

**911  
REFLECTIVE  
ADDRESS  
SIGN  
PROGRAM**

Interstate Sign Products  
800-344-0528  
[www.interstate911.com](http://www.interstate911.com)

The following materials contain valuable information designed to assist you in organizing a successful fundraising program utilizing reflective address markers that help make your community a safer place to live.

# 911 Signs Help Emergency Services Save Lives!



**Time is our enemy.** In an Emergency, locating the caller's address as soon as possible is the first step in saving lives and property. Time wasted searching for the proper address is one thing many callers to 911 don't have.

Hopefully, your area has installed an Enhanced 9-1-1 system to allow you to determine the address of an emergency call. However, because many people have failed to present identifiable markings at their residence, there's a big difference between knowing the address and finding the address. Improper addressing frustrates emergency responders, but it could be deadly to the resident because of the delays that result. Proper address marking is the responsibility of the citizen, but as an emergency professional, you know that in the resident's mind it's your fault if you don't find them immediately. This problem has been recognized for years by public safety agencies, and many communities have recently passed or started enforcing ordinances that require address numbers of certain types and sizes, but the problem persists.

Together, we can minimize if not eliminate this chronic addressing problem. We've received outstanding positive feedback on the quality and importance of our signs. If you've seen the signs, you know what a big difference they do make. If you aren't familiar with the signs, and received a sample sign from us, take a moment and mount it near the roadway and drive by it at night. We know you'll be impressed!

When you are ready to order, or if you have any questions or suggestions on how to improve this program, please call us. We would love to hear from you.

# Getting Started



**Years of experience have taught us several things that we can pass on.** The most difficult part of this program is getting started. If you are in an area where these markers are new, your project will take a little more effort in the beginning than in an area like southern Michigan or Ohio where everyone has seen these markers. Initially, you must inform your residents **WHY** they need the markers; But, once you have gotten 100 or so signs up, word of mouth becomes your greatest sales tool. At that point you need to **keep the public informed WHERE to buy the markers.**

**Initially, members of your organization should buy signs** (at cost if you have to). Make sure that they install the markers; many firemen say they don't need a sign because everyone in the department knows where they live. That may be true, but you want to **sell markers to all of his neighbors.**

On our website we have several sample fliers to help inspire you on the kinds of sales flier formats that greatly improve the ability to sell signs in your community. Distribute at libraries, gas stations, senior centers, town halls, churches, schools, etc. - **anywhere that people congregate.**

Also, we have yard signs that are free to help you get the word out. Two styles; one with phone number, one without. Available in green or blue background.



**If there is a senior center, Lions Club, Jaycees, etc. in your community, these groups are always looking for guest speakers.** Most people don't realize that you might not be able to find them in an emergency. After all, **they know where they live, why don't you?**

**The most effective method of distributing markers is knocking on doors.** While most people don't like salesmen knocking on their door trying to sell them something, very few people have any objection to **legitimate** fundraising drives. Carry some type of identification. Ideally, you need a sample to show the resident - explain the difficulties that you have finding people and the importance of minimizing response times. **Offer to install the 911 sign - you'll get greater results.**

# 911 Sign Blank Specs



**Material - Aluminum**

**Thickness - .063"**

**Standard Size - 6" x 18"**

**Coating - Reflective Vinyl (Both Sides)**

**Corners - Rounded**

**Holes - 4 Holes (1 in Each Corner)**

**Colors - Blue, Green, Red, Brown, White**

## Pricing

< 25	\$8.00 Each
25-99	\$7.50 Each
100-199	\$7.30 Each
200-499	\$7.05 Each
500 or More	\$6.80 Each

# 911 Sign Number Specs



**Material - Reflective Vinyl**

**Standard Size - 3" or 4"**

**Font- Series C**

**Colors - White, Blue, Green, Red, Brown**

**Packaged 25 of Same # per Pack**

**10 Different # Packages (0-9)**

## Pricing

**3"**

**\$4.50 / Pack**

**4"**

**\$5.50/ Pack**

# 911 Sign Fundraising Potential

The primary purpose of the 9-1-1 Reflective Address Marker Program will always be to enable emergency services to locate addresses quickly without unnecessary delay. At the same time, your organization will be able to make a significant contribution towards building funds, equipment purchases, scholarship funds, etc.

It is difficult to say exactly what your cost per sign is because it varies according to the quantity of blanks you purchase, the actual number of digits in an address (some are 3 digit, some 4, some 5) and also shipping costs vary according to locations and whether a shipment goes to a residential or commercial location.

But we approximate your cost based upon a 4 digit address using our highest cost for blanks and average shipping costs for 50 signs at a time.



\$7.50 for the 6" x 18" Blank  
 \$1.44 for 4 digit address  
(8 #s x 18 cents)  
 \$0.65 shipping per sign  
  
 Total \$9.60 per sign

# SOLD	PRICE	YOUR COST	PROFIT
100	\$15	\$9.60	\$540
500	\$15	\$9.60	\$2,700
1,000	\$15	\$9.60	\$5,400
2,000	\$15	\$9.60	\$10,800

# SOLD	PRICE	YOUR COST	PROFIT
100	\$20	\$9.60	\$1,040
500	\$20	\$9.60	\$5,200
1,000	\$20	\$9.60	\$10,400
2,000	\$20	\$9.60	\$20,800

# Ideas For Selling Signs

Word of mouth is the key to the success of your program. The more markers that are installed, the more people see them and want one for themselves. We will help you in any way that we can to make your efforts successful. Here are some ideas that have worked for other organizations. If you have other ideas that work, let us know so we can pass them along.

Place a flyer at convenience stores, grocery stores, libraries, gas stations, village hall, senior centers, community centers, etc.

Ask your local newspaper to do an article on the many benefits of the markers - uniform addressing, improved response times, etc. Newspapers look for good community service articles rather than the usual bad news.

Place an ad in your local newspaper; often the paper will give you free space. We can help you design an ad. (Again, no charge).

Many local cable companies have a channel dedicated to community service messages or cheap advertising. A message on this type of channel has been very successful for others.

Go Door to Door. It's very time consuming, but also the most effective, especially at first. Distribute flyers through PTAs/PTOs, elementary school kids, twp newsletters, tax bills, etc. The more people that get a flyer, the more you'll sell.

Plug your program on your local radio station. Many fire chiefs have commented that their stations are always more than willing to help you get your message to the community.

Message signs in a conspicuous location. We will supply you two (FREE) 18" x 24" yard signs printed with "Reflective Address Signs Available Here" or "Reflective Address Signs" customized with your phone #. Signs are available in green or blue background.

Combine efforts with another group like 4-H, Cub Scouts, boosters, Lions Clubs, K of C, etc. Most of our clients are more interested in getting the markers out than making a large amount of money. The more people that are involved, the faster you'll get the markers up.

Contact your local Postmaster. Several groups have told us that the postal service was happy to distribute a flyer to each person in their area. This may not work in each area. We've been told that each community has a postal committee that must be approached for this service. The committee should be persuaded that the signs are a great benefit to the local postal service not just emergency responders.

Set up a table at football games, basketball games, breakfasts, fish fries, etc. to distribute flyers and to sell markers. Anywhere there are people there is potential.



# Frequently Asked Questions

## **Can we take orders before buying the reflective markers??**

**Yes. We realize that the initial outlay may prevent some groups from initiating this project, but please be aware that it is much easier to sell the signs if you have some on hand to show your residents. People buy when they can see and feel the signs. Also, with 30 day terms to pay the bill it is to your benefit to order package #1 to get you started NOW.**

## **Is there a minimum number of markers that we must buy?**

**No. We prefer that you order a minimum of 25 markers, but we'll accept any order for you to get started. On the flip side, we don't want you to order too many signs at once.**

## **How much should we charge for the signs?**

**Ask yourself, is it more important to get the markers up, or to make some money? We can tell you that most of our clients sell the signs from \$10 to \$25. We recommend selling the markers for \$15. You'll sell a lot more signs at \$15 than you will at \$20-\$25.**

## **Are the numbers hard to apply to the blank?**

**Not at all. The numbers are peel and stick numbers, and we will supply you templates for aligning the numbers.**

## **How soon will our markers be shipped after ordering?**

**Normally, we expect to ship your order via UPS that same day. Occasionally, we run into material shortages, but even in rare cases, orders are shipped in 2 to 3 days.**

## **How do we order?**

**Order at our website: [www.interstate911.com](http://www.interstate911.com) or Call us at 1-800-344-0528.**

**We'll make sure we have a good shipping and billing address, 2 contact persons, along with a daytime phone #.**

# 3" NUMBERS

# PACKAGE DEALS

In order to make your initial order a little simpler, you can order one of the following packages.

It is not a requirement to order a package deal!

PACKAGE #1

**25 SIGN BLANKS (6" X 18") - ANY COLOR**  
**10 PACKS 3" NUMBERS (1 PK. EACH #0-9)**

**\$232**

PACKAGE #2

**50 SIGN BLANKS (6" X 18") - ANY COLOR**  
**20 PACKS 3" NUMBERS (2 PKS. EACH #0-9)**

**\$450**

PACKAGE #3

**100 SIGN BLANKS (6" X 18") - ANY COLOR**  
**30 PACKS 3" NUMBERS (3 PKS. EACH #0-9)**

**\$865**

PACKAGE #4

**200 SIGN BLANKS (6" X 18") - ANY COLOR**  
**60 PACKS 3" NUMBERS (6 PKS. EACH #0-9)**

**\$1670**

PACKAGE #5

**500 SIGN BLANKS (6" X 18") - ANY COLOR**  
**160 PACKS 3" NUMBERS (16 PKS. EACH #0-9)**

**\$3990**

**All (Initial Order) Sign Packages Include:**  
**Templates to Assist in Number Placement.**  
**Number Application Instructions.**

**Also Available Upon Request**  
**Yard Signs - 18" x 24" Corrugated Plastic Signs that Read**  
**"Reflective Address Signs Available Here"**

We need some basic information when you order.

1. Billing Address - (Mailing Address)
2. Shipping Address - (UPS)
3. Two Contacts - (Primary & Secondary) - With Phone Numbers/Email

**For 4" Number Packages Add \$1 per Pack of Numbers**  
**Pkg #1 Add \$10; Pkg #2 Add \$20; Pkg #3 Add \$30, etc.**

**Interstate Sign Products**  
**1-800-344-0528**