

COMMUNITY SAFETY AWARENESS DAY

Gathering Together/Events

FOCUS	☒ Internal ☒ External
VOLUNTEER BASE	☒ General corps membership ☒ External volunteers ☐ Youth ☐ Music sections ☐ Women's ministries ☐ Seniors' ministries ☐ Social mission
TARGET POPULATION	☒ Seniors ☒ Youth ☐ People with disabilities ☐ Caregivers ☒ New Canadians ☐ Social mission ☒ Other- community members

Event description:

Community Safety Awareness Day is a free, interactive event designed to educate and equip individuals and families with essential safety knowledge and skills. Through a mix of expert-led workshops, demonstrations and information booths, attendees will gain tools to improve personal, household and community safety.

The event also serves as a bridge-builder between The Salvation Army and local emergency services, fostering meaningful partnerships and encouraging a culture of care and preparedness within the community.

What are the intended event outcomes?

Increased community safety awareness: Attendees will gain practical knowledge and skills in areas such as emergency preparedness, fraud prevention, home safety and first aid, contributing to safer homes and neighbourhoods.

Promotion of corps programs and services: By hosting this event, the corps will raise awareness of its ongoing ministries, such as Community Care Ministries, Community Services, children and youth programs, and Sunday worship opportunities.

Strengthened community relationships: Hosting local emergency responders and safety partners will build goodwill and trust between the corps and key service providers, reinforcing the corps as a hub for community connection.

Enhanced public perception of the corps: The event provides an opportunity for the broader public to experience the corps in a positive, welcoming environment, helping to break down barriers and potential misconceptions about faith-based organizations.



New contact opportunities for future engagement: By collecting email addresses and engaging participants in conversation, the corps can invite attendees to future events, programs and volunteer opportunities, fostering longer-term community involvement.

Encouragement of a culture of care and preparedness: The event will demonstrate the corps' commitment to holistic well-being, addressing not just spiritual needs, but also physical, emotional and communal safety.

How will these outcomes be evaluated?

To measure the impact of the Community Safety Awareness Day, the following simple and practical evaluation methods will be used:

Participant tracking and sign-in:

- Use a registration table to count the number of attendees.
- Optional sign-in sheet or pre-registration form can capture basic contact info for future engagement.

Conversation and contact log:

- Volunteers at the welcome or hospitality table can note how many attendees asked about corps programs or signed up for future updates (e.g., email list, upcoming events).

Partner and volunteer debrief:

- Hold a brief post-event meeting or send out a short feedback form to volunteers and participating agencies to gather their observations on event success and community interest.

These simple tools will help assess community reach, promote follow-up opportunities, and guide improvements for future events.

What procedures are required to set up this event?

Consult with corps leadership:

- Get approval for event date, location and community focus.
- Ensure alignment with local corps mission and calendar.

Contact community partners:

- Reach out to local police, fire, EMS and safety organizations for participation.
- Confirm availability of speakers and demonstrators.

Form a planning team:

- Assign an event co-ordinator and volunteer leads for key roles (registration, hospitality, tech, etc.).
- Schedule regular planning meetings leading up to the event.

Secure venue and resources:

- Book church parking lot and fellowship hall.
- Arrange tables, chairs, tech equipment and safety supplies.

- Ensure accessibility and onsite safety procedures are in place.

Create a promotion plan:

- Develop and distribute flyers, online posts and community invites.
- Promote through corps bulletins, social media and local partners.

Prepare event materials:

- Print workshop schedules, safety handouts, registration forms and signage.
- Assemble participant welcome packages or giveaways, if applicable.

Pre-register attendees:

- Set up online or in-person registration to estimate turnout.
- Prepare name tags or sign-in sheets for check-in.

Conduct volunteer orientation:

- Host a pre-event briefing or training session to go over roles, safety procedures and event flow.

Finalize event schedule and logistics:

- Confirm all bookings, deliveries and speaker times.
- Create a detailed run sheet for the day.

What procedure is required to operate this program?

Confirm final schedule and roles:

- Ensure all workshops, speakers and demonstrations are confirmed.
- Reconfirm volunteer assignments and event timeline.

Prepare the venue:

- Arrive early to set up tables, signage, audio/visual equipment and safety stations.
- Designate indoor and outdoor zones (e.g., workshop areas, info booths, demo space).

Conduct a pre-event volunteer briefing:

- Review safety procedures, event flow and communication protocols.
- Ensure volunteers know where to direct questions and how to handle any concerns.

Welcome and register attendees:

- Greet guests at the entrance and provide schedules or handouts.
- Encourage sign-in or check-in to track attendance.

Deliver the event program:

- Keep the event running on schedule with clear transitions between segments.
- Provide hospitality and assistance throughout the day to ensure a welcoming atmosphere.

Engage with the community:

- Volunteers and corps staff should be available to chat with attendees, answer questions and offer information about corps programs and services.
- Collect contact info for those interested in future events or volunteering.

Wrap-up and clean-up:

- Announce closing remarks, prize draws or thank-yous.
- Safely clean up all areas, return borrowed items and take down signage.

Post-event follow-up:

- Send thank-you notes to partners and volunteers.
- Share photos or highlights on social media.
- Follow up with attendees who expressed interest in corps programming.

Are there financial costs attached to providing this program?

This event is low-cost and scalable based on budget and partnerships. Typical expenses include:

Printing (flyers, programs, handouts).

Refreshments/snacks for attendees.

Small giveaways or raffle prizes.

Honorariums for guest speakers (if applicable).

Most supplies can be donated, borrowed or supported through community partnerships. Estimated budget: \$300–\$800 depending on scale.

What physical resources will I require?

Tables, chairs and signage.

Microphones, projector and screens for workshops.

First aid kits and emergency checklists.

Refreshments (water, coffee, snacks).

Outdoor tents/canopies for booths.

Raffle prizes or giveaways.

Printed safety resources and event schedules.

Would any additional training be necessary for volunteers with this event?

No formal training is required to participate in this event. However, a brief orientation or pre-event huddle is recommended to:

- Review roles and responsibilities.
- Go over event logistics and safety.
- Reinforce the importance of hospitality, inclusivity and respectful engagement.

For more information:

For additional guidance, resources or support in planning your event, please contact the community mission department at territorial headquarters for sample materials, best practices and consultation on outreach strategy.