



Fill the Boot for MDA®

**Motivate, Educate, and
Engage Your Members**

Washington State Council of Fire Fighters

Educational Seminar – April 2026



Agenda

1. Introductions
2. Educate - MDA Mission
3. Fill the Boot Tradition
4. 2025 Fill the Boot Numbers
5. ALS
6. Resources and Best Practices
7. Motivate and Engage
8. A Shared Tradition
9. Public Storytelling
10. Wrap-Up
11. Next Steps



MDA Contacts



Sabrina Allen

Senior Director
Fire Fighter Partnerships
IAFF 7th, 9th, 10th
Districts



Jenny McGahan

Director Fire Fighter
Partnerships
IAFF 7th District



Tina Mota

Manager Fire Fighter
Partnerships
CA, WA, ID



Your IAFF 7th District Coordinator



Katelyn Sanders

Local 1264 – Anchorage, AK

Committed to supporting Fill the Boot success across the district

Provides guidance, support, and best practices to ensure successful events

Helps fire fighters make the biggest impact for MDA families in their communities





Educate





Our mission is to help children and adults living with neuromuscular disease **live longer, stronger, and with more independence.**



What We Do

Research



Advocacy



**Access
to Care**



Recreation



Education



Engagement



Treatments Approved for NMD

■ 1st disease-modifying drug for SMA

■ 1st ALS genetic therapy

■ 1st neuromuscular disease gene therapy

■ 1st DMD genetic therapy

RILUTKE® Amyotrophic lateral sclerosis (ALS) 1995	MYOZYME® Pompe Disease 2006	LUMIZYME® Pompe Disease 2010	KEYEYIS® Periodic paralysis 2015	EXONDYS 51® Duchenne muscular dystrophy (DMD) 2016
SPINRAZA® Spinal muscular atrophy (SMA) 2016	EMFLAZA® Duchenne muscular dystrophy (DMD) 2017	RADICAVA® Amyotrophic lateral sclerosis (ALS) 2017	SOLIRIS® Adult Myasthenia gravis (MG) 2017	FIRDAPSE® Lambert-Eaton myasthenic syndrome (LEMS) 2018
ZOLGENSMA® Spinal muscular atrophy (SMA) 2019	VYONDYS 53® Duchenne muscular dystrophy (DMD) 2019	EVRYSDI® Spinal muscular atrophy (SMA) 2020	VILTEPSO® Duchenne muscular dystrophy (DMD) 2020	AMONDYS 45® Duchenne muscular dystrophy (DMD) 2021
OCTAGAM® 10% Adult dermatomyositis 2021	NEXVIAZYME® Late onset Pompe disease (LOPD) 2021	ULTOMIRIS® Generalized myasthenia gravis (gMG) 2022	RADICAVA ORS® Amyotrophic lateral sclerosis (ALS) 2022	SKYCLARYS® Friedreich's ataxia 2023
QALSODY® Amyotrophic lateral sclerosis (ALS) 2023	VYVGART HYTRULO® Generalized myasthenia gravis (gMG) 2023	ELEVIDYS® Duchenne muscular dystrophy (DMD) 2023	RYSTIGGO® Generalized myasthenia gravis (GMG) 2023	POMBILITI™ Pompe Disease 2023
OPFOLDA™ Pompe Disease 2023	ZILBRYSQ® Generalized myasthenia gravis (gMG) 2023	AGAMREE® Duchenne muscular dystrophy (DMD) 2023	DUVYZAT® Duchenne muscular dystrophy (DMD) 2024	EMFLAZA® Duchenne muscular dystrophy (DMD) 2024
EVRYSDI® Spinal muscular dystrophy (SMA) 2025	SOLIRIS® Pediatric Myasthenia gravis (MG) 2025	IMAAVY™ Generalized myasthenia gravis (GMG) 2025	KYGEVVI® Thymidine Kinase 2 deficiency (TK2d) 2025	UPLIZNA® Generalized myasthenia gravis (GMG) 2025





MDA was founded in 1950.
IAFF partnered with MDA in 1954.

72 Years of Fire Fighter Support

\$1B

Invested in research
1952-2025

3.2K

HCPs providing
specialized care

30+

FDA approved
treatments

70K

NMD individuals
cared for each year

50+

MOVR site
registrations



History & Tradition

Read about the Fill the Boot tradition

Discuss something you learned with your table



SCAN TO READ



2025 Fill the Boot Numbers



2025 Fill the Boot National Overview



71

years as partners in 2025



\$10.7M

raised by fire fighters



846

Locals participated



WSCFF 2025 Highlights

\$10,700,000+

National Total

\$763,908

7th District Total

\$176,357

State Total

\$1,534

Average per Local

23%

Participation Rate of Locals

\$18.17

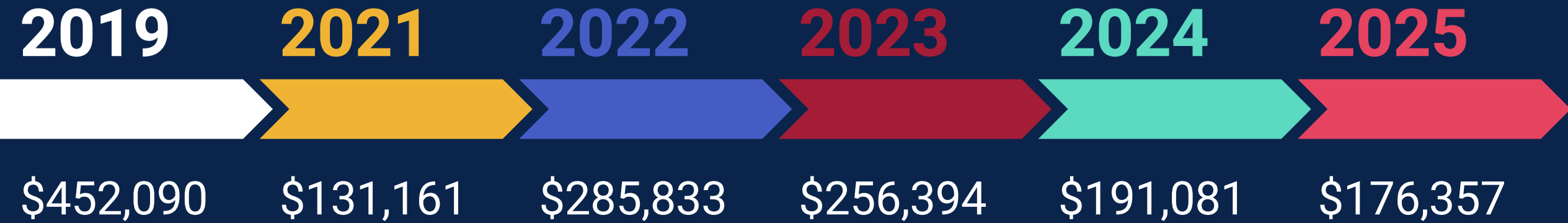
Income Raised per Member

TOP LOCALS

1. \$24,664 L2781 Snohomish Co
2. \$16,330 L1747 Puget Sound
3. \$14,060 L0106 Bellingham/Whatcom
4. \$12,438 L1604 Bellevue
5. \$11,201 L0468 Olympia
6. \$9,922 L0726 Pierce Co
7. \$9,372 L3674 Clark Co
8. \$8,947 L0452 Vancouver
9. \$8,181 L3438 N. Snohomish Co
10. \$7,992 L3520 East Pierce



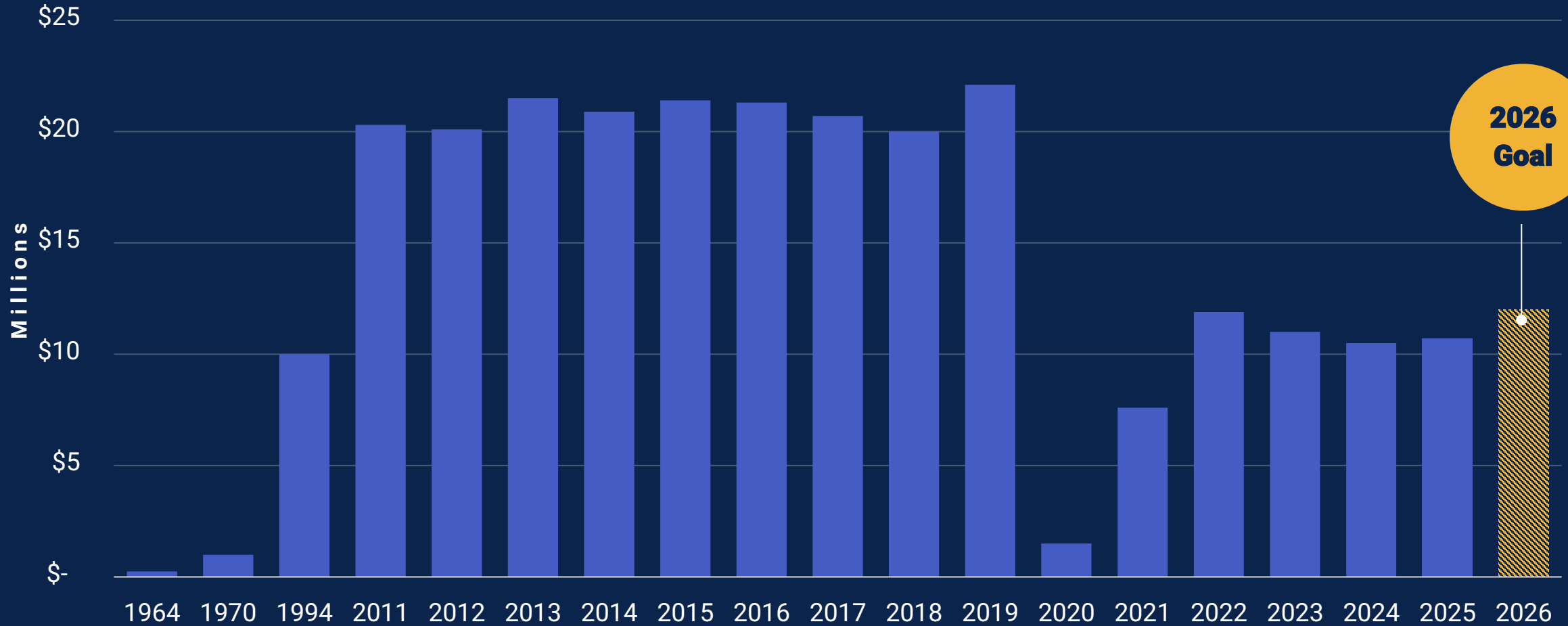
WSCFF FTB History



\$1,492,916 Raised since 2019



IAFF Partnership History



Joint MDA IAFF ALS Initiative



IAFF and MDA are expanding collaboration to explore a potential link between firefighting and ALS.

Initiative Focuses:



1



Research/Data

2



Resources

3



Presumptive
Legislation

ALS and Firefighting

Some of the research linking ALS and firefighting or ALS and firefighting exposures:

Vanacore et al (2010) analyzed U.S. death records between 1984 and 1998, **comparing 14,628 ALS cases to 58,512 controls.**

- Fire fighters were found to have **nearly double the odds of dying from ALS**
- Suggested that low-oxygen environments and physical job strain, along with exposure to harmful substances might increase the risk of ALS in fire fighters.


Pamphlett and Rikard-Bell (2013) found that truck drivers regularly exposed to diesel exhaust were **twice as likely to develop ALS** compared to those not regularly exposed.

McKay et al. (2020) highlighted one study where veterans exposed to burning agents in the field were **more than seven times as likely to develop ALS** compared to those who were not exposed.

ALS Resources for Fire Fighters

End ALS
with **MDA**

Fire fighters have a two-fold risk of developing ALS



mda.org/filltheboot/iaff/als-resources



Symptoms
& Diagnosis



Finding Care
& Treatments



Clinical Trial Info



MDA's ALS
Community



Advocacy, Research,
& Education



Medical
Equipment



Navigating
Insurance



Social &
Emotional Support



Support
for Caregivers



Personal Stories



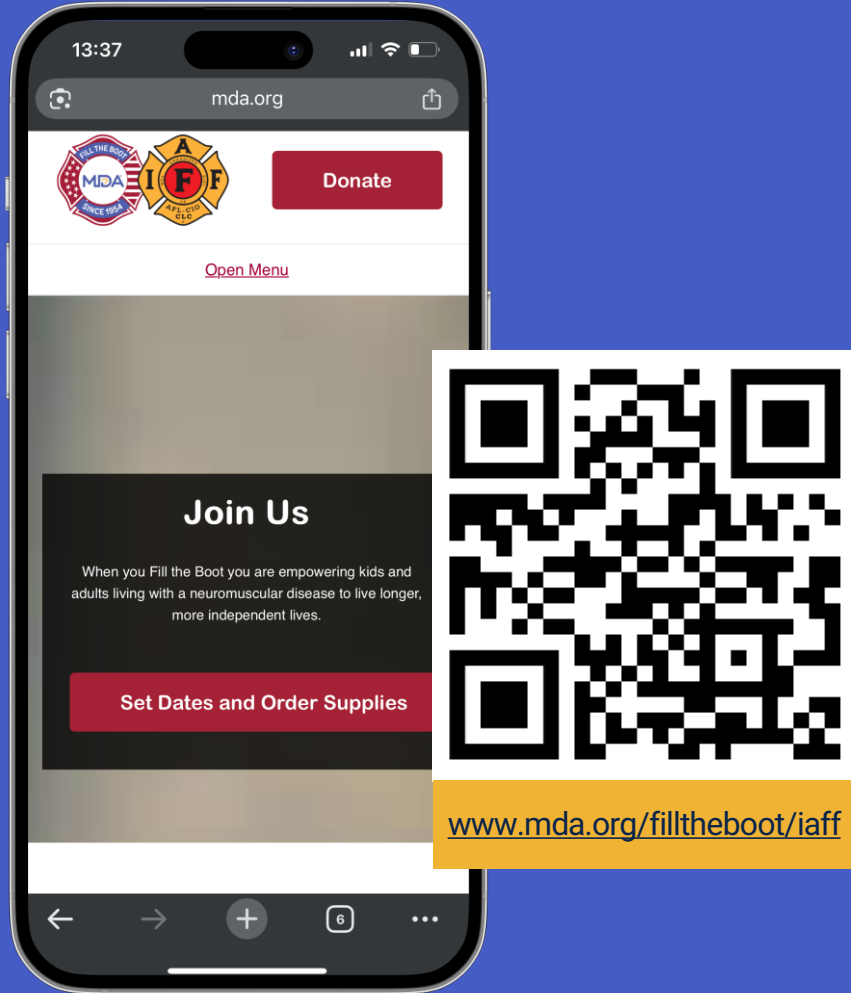




Resources & Best Practices



Toolkit Demo



Scan QR Code to follow along

Bookmark page on phone

Access via computer or phone



Coordinator Resources



Set dates & order supplies



Permits, ordinances, insurance



Deposit instructions



Safety plan



Planning checklist



Department communications

Fill the Boot

Planning Checklist



Set Collection Dates

- Get dates approved by Local and/or Administration (if collecting on-duty).
- Put dates on Department calendar and ask if training calendar can be cleared.

Permits/Insurance & Securing Permission for Collection Sites

- If you collect at intersections, does your city/county require a permit or certificate of insurance? – if so, talk with your MDA Director 6-8 weeks before your collection.
- If you collect at store fronts, call the store manager and secure permission to collect.

Order Supplies

- Work with your MDA Director to order supplies at least 6 weeks before your collection.

Banking Plan

- Do you have a plan to get your money collected, counted, and deposited?
- Contact your MDA Director if you need assistance putting together a plan.
- Once your collection is complete, and you have the check, send it to MDA. Refer to deposit instructions.

Create a Safety Plan

- MDA prepared a sample safety plan to get you started but also think about any additional resources you need – do you need additional signage, traffic cones, or vests?

Internal Communication

- If you collect off-duty, share collection dates early and have a plan to recruit volunteers.



SCAN FOR RESOURCES

en to motivate your Local and/or Department.
Collection details (dates, updates from MDA, any
now).
President or Fire Chief – the week of collection,
drive competition, and recognize top

Release for any local media contacts.
to promote the upcoming collection, post
thank the community following the event (on both

and Department and thank everyone that

to year.
internal incentives or competitions.



Fill the Boot Stickers and Signage



Truck Banner



Toll Sign/Poster



Caution Sign



Yard Sign



Lapel Sticker



Boot Wrap Sticker

How Does MDA Spend \$1?



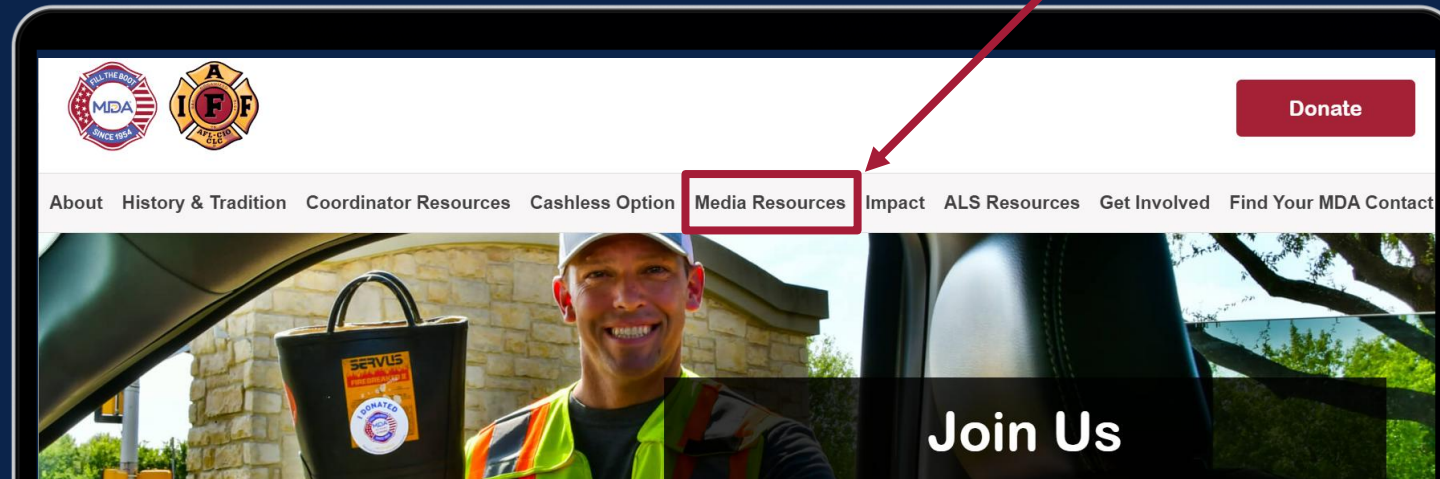
Media Resources

Why is promotion so important?

Contact local media outlets

If it's not on social media... did it even happen?

Plug and play media resources for you on the toolkit



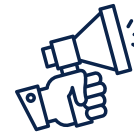
Social Media Guide



Turnkey Social Calendar



Media Kick-Off Suite



Pre-Event Press Release



Post-Event Press Release



Social Media

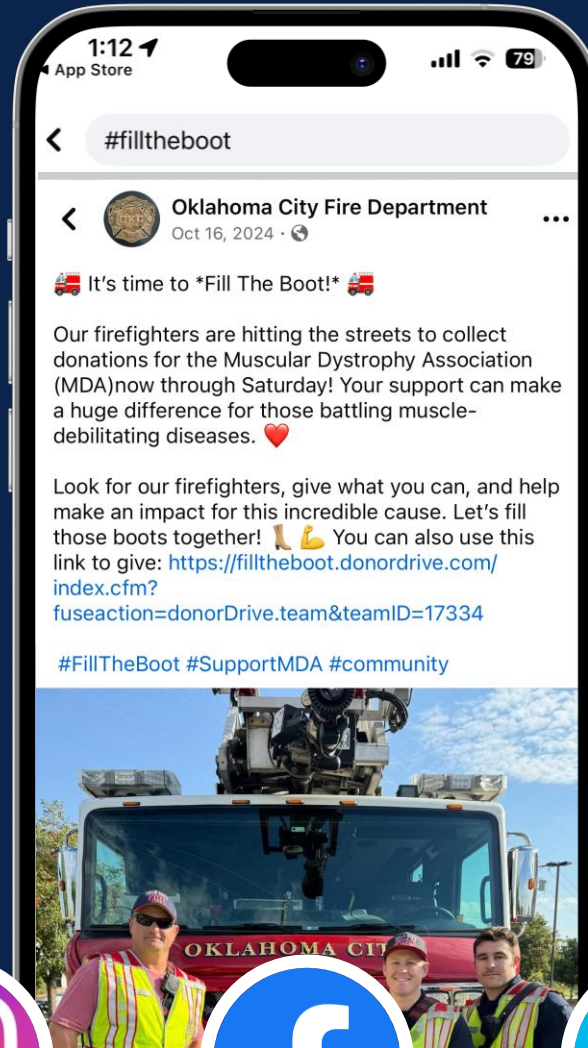
Work with your PIO or
Communications Director



Focus on 1–2 platforms



Schedule posts
ahead of time



Incorporate a Call
to Action – donate!



#FillTheBoot, tag
@MDAorg and
@IAFFofficial



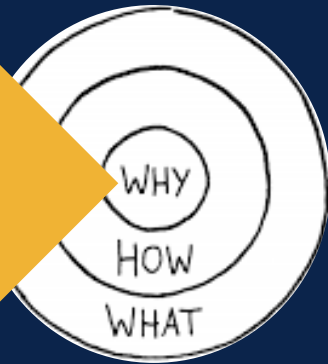


Motivate & Engage



Motivation & Buy-in

Start with Why



Create Competition



Involve Local
& Department
Leadership



Recognition



“Motivation is the art of getting people to do what you want them to do because they want to do it.”

DWIGHT D. EISENHOWER



Reasons for Lack of Engagement



Limited knowledge about MDA



Lack of time/training calendar not cleared



Doesn't get involved in Union activities/politics



Generational differences/tradition



Lack of communication on logistics/plan

Every individual has a different reason. Ask questions, listen and provide solutions to their hesitation.



Engage All Levels of Department



Rookies/Probies

- Incorporate a Fill the Boot presentation into academy



Leadership

- Union President
- Chief/BCs
- Captains



Support Staff



Retirees



Communication Planning



Goal

Set an attainable goal and share it with your Local



Communicate

Fill the Boot details with your members and regularly share progress



Share

MDA's mission updates and the tradition behind Fill the Boot



Thank

Members for participating and a job well done



Engage

With your community – utilize social media and press to get the word out about Fill the Boot



Internal Communication



Communicating regularly with your members about FTB and MDA's mission will make your job easier as coordinator



Internal communication examples from top collecting departments on toolkit



Meet your members where they are:

- Generational differences
- Use multiple avenues of communication

MDA Fill-the-Boot Day 1 Results

Greetings all!

3-shift got our campaign off to a great start on Saturday. ENG Fawcett informed me that he was only about \$100 off of my record for single boot, making my wallet sweat a little! Below is a breakdown of the results:

Apparatus	Personnel	Calls (0900-1600)	Total per Member	Unofficial Total
E1	Osborne / Braisted / Thompson	4	\$377	\$1,132
L1	Clark / Moody / Fawcett / Zwonitzer	1	\$934	\$3,737
E2	Thoms / Lindsay / Padovano	3	\$543	\$1,628
E3	Fitzgerald / DeLay / Pugel	5	\$384	\$1,153
E5	O'CONNOR / KAMARAD / REID	0	\$919	\$2,756
E6	Fiscus / Chu / Zimmerman	3	\$466	\$1,400

*Green= top earning engine company

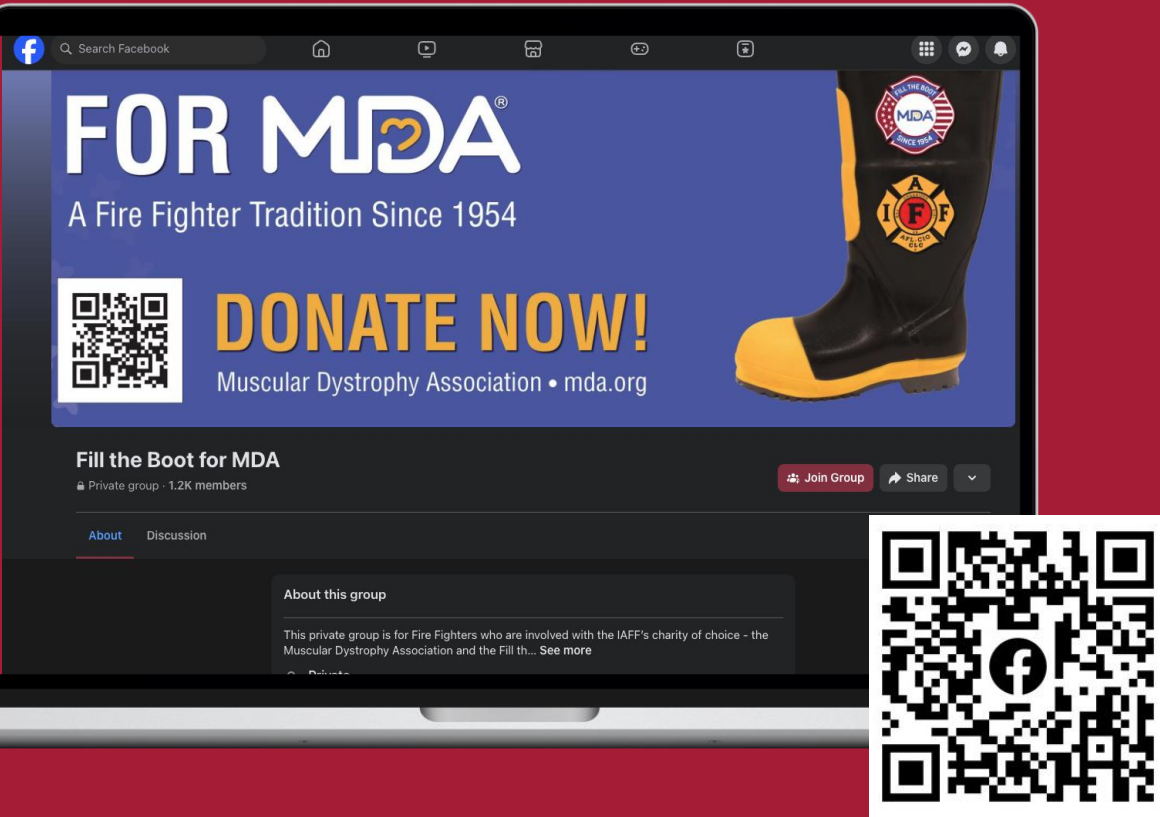
**Gold= top earning company, when L1



Scan for internal communication examples.



Fill the Boot for MDA Facebook Group



Over 1,300+ IAFF Fire Fighters as members



Ask other coordinators questions



View tips and tricks



MDA Summer Camp – Gig Harbor, WA



YMCA Camp Seymour Gig Harbor, WA

- Counselor Date Range
–6/20/2026 to
6/26/2026
- Fire Fighter Day
–6/23/2026
–3pm-5pm



COUNSELORS NEEDED



Scan for more info.





A Shared Tradition



Getting Started



STEP 01

UP identify a coordinator



STEP 02

Connect with us



STEP 03

Fill the Boot for MDA



Leveling Up

Event Logistics

- Move from off-duty to on-duty when possible
- Consider intersection vs. storefront collections
- Evaluate dates, timing, and duration
- Plan for permits, safety, and staffing

Working With Department

- Partner with leadership for top-down support
- Involve PIO or comms team to promote publicly
- Align with training, shifts, and department priorities
- Invite leadership to attend or visit the event

Utilizing MDA Resources

- Partner with MDA to plan and problem-solve
- Conduct an AAR to improve year over year
- Use MDA toolkits, templates, and signage
- Share impact stories from MDA families



It Takes a Village

Fill the Boot is not one person's job — it's a shared tradition

Union President

- Appoint and support a coordinator
- Keep Fill the Boot and MDA top of mind within the local

E-Board

- Lead by example and encourage participation
- Secretary/Treasurer support coordinator with funds handling

Fill the Boot Coordinator

- Lead planning and execution
- Serve as the primary point of contact for MDA, department, and local

MDA

- Planning resources, promotion, and follow-up
- Come see us at the MDA booth — we're here to help

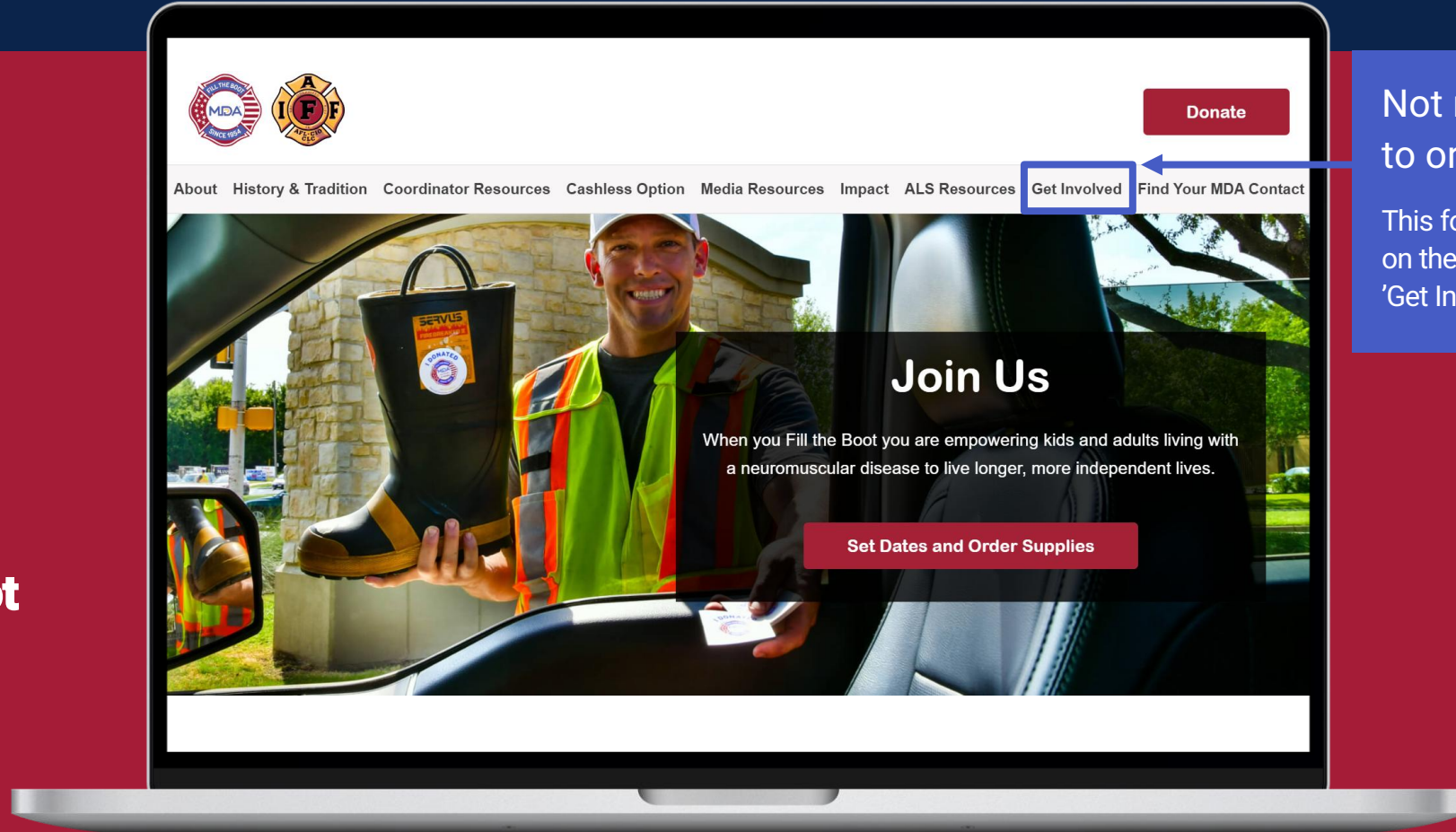


Order Supplies Now



Scan QR Code to go to Fill the Boot Supply Order Form

- Confirm boot drive dates
- Order 2026 Supplies



Not ready
to order?

This form is available
on the toolkit on the
'Get Involved' tab

2026 Shirts



Shirt design from
1st Annual Fill the Boot
Shirt Design Contest



We partner with a fire
fighter vendor out of IL
to print FTB shirts



Income must be
received by MDA
to order your shirts



Shirts are only
available to members
who participate
in Fill the Boot



Designed by
FF Craig Taylor
IAFF Local 2856
Kootenai County ID

Banking Income



1) ACH Transfer

Wire transfer from your bank to ours.



2) Direct Deposit

Take your FTB check and deposit right into a MDA bank account.



3) Mail a Check

Send your funds to our secure lock box.



Income **MUST** be banked within 30 days of your event



Detailed deposit instructions are available on FTB Toolkit



Engage your Secretary Treasurer **NOW**





Public Storytelling



Photo & Video Guidelines



Preferred Shots

- Holding boot in air from behind, side & front
- Fire fighters with signage on engine/truck
- Holding boot next to an MDA family
- Civilians putting dollars in the boot
- Fire fighter handing sticker to donor



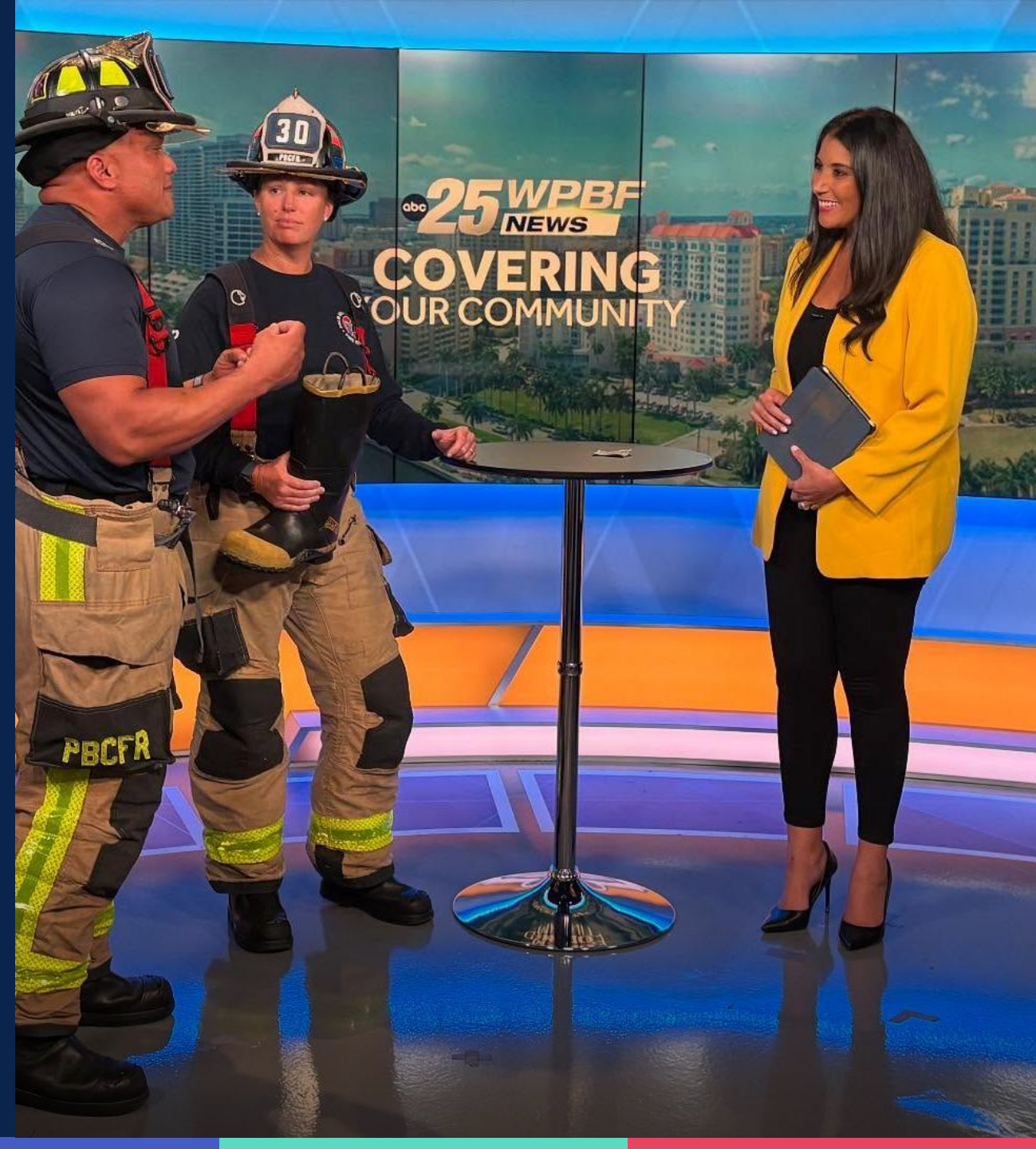
Shots to Avoid

- Fire fighters wearing Bunker Gear
- Civilians standing in street



IAFF Media Contest

- Contest recognizing outstanding local communications and storytelling
- “Best MDA Outreach Project” highlights our partnership and Fill the Boot, tradition
- Eligible entries include video, photo, social media, and print/digital content
- Capture your MDA moments and submit your work to showcase your local’s impact

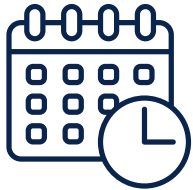


Wrap Up



Next Steps

01



Set Fill the Boot dates and order supplies

02



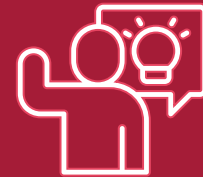
Share your top takeaways at next union meeting

03



Use FTB Toolkit to enhance your event

04



Get involved with MDA Recreation Programs





Thank You!

Fire fighters go where the fight is —
and we are grateful you fight for MDA's mission!



Jenny McGahan

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