



# HOME FIRE SPRINKLER WEEK™

A project of the NFPA® Fire Sprinkler Initiative®  
and the Home Fire Sprinkler Coalition®

## Tactics

NFPA and the Home Fire Sprinkler Coalition want to make sure your Home Fire Sprinkler Week event is a successful one. Here are some tactics for taking action and key talking points that will aid your efforts.

### Tactics for taking action

- **Join forces.** If your state or province has a fire sprinkler coalition, check with them to see if you can support their efforts. Visit [FireSprinklerInitiative.org/Coalitions](https://firesprinklerinitiative.org/coalitions).
- **Alert the media.** If hosting an event, customize and distribute our templated news release to local media a week before the event. Follow up (preferably by phone) a day before the event with reporters and newsrooms and check if they can cover the event.
- **Create buzz.** Generate awareness of your event via social media. Use our customizable social media posts and images before and during the event.
- **Smile for the camera!** Take photos during the event, and share them with NFPA and HFSC so your efforts can be highlighted throughout North America. Send photos and a brief write-up of the event to [FireSprinklerInitiative@nfpa.org](mailto:FireSprinklerInitiative@nfpa.org).