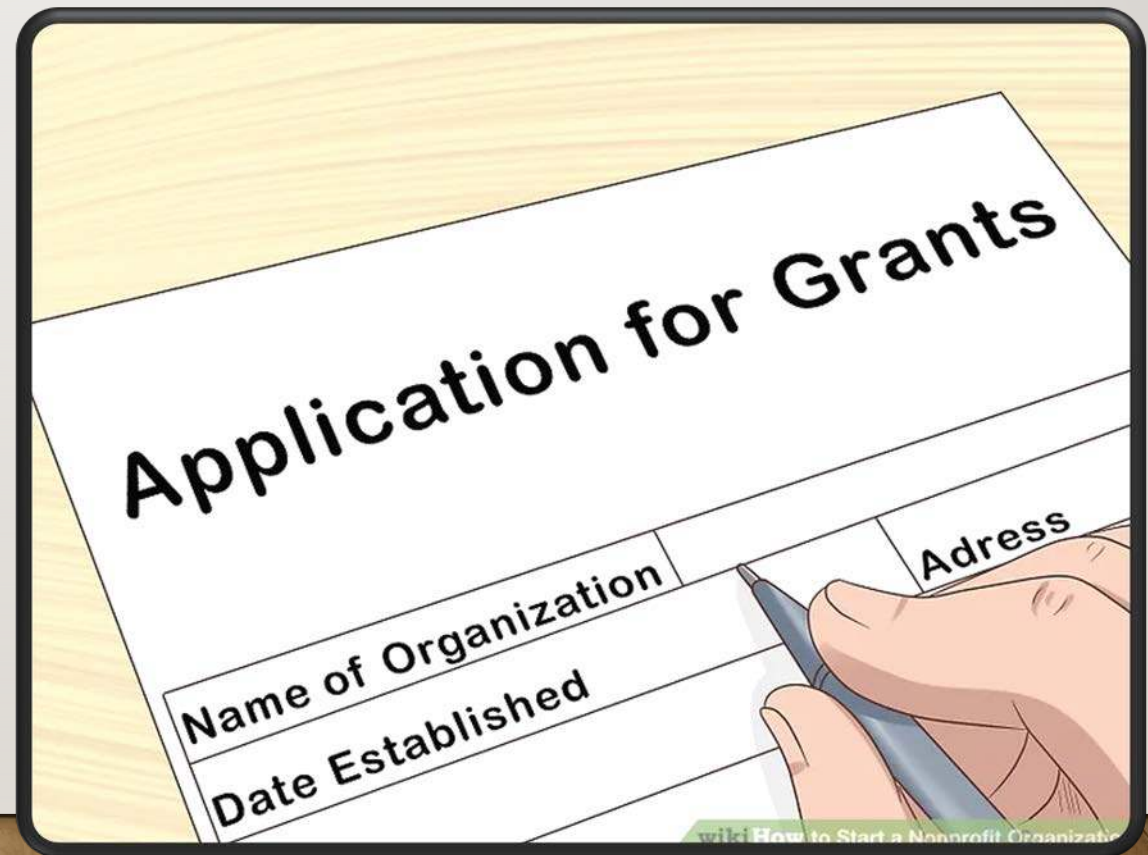
- You don't have to be tax exempt
- Crowd funding
- Direct mail
- Business sponsorships



# GRANTS

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- Have shovel-ready projects ahead of opportunities.
- Start small and prove your ability to manage money and projects.



# FUNDRAISERS

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- It is a lot of work!
- Typically
  - Raffle
  - Dinner
  - Auction
- New ideas
  - Game show
  - Virtual comedy night with celebrity
  - Film festival

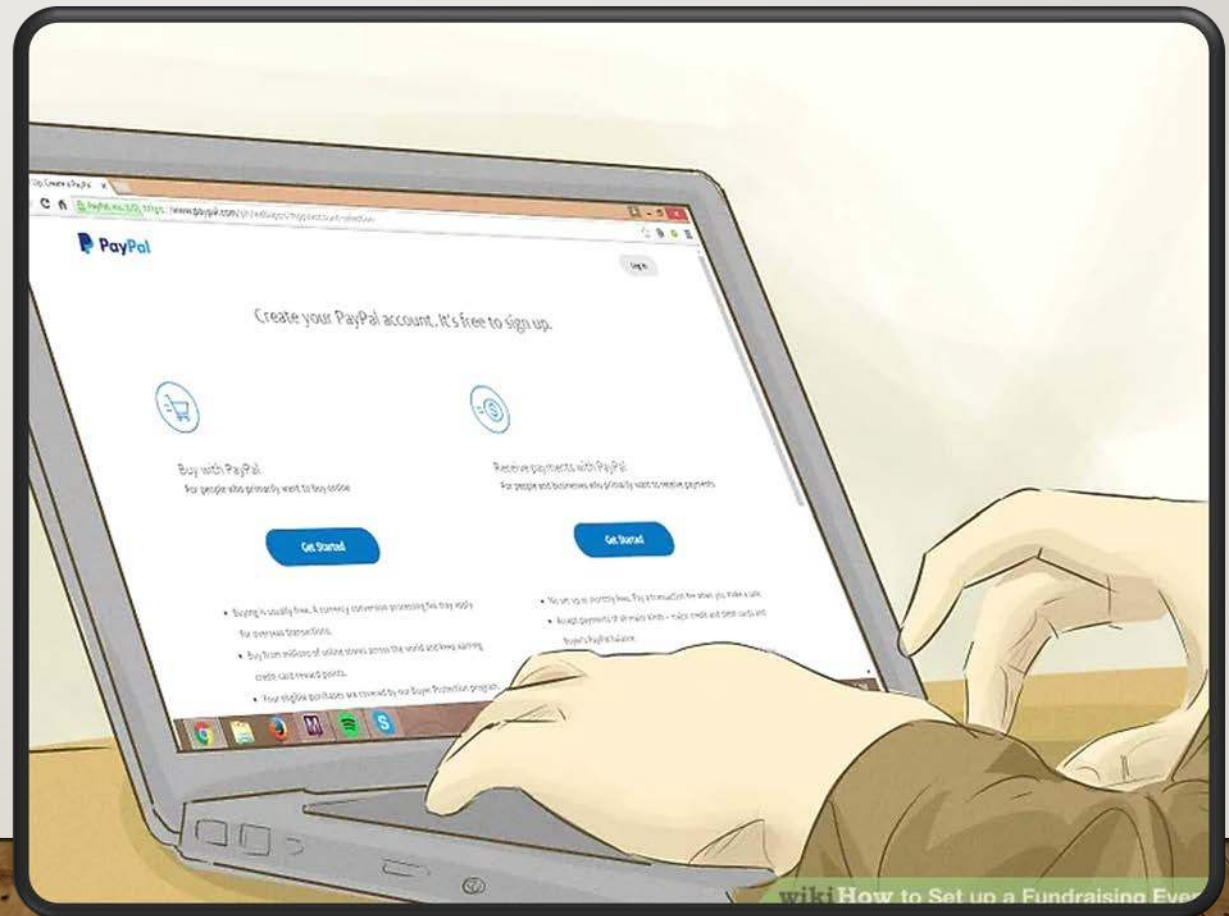




# MEMBERSHIPS

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- Having memberships has its own challenges
- Requirements to be a member
- Quorum requirements
- Voting rights



# RESOURCES

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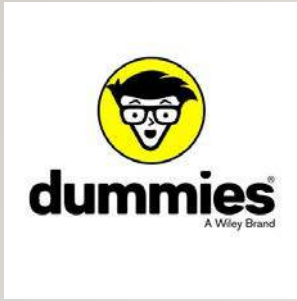


- <https://www.wikihow.com/Main-Page>
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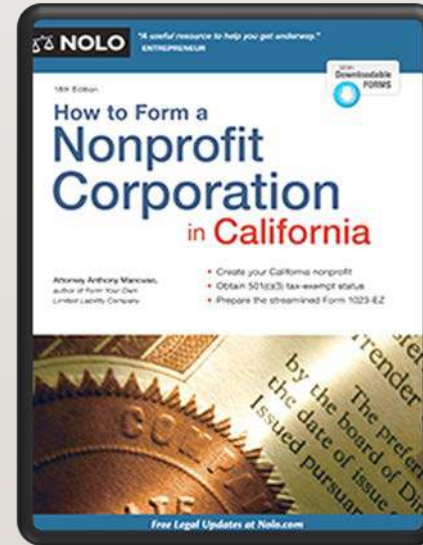
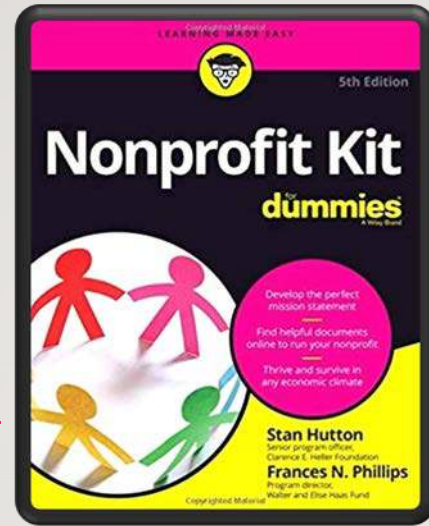


- <https://www.stayexempt.irs.gov/>
- <https://www.stayexempt.irs.gov/home/starting-out/starting-out>
- <https://www.stayexempt.irs.gov/home/resource-library/virtual-small-mid-size-tax-exempt-organization-workshop>





## Nonprofit Kit for Dummies



## Nolo Press

**THANK YOU!**

[WWW.FIRESAFESONOMA.ORG](http://WWW.FIRESAFESONOMA.ORG)

