



# IT'S TIME TO RECRUIT

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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

Approximately 160 new recruits over the 4-year grant period will be eligible for reimbursement for:

**\$1,750**

Towards training for FFI certification within their first 12 months at the department

**\$2,000**

Towards the purchase of a new set of turnouts once training & physical has been completed to standard FEMA requirements

**\$450**

Towards an NFPA 1582 physical

Awards will be determined through an Application process which will follow the SOPs outlined in the Administrative Guide.

## PART 4

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).

### 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'VE OBTAINED YOUR RECRUITMENT MARKETING MATERIALS (BANNERS, POSTERS, HANDOUTS) PUT THEM UP IN YOUR COMMUNITY.
2. IMMEDIATELY CONTACT POTENTIAL RECRUITS & EDUCATE THEM ABOUT YOUR VOLUNTEER PROGRAM.
3. GIVE PROSPECTIVE VOLUNTEERS ANY MATERIAL NEEDED TO BECOME A VOLUNTEER IN YOUR DEPARTMENT.
4. COMPLETE ALL SURVEYS FROM CSFA REGARDING RETENTION & RECRUITMENT DURING & AFTER THE 4-YEAR GRANT PERIOD.
5. ATTEND & PROVIDE FEEDBACK AT LIVE FIRE TRAININGS AND R&R WORKSHOPS