

# APPLYING FOR SAFER

## WITH MAKE ME A FIREFIGHTER



### WHAT IS SAFER?

The Staffing for Adequate Fire and Emergency Response Grants (SAFER) was created to provide funding directly to fire departments to help them increase or maintain the number of trained, “front line” firefighters available in their communities.

### HOW CAN A SAFER GRANT HELP MY DEPARTMENT?

SAFER grants can be used for a variety of recruitment and retention activities, including:

- ⊗ Benefits
- ⊗ Reimbursements
- ⊗ Nominal stipends
- ⊗ Marketing
- ⊗ Clothing and station duty uniforms
- ⊗ Salary and benefits for a recruitment and retention coordinator
- ⊗ Physicals for new recruits
- ⊗ Some station modifications
- ⊗ Mentoring and youth programs
- ⊗ Tuition assistance
- ⊗ Awards programs
- ⊗ Equipment for new recruits
- ⊗ And more...!

Learn more about eligible costs and access grant documents at [www.fema.gov/staffing-adequate-fire-emergency-response-grants](http://www.fema.gov/staffing-adequate-fire-emergency-response-grants)

**FIND THE  
FIGHTER IN YOU**

# HOW CAN THE MAKE ME A FIREFIGHTER CAMPAIGN BE A PART OF MY APPLICATION?

Make Me A Firefighter is a national recruitment campaign with ready-to-use resources and tools. There's no need for departments to reinvent the wheel when it comes to recruitment since the National Volunteer Fire Council (NVFC) has created a research-based program designed to produce results. Here's how Make Me A Firefighter can enhance your application:

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## BACK IT UP

The NVFC conducted market research prior to launching the Make Me A Firefighter campaign. The results revealed significant interest in volunteering from currently under-represented audiences and were used to tailor marketing materials. Use the NVFC's **research methodology report** to include key statistics to back up your narrative and demonstrate effectiveness. You can also include demographic information for your community to highlight the target audiences for your recruitment efforts.

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## SPREAD THE WORD

The Make Me A Firefighter campaign allows for the customization of a variety of marketing materials. SAFER funds can be used to cover printing costs for flyers, postcards, posters, and table tents – all items found through the campaign's **department portal**. Funds can also be used to advertise using social media. The portal offers ready-to-use graphics and messaging for both Facebook and Twitter. These platforms have advertising capabilities that can be used to target specific demographics.

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## HOST RECRUITMENT EVENTS

Another way to let your community know you need volunteers is by hosting a recruitment event. The campaign's department portal has a section that offers unique event ideas, provides thoughts on event logistics, and highlights tips for reaching out to specific audiences. There's even a feature to produce custom invitations. Use SAFER funds to host, advertise, and invite people to your recruitment event.

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## HIRE HELP

SAFER grant funds can be used to hire someone to coordinate and execute your department's recruitment activities. The coordinator can use the Make Me A Firefighter **department portal** as their recruitment hub and work to implement the campaign in your community.

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## EVALUATE

Evaluation is an important component of a SAFER grant application. Make Me A Firefighter helps departments keep track of their recruitment activities. Departments can post their volunteer needs on **MakeMeAFirefighter.org** and easily see how many clicks and applicants their listing receives. Applicants are automatically imported into the recruit tracking tool found in the **department portal**. The tracking tool is used to monitor communication with prospective recruits and new applicants. Departments can also manually enter individuals contacted outside of **MakeMeAFirefighter.org** so all of your records can be kept in the same place. In addition, all of your customized campaign materials are kept in your library, so you can easily report on the items you've created and distributed.

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