

CHAMBER TALKING POINTS

When Chamber leadership, staff or members are asked about the Bandana-Guide Community Safety Initiative, these simple points can help keep the message clear and consistent.

What is it?

A community safety initiative combining practical emergency-preparedness information with a locally focused SafetyNet.

What are Safety Bandana-Guides?

Portable, durable emergency-reference tools containing practical information for a variety of safety situations.

What is the Community SafetyNet?

A locally focused fund intended to provide temporary help to individuals or households experiencing genuine, unexpected emergencies.

Is this ongoing financial assistance?

No. The concept is a temporary helping hand intended to help someone get through an unexpected emergency.

What is a Safety Code?

It is the code used to connect designated purchase proceeds with a community or participating Partner. For an independent purchase, the purchaser's ZIP Code serves as the Safety Code.

What does a Chamber member have to do?

As much or as little as makes sense for the organization. Simply sharing information about the Initiative can help.

Does a business have to sell the products?

No. Orders take place online.

Does a business have to maintain inventory?

No.

Does a business collect money?

No.

Can an organization have its own Safety Code?

Yes. Participating organizations may receive a unique Safety Code for tracking purchases connected to their communication efforts.

What happens when a Partner Safety Code is used?

\$10 in purchase proceeds is allocated locally—\$8 to the Community SafetyNet and \$2 to the Partner organization.

Can the Partner give its \$2 to the SafetyNet instead?

Yes. A Partner may elect to direct its \$2 share to the local SafetyNet, resulting in the full \$10 being allocated there.