



**PROJECT
S.A.F.E.**
AMA 5 STAR PROGRAM

Project S.A.F.E. Frequently Asked Questions (FAQ's)

What is Project S.A.F.E.?

Project S.A.F.E. stands for *Safety Awareness Family Education* and is a program unique to AMA Member apartment communities that wish to hold educative, expert-led events at their properties. Events are designed to reinforce ideas about several areas of safety such as personal safety, parking lot safety, pool safety, ID theft, pet safety, and many others. Property staff is able to invite residents as well as surrounding businesses and households so that the information is commonly shared and the property is recognized as a valuable member of the community at large.

Project S.A.F.E. is one component of AMA's 5-Star Program. As of 2024, you may no longer complete Project S.A.F.E. as a stand-alone certification. It must be completed with all steps (stars) of the overall 5-Star Program. Learn more about 5-Star here: <https://www.azmultihousing.org/ama-5-star-program>

What Are The Benefits of Hosting a Project S.A.F.E. Event?

While the goal of Project S.A.F.E. is principally to disseminate important information to residents, it is equally a community-building event that helps neighbors get to know one another. The program creates a bridge to connect the property with local leadership, city and state officials, as well as local vendors and neighboring communities. The positive effects of holding an event include increased resident retention, higher Safety awareness, positive publicity and an additional activity that you can advertise to entice new residents. It is also a requirement of the AMA 5-Star Safety Certification Program, a state recognized program that enhances management performance.

Is Project S.A.F.E. only open to AMA Members?

Yes, Project S.A.F.E. is an event coordinated exclusively by the Arizona Multihousing Association so properties must be members in good standing if they wish to participate. The AMA Social Responsibility Committee exists to develop exciting new topics, enrich the educational experience as well as host an annual "Best Of" Awards Ceremony that recognizes the efforts and commitment of managers that go above and beyond during the Project S.A.F.E. season.

What is the "Best Of" Contest?

The "Best Of" Contest celebrates those who went above and beyond with their Project S.A.F.E. event. Categories include Best Theme, Best Invitation or Flyer, Best Resident Turnout, Best Neighborhood Participation, and Committee's Choice. Participation in the contest is completely optional! When you submit your event completion survey, you can mark whether or not you want to participate in the contest. [Please see the Project S.A.F.E. webpage for contest entry deadline.](#)

What if I'm feeling overwhelmed about holding a Project S.A.F.E. event?

A Project S.A.F.E. event can be as simple as inviting a safety speaker to speak to your residents over coffee in the clubhouse. In fact, if you already have a resident event planned, simply invite a safety speaker to join and there's your Project S.A.F.E. event.

All the extras – decorations, food, prizes, etc. are not necessary, but they can make your event more fun to plan and attract more residents to attend. It is totally up to you how simple or extravagant you want to plan your event. As long as you offer a safety speaker to your residents, you will meet the requirements of the program.

What Are The Next Steps To Successfully Holding An Event?

1. Register for 5-Star Safety Certification Program.
2. The speaker and event host (you) can coordinate to find an exact date and time that works best for both of you. Specific speaker topics can also be decided.
3. Work with local vendors and volunteers to add to your event. Ideas include food, drinks, and activities for kids, contests, fire trucks or police cars, prizes, and movies.
4. Advertise your event! Use flyers, Facebook, mailers, and other methods to advertise to your residents. The earlier you start telling them, the better. Try to start advertising at least 2-3 weeks before your event.
5. Hold your event!
6. Submit documentation of your event with your overall 5-Star completion application. Make sure to have your residents sign-in using the Sign-in Sheet provided on the AMA Project S.A.F.E. webpage (address at the bottom of this page) to upload with your final application. If you choose to participate in the "Best Of" contest, you can upload other materials such as advertisements, pictures, videos, and decorations for the judges to review.

What Do I Do If I Can't Find A Speaker or My Speaker Cancels?

A Speaker Backup Plan can be found on the AMA website. This document lists resources that you can use to educate your residents on various Safety topics yourself, in the event you don't have a safety speaker.

If My Neighbor Also Wants To Hold An Event, Can We Combine Ours?

Yes! If you have a neighbor that also wants to hold an event, feel free to combine your events. This synergy can create a larger, more successful event with bigger activities, more community building, and ultimately more attendees. Do note however that each property will still have to submit their own registration, payment and final application.

How Much Time Do I Have To Hold My Event?

5-Star with Project S.A.F.E. runs through November 30, but the earlier you begin, the easier it will be to line up speakers for your specified date and subject. **As a rule of thumb, planning events at least a month out makes them much less stressful.

How Do I Set Up Other Parts of My Event (Food, Activities, and Flyers)?

Many vendors and sponsors will be happy to contribute food, gift cards, prizes, and other things to your event. DO NOT reach out to your property's vendors, but instead reach out to local companies who might like to promote their business to your residents (restaurants, shops, services, etc.). Other companies may wish to participate to help promote safety and fun in your neighborhood. Activities are completely up to you and this is an area you can have fun planning. Additionally, flyers and advertising for your event are completely up to you, so you can get as creative as you'd like.

Where Can I Find More Information?

The AMA has information available on the website, <https://www.azmultihousing.org/project-S.A.F.E.>. Here, you can find a planning guide, checklist, training videos, information to be connected with an AMA staff member or a committee member mentor, and more.

The AMA also has set up a Facebook group where communities and mentors can connect with each other to ask questions and share information. <https://www.facebook.com/groups/AMAProjectSAFE/>