



# IT'S TIME TO RECRUIT

[VOLUNTEERFIREFIGHTER.ORG](http://VOLUNTEERFIREFIGHTER.ORG)

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THE CALIFORNIA STATE FIREFIGHTERS' ASSOCIATION (CSFA) WAS

# AWARDED \$1.99 MILLION

FOR A 'STAFFING FOR ADEQUATE FIRE & EMERGENCY RESPONSE' (SAFER) GRANT IN NOVEMBER 2018 TO HELP RECRUIT & RETAIN MORE VOLUNTEER FIREFIGHTERS FOR DEPARTMENTS IN THE STATE.



## PART 1

To assist in the recruitment efforts throughout the state, the CSFA has launched an integrated marketing campaign consisting of the following:

- An Interactive Website
- Recruitment Materials Customized with Your Department Logo
- Social Media Ads (Facebook, Instagram, etc)
- Youtube Advertisements
- Plus Other Creative Avenues

All marketing will direct those interested in volunteering to [volunteerfirefighter.org](http://volunteerfirefighter.org) – potential recruits will fill out & submit a form with contact & background information which will immediately be sent to every volunteer department in their county.

## PART 2

To satisfy the training needs in California, CSFA will host sixteen 2-day Live Fire Training courses geared toward Fire Control 3 certification. Burn buildings & trailer will be rented & facilitated by experienced instructors in locations that will provide convenience for participation.

The courses will be free of charge & will occasionally include additional training props to keep attendees busy throughout each day.

## PART 3

Current volunteer fire service leaders will teach 16 Retention & Recruitment workshops in all regions of the state. These instructors will speak to everything from leadership challenges to marketing techniques.

Attendees will be able to attend free of charge & will also be reimbursed for the reasonable travel expenses they incurred while attending (i.e. lodging, per diem & mileage).

## PART 4

FREE Firefighter Incentives - CSFA provides individual membership benefits including a \$10,000 AD&D policy, and other individual benefits for being a volunteer firefighter. Fire Departments not able to financially afford CSFA dues are now eligible to receive 100% of the individual dues paid for through the grant. Interested departments should contact [membership@csfa.net](mailto:membership@csfa.net) to enroll their members.

### WHAT IS YOUR ROLE?

TO MAXIMIZE THE FUNDING, WE ASK THAT YOU WORK WITH US OVER THE NEXT 4 YEARS BY DOING THE FOLLOWING:

1. ENSURE YOU ARE ON THE CONTACT LIST & ARE RECEIVING LEADS FROM INDIVIDUALS IN YOUR COUNTY.
2. ONCE YOU OBTAIN YOUR RECRUITMENT MARKETING MATERIALS (BANNERS, POSTERS, HANDOUTS) PUT THEM UP IN YOUR COMMUNITY.
3. IMMEDIATELY CONTACT POTENTIAL RECRUITS & EDUCATE THEM ABOUT YOUR VOLUNTEER PROGRAM.
4. GIVE PROSPECTIVE VOLUNTEERS ANY MATERIAL NEEDED TO BECOME A VOLUNTEER IN YOUR DEPARTMENT.
5. COMPLETE ALL SURVEYS FROM CSFA REGARDING RETENTION & RECRUITMENT DURING & AFTER THE 4-YEAR GRANT PERIOD.
6. ATTEND & PROVIDE FEEDBACK AT LIVE FIRE TRAININGS AND R&R WORKSHOPS