

Statements And Monthly Bills

Monthly statements and bills provide small tidbits of information on a variety of subjects, but few in or out of government have used this method to spread messages. It's a good way to constantly reinforce the water safety image over and over, again. It's easy and free, too.

First, list the statements and/or bills in the order of preference. Next, find the telephone number on the form, call and make an appointment. Have what you want the company to print on the statement before making the first call. Then, with the hard copy in hand, make the face-to-face contact, if possible. Over the phone, contact will be harder to receive approval, but it can be done. Tell the person what you want and why; to help save lives on the waterways. You are not asking for the moon, but simply a couple of typed lines on a monthly piece of paper. If the person approves one month, provide enough information for the entire year, month-by-month.

Here is a draft for you to go by. Please add or delete as your region dictates. You will notice the sample is by month and by climate. Also, the life jacket appears somewhere in every month.

JANUARY - Hypothermia is a killer. When you are on the lakes and rivers dress warmly and stay dry. Don't discard clothing if you fall in the water. Remember, hypothermia is a condition in which the body loses heat faster than it can produce it. And, please wear your life jacket.

FEBRUARY - The four major causes of drownings are: 1) Not wearing a life jacket; 2) Abuse of alcohol and drugs; 3) Lack of sufficient swimming skills; 4) and hypothermia. Please be safe on the lakes and rivers and always wear your life jacket.

MARCH - Cabin fever will soon be over as spring is on its way. Now is a good time to check your boat. And, always wear your life jacket on the lakes and rivers... the life you save could be yours.

APRIL — Since most drowning victims had no intention of being in water, and since most people drown within 10 – 30 feet of safety, it is important that you and your family learn to swim. And, please don't forget to wear your life jacket.

MAY - School will be out before you know it and it will be time to enjoy the lakes and rivers. Every year more than 8,000 people suffer paralyzing spinal cord injuries from diving accidents. Be safe - never dive except in a diving pool. Always wear your life jacket when you are on the lakes and rivers of this wonderful nation.

JUNE - Summer is here and time to head for the river or lake. Alcohol and water don't mix. Unfortunately, many people ignore this and each year about 3,000 of them are wrong... dead wrong. If you combine alcohol consumption with boating fatigue condition, it intensifies with the effects and increases your accident risk. And, please don't forget to wear your life jacket. We want to see you... alive.

JULY - Children are our most precious possession. Watch out for the youngsters on the lakes and rivers this summer. Each year about 200 children drown. It only takes a few seconds for a small child to wander away. So, please watch your children at all times. And, help them adjust their life jackets.

AUGUST - Here are some swimming tips for the children. Always swim in a safe area, a place that was made for swimming. Don't push or jump on others. Never pretend you are drowning. Learn to swim well. And, always wear the correct life jacket.

SEPTEMBER - Wearing life jackets are the most important water safety tip. More than 6,000 people drown in the United States each year. Of the 6,000 people, about 5,000 would be ALIVE today if they had worn a life jacket. Please have the correct fitting life jacket and wear it.

OCTOBER - Before getting your boat underway, please take a safe boating course, check the weather forecast, file a plan with a friend, check your equipment, carry a navigation chart, know the waterway, follow the rules of the water - buoys and aids to navigation, be a safer boater and always post a sharp look-out Don't forget to wear your life jacket, too.

NOVEMBER - Alcohol abuse is a fun killer. Research shows that four hours of boating, exposure to noise, vibration, sun, glare and wind produces fatigue, which makes you act as if you were legally intoxicated. Have fun on waterways, but remember to wear your life jacket... always.

DECEMBER - Now that the weather is getting colder, it is time to be ever so careful on the lakes and rivers. Watch out for others, be mindful of children, boat safely and always wear your life jacket. May you and yours have many happy holidays.

This draft sample is without art, but if the company can use line art, give them some print slicks. "What type of statement can this technique be used on?" you might be asking. Any type. For example, how about the statement inserted in the same envelope as the bill? Some companies have flyers of every sort. Many times there is space available for your messages. The credit card, insurance, water, electricity, gas, bank statements and bills are prime examples to use.

Again, you are not advertising for anyone to use or buy anything from this company, you are telling the person to be safe and wear a life jacket on the waterways. Nothing more. Could it be possible you might be waiting at the mailbox for next month's bank statement with a smile? Good luck.