

# What are the benefits of awareness-building materials for important **public safety** programs?

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Establishing your program's value proposition to capitalize on essential brand-building techniques while analyzing cost comparatives to accommodate for budget cuts.

## **Your World. Your Gear.®**

Case Study : Public Safety

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# Our AbilityOne Program Is Your OneStop Solution.

You have an important public safety program to promote, but how do you find the time to coordinate the design and creation of customized brand-building materials? And even if you manage to find the time, how are you going to get funding?

National Service Gear provides customers with a truly customized AbilityOne Program unlike any other in that we assess your unique challenges to develop a tailor-made program specific to your needs.

Our AbilityOne Program includes value-added services such as: assistance with fundraising and customized brand creative support; website creation and hosting; product sourcing, fulfillment and distribution; and superior customer service and online ordering. In addition, when you do business with National Service Gear, you are supporting Industries for the Blind, Inc.-Milwaukee and its commitment to providing gainful employment and upward mobility for blind Americans.

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## **Making It Work:** Lessons learned from a public safety program

Your public safety program is important, but it also needs support and awareness to gain public favor within your community. Man-on-the-street efforts are essential to build momentum and get public attention in an otherwise flooded marketplace. Critical to these awareness-building efforts are multi-lingual promotional items such as t-shirts and ball caps, pens and pencils, and badges and water bottles.

But budgets aren't bottomless and you're already strapped for time, so how do you get the support you need without spending a fortune and requiring a significant time investment?

## **Be Seen:** Reflections on how one Illinois community increased public safety thanks to the benefits of doing business with the AbilityOne Program offered through National Service Gear

Thousands of pedestrians are killed each year – even more are injured – with more than half occurring between the hours of 4 pm and 12 am. The issue is in large part due to nighttime visibility, resulting from decreased daylight hours, but is further compounded by outdoor holidays such as Halloween.

Nighttime visibility was to blame when two youngsters from a Chicago-area suburb died in separate incidents in a mere two-month timeframe. One of those deaths was connected with Halloween trick-or-treating. The village of more than 70,000 residents was devastated, but also determined to find a way to raise funds to purchase reflective materials for public consumption.

Community officials from Police, Fire and EMT teamed up and turned to National Service

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Gear. In quick order, National Service Gear launched a fundraising initiative that raised money through an online purchasing program. For every product purchased, National Service Gear donated proceeds to the “Be Seen” efforts in the Chicagoland community.

In just six months – from set-up to finished goal – \$40,000 was raised!

With funds in hand, National Service Gear designed a website that enabled community officials to select and purchase reflective products that would be distributed – free of charge – to city residents.

These reflective items included zipper pulls, bike attachments, shoelaces, backpacks and even dog leashes and collars. In addition, the products were customized to include brand-specific details like program logos, as well as important public safety information such as phone numbers and email addresses.

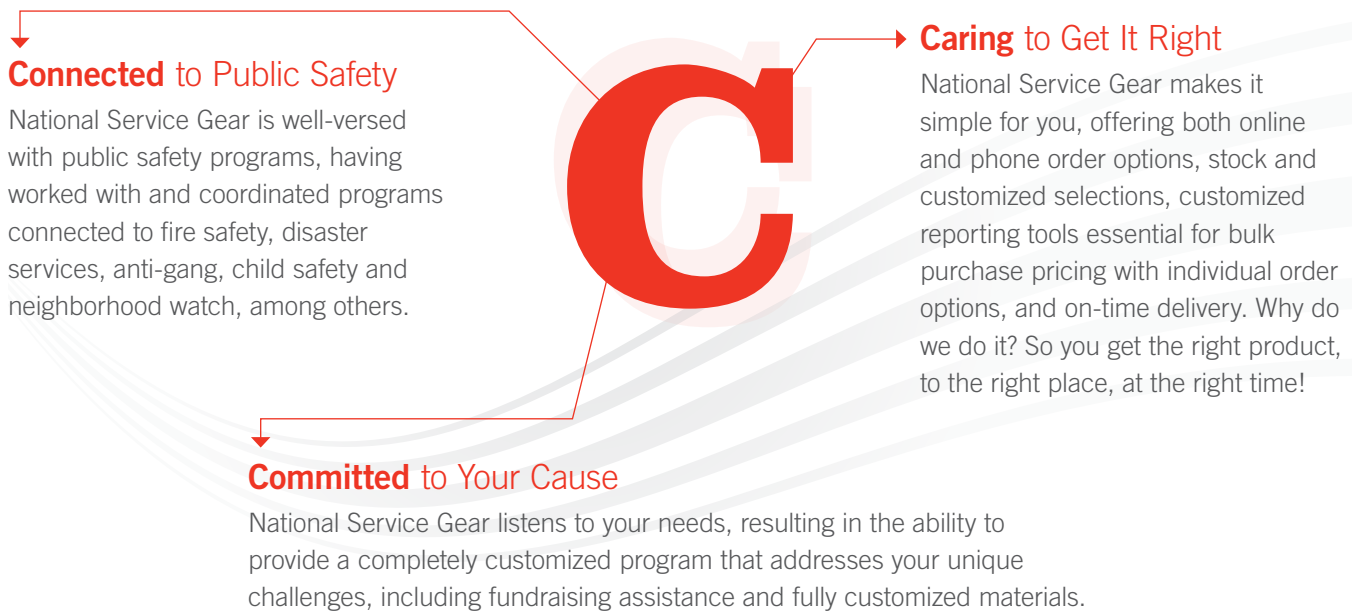
The youth-oriented products were given out to summer campers and students involved with school programs, while the dog items were handed out at one of the area’s four local dog parks.

Not only did the “Be Seen” initiative provide a goodwill gesture to increase public safety through the distribution of reflective products, but it also offered local Police, Fire and EMT the opportunity to share nighttime safety tips with local children and adult residents.



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## Our Three-C Philosophy That Guides Every Partnership





Established in 1952, Industries for the Blind, Inc.-Milwaukee provides employment opportunities for blind and visually impaired individuals and is fully committed to reducing the approximate 70% unemployment rate that affects blind Americans. More than half of its 225 employees are blind or visually impaired and the not-for-profit organization is constantly looking for ways to increase meaningful employment opportunities. For more information on IB Milwaukee, visit [ibmilw.com](http://ibmilw.com).

**LET US KNOW HOW WE CAN HELP CUSTOMIZE A SOLUTION FOR YOUR PROGRAM.**

For assistance with your public safety program, visit [NationalServiceGear.org](http://NationalServiceGear.org) or contact Jay Applebaum at (414) 778-3319 or [Jay.Applebaum@NationalServiceGear.org](mailto:Jay.Applebaum@NationalServiceGear.org).



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*National Service Gear is operated by  
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