"My son still talks about that day!" It's a statement of appreciation that instantly fills your heart with pride and reassures you that your efforts are worth it. What have you done to elicit that kind of response for your department? Opportunities are all around us, if we take the time to look.

**The Egg Drop**

This opportunity came looking for us. A local cub scout troop was looking for a unique way to conduct their egg drop project. Instead of dropping their homemade egg protectors from the roof of a building, they asked for our help.

What a joy for all using our ladder truck turned out to be. One by one the devices are released into freefall, and the results discovered for all to see. In the end, we have the opportunity to explain how we use the ladder to take people out of buildings and talk about how they can get out if their house is on fire.

Every time we touch a resident in a positive way, we gain an active supporter. In fact, we often gain many more as that person shares their experience with us to family and friends.

Taking a few minutes or a few hours to go the extra mile can seem to be a pain at the time, but the potential gains are enormous. Think about what a ground swell of community support can do the next time you need a new truck or thermal imager to protect their families. New fire stations have also been effectively "pre-sold" to the community through the compassion and selfless extra efforts of Fire Fighters.

You might also be surprised at how many members you can recruit from your additional acts of caring. It is from acts such as these that I entered into the Fire Service nineteen years ago.

**Building on Success**

As a result of the positive responses we have received from events like the egg drop, new customer service initiatives have been formed in Moorhead.
One recent example was caring for a family of four from Omaha traveling through our community. They were unfortunate enough to total their van in an automobile accident over a holiday weekend. It took several hours for them to arrange for a rental car. In that time, we hauled all their belongings to our station, fed them supper and gave them a place to stay while they waited.

You wouldn’t believe how many heartfelt responses we get from simply giving people a ride somewhere after an accident.

**What can you do?**

Open the doors when you’re at the fire hall. Wash the trucks out on the front apron, even though you don’t have to. Just think how many kids love to point out the trucks to mom and dad when driving by.

Stop by the day after the fire or medical call to see how people are doing.

Have lunch with the kids at school or bring over a truck during recess.

Raise funds to replace that kid’s bike after the accident.

Stop and say, “Hi!” to folks in the neighborhood on drill night. Show off the trucks and hand out stickers.

Ask your schools, nursing homes, and other community groups how you can help them with their operations.

In every situation you run across ask yourself, “Wouldn’t it be nice if we …?” Then, do it.

**The bottom line**

Try to do a few little things for those you meet. The response will be amazing, and will soon develop into a habit you can’t break. The community will thank you and may even ask on some important day, “What can we do for you?”