



Financial assistance and community support are important factors to the success of any EMS or Fire Department organization.

Public Safety Marketing (PSM) can help maintain and enhance community support of your public safety organization. PSM is an organization that specializes in EMS and Fire Department direct mail and enhanced marketing services.

PSM offers personalized, professional service and comprehensive coordination of all aspects of your subscription/membership program or donation/fund drive. PSM also offers unique marketing alternatives and strategies to help increase your organization's visibility within the community.



If you are interested in any of Public Safety Marketing's services, contact us today! We provide free price quotes and are always happy to meet with you to discuss your specific needs!



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**Your "One-Stop-Shop" for all
EMS and Fire Department
Fundraising and Marketing Services**





Public Safety Marketing assists dozens of public safety organizations throughout the state of Pennsylvania with their fundraising efforts. Our goal is to provide a completely customized and successful direct mail fundraising program. Here are some of the services that we offer to each of our clients.

Custom-Designed Mailing Materials

PSM will design professional mailing materials that are unique to your organization. We believe that your residents will respond better to a professionally designed and eye-appealing mail piece. We offer a variety of packages to suit your needs.



Address List Management Services

One of the most important aspects of your direct mail campaign is the address list. We take many strides to assure your address list is as accurate as possible. Your address list will be cross-referenced with the United States Postal Service database to verify all addresses are up-to-date and accurate. We also thoroughly review your list to make sure duplicate addresses do not exist.

If you do not have an address list or wish to update your existing list, we are able to acquire new commercial address lists.

These lists are a very cost effective and convenient method of updating the address list for your service area.

Press Releases

To further promote a good response from your residents, PSM offers to submit a professional press release to your local newspapers. The press release provides an overview of the campaign and serves as notice that a piece of mail will soon reach residents. The goal is for residents to become familiar with your fundraising campaign and entice them to support your organization through a subscription or donation after they receive the mail piece. PSM's Press Release Service is offered to all clients, no matter which package you choose!



Software to Track Fundraising Results

You won't know if your direct mail fundraising campaign is successful unless you have a method of tracking the results. PSM has designed software to do exactly that. This user-friendly program allows you to maintain your address list, post subscription/membership/ donation data, print reports, plus much more!

Contact us today to see a demo.

Additional Services

- Website design
- Advertisement design
- Capital fund drives
- Marketing plans
- Promotional materials (emergency telephone stickers, magnets, etc.)
- Subscription/actuarial analysis
- Plus much more!

