

# Stayton (OR) Fire Department SAFER Recruitment and Retention Success Snapshot

## Grant Highlights

- Created a marketing program that was designed to be updated regularly. The marketing program helped Stayton FD to establish a brand in the community that continues to be recognized even after the grant expired.
- Partially funded a recruitment and retention (R&R) coordinator position. The R&R coordinator works full-time and responds to day-time, weekday calls while many volunteers are unavailable.
- The “join rate” for Stayton FD increased by more than 400% during the early years of the grant and today it remains more than double what it was prior to the grant being awarded.
- Developed a retention plan that is continually updated based on feedback from members that is solicited on a regular basis.

## By the Numbers

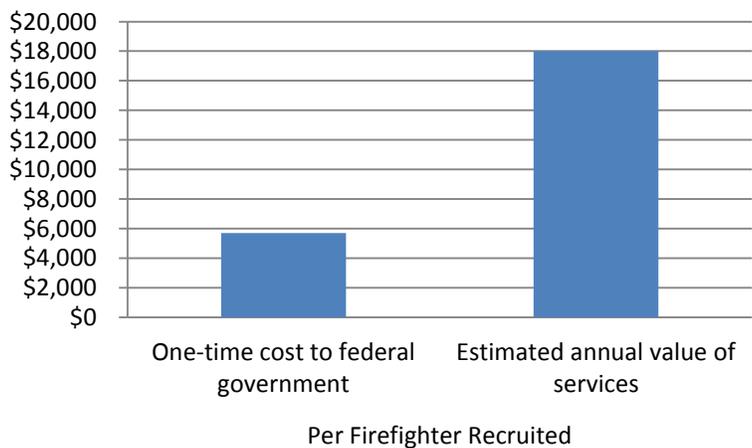
Years:	2008-2010; 2010-2014
Grant size:	\$455,600
Firefighters recruited:	80
Estimated annual value of services:	\$1.44 million

**“Our average volunteer turnout per incident has increased substantially since we received the SAFER grant. This is critical because Stayton has a small population base to draw from for prospective volunteers. Having an R&R coordinator to manage our outreach efforts to the public, work with new recruits and take charge of our retention program has been the key.”**

**Chief Jack Carriger  
Stayton Fire Department  
NVFC Oregon Director**

## Statewide Impact

Stayton’s marketing efforts led to the recruitment of 29 volunteer firefighters in 15 neighboring departments. Stayton’s R&R coordinator also helped to start the Oregon Firefighter Recruitment Network, which benefits volunteer firefighter recruitment efforts across the state.



# Olancha Cartago (CA) Fire Department SAFER Recruitment and Retention Success Snapshot

## Grant Highlights

- The six fire departments in Inyo County (CA) that received this grant saw a net staffing increase of 50% (from 114 to 171 active volunteer firefighters) by the end of the five year grant.
- Placed ads on TV and radio, developed flyers for placement in communities and set up recruitment booths at local events.
- Created flyers specifically targeting women and veteran recruits.
- Established a “cafeteria style” benefits program to bolster retention in three departments. Volunteers pick the benefit that they want and must meet minimum activity requirements to qualify.
- 90 % of volunteers qualified for the program. Increased participation levels led to a better-trained workforce and shorter response times.

## By the Numbers

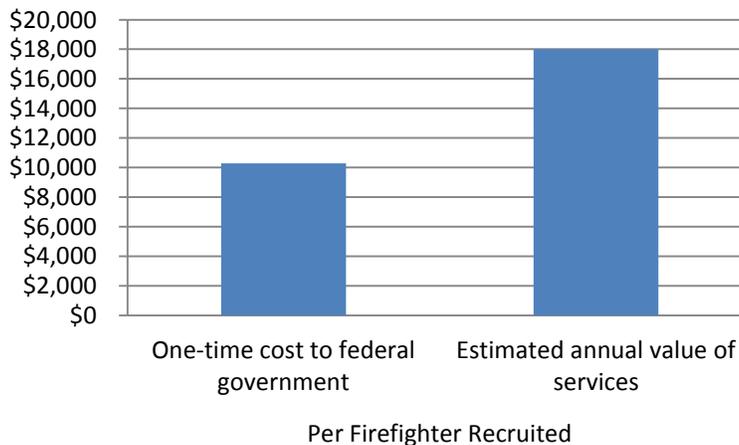
Years:	2011-2014
Grant size:	\$997,000
Firefighters recruited:	97
Departments impacted:	6
Estimated annual value of services:	\$1.75 million

**“I have been approached by several members both from my department and other departments. The common statement is ‘I am so glad to have this monthly benefit. This is the first and only retirement program I have ever had.’ Since a large majority of our members work in service industry type jobs, hardly any employers offer any retirement program.”**

**Chief Steven Davis  
Olancha Cartago Fire Department**

## Local Impact

The Olancha Fire Department went from 11 active volunteer firefighters in 2010 to 18 active volunteers in 2015, in spite of losing several members to retirement/moving over that time period. This was achieved through the SAFER grant by recruiting new members and increasing participation rates by less active members.



# Nevada Fire Chiefs Association SAFER Recruitment and Retention Success Snapshot

## Grant Highlights

- Received two grants: for \$400,000 in 2006 and \$499,000 in 2010. Recruited 400 firefighters between 2007 and 2010 and 557 firefighters since 2011.
- Developed marketing materials with the 2006 grant funds; those materials were updated with the 2010 grant funds and are still being used today.
- Directed recruits to nearest volunteer fire department using 1-800 number or website. Created a standard application process for people who apply online.
- Used 2010 grant funding to provide firefighter physicals to new recruits. Firefighter physicals are required under national consensus standards but most fire departments, especially volunteer agencies, can't afford them for all new recruits.
- NFCA partnered with the Nevada State Firefighters Association, which represents the volunteer fire service in the state of Nevada.

## By the Numbers

Years:	2007-2010; 2011-2015*
Grant size:	\$899,000**
Firefighters recruited:	957**
Departments impacted:	82
Estimated annual value of services:	\$17.2 million

\*Period of performance was extended

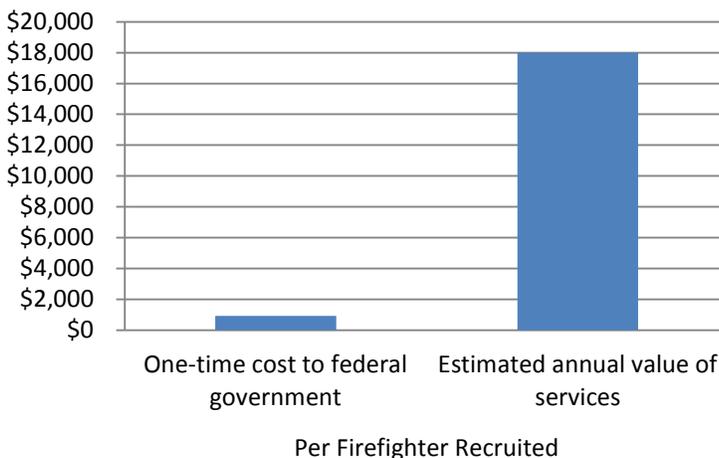
\*\*Total for both grants combined

**“Recruitment and retention is about taking care of your personnel. Making sure they are trained, equipped and healthy enough to do the job. This grant gave us the resources to bring in a large number of new recruits and provide them with everything that they needed to be safe and effective firefighters.”**

**Steve McClintock**  
**Past President**  
**Nevada State Firefighters Association**

## Healthy Firefighters

National standards require firefighter recruits to receive a rigorous physical examination to ensure that they are healthy. This is extremely important because firefighting is a dangerous occupation and because heart attack, stroke and cancer are leading causes of duty-related firefighter deaths. Unfortunately, due to budget constraints, most volunteer fire departments are unable to provide physical exams for all new recruits. Through the 2010 grant, NFCA was able to provide 367 firefighter physicals to new volunteer recruits.



**Make a difference.**

**Become a volunteer firefighter.**

**WILL YOU ANSWER THE CALL?**

Join the men and women who protect your community and serve as the first line of defense for ensuring homeland security. Answer the call and make a difference today.

Call **1-800-FIRE-LINE** to find out more about volunteer opportunities in your area.

To learn about federal and state benefits for volunteers go to [www.nfca.org](http://www.nfca.org) and click on State Benefits Guide.

# Florida Fire Chiefs Association SAFER Recruitment and Retention Success Snapshot

## Grant Highlights

- Trained 162 fire service leaders in Recruitment and Retention (R&R) workshops to fire departments around the state. Workshop participants were given up to \$2,500 to pay for local R&R marketing.
- Statewide media campaign focused on areas of the state heavily protected by volunteers. The campaign used TV, radio, video pre-rolls, social media, Pandora, targeted e-mails and presence at public events.
- Established a website and online application database that linked to all statewide marketing. Applications came into the website and were routed to nearby fire departments with volunteer opportunities.
- Since 2009 the number of trained and certified volunteer firefighters in Florida has increased by 31%!
- The marketing campaign included targeted outreach to underrepresented demographic groups.

## By the Numbers

Years:	2011-2014
Grant size:	\$1,187,240
Firefighters recruited:	906
Departments impacted:	95
Estimated annual value of services:	\$16.3 million

**“Our largest success rates for recruitment were through social media and department-specific posters that were distributed in the community.”**

**Richard Knoff**  
**FFCA**  
**NVFC FL Director**

## Applicant Demographics

- 81% Under 40
- 40% Racial Minorities
- 20% Women
- 18% Veterans

