

INNOVATIVE RECRUITMENT IDEAS

For Volunteer Fire,
EMS, and Rescue
Departments



MakeMeAFirefighter.org



Visit local schools, retirement centers, civic organizations, and businesses as a way to keep the community informed of your department's efforts and recruit new members.

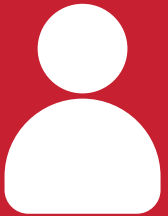


Use social media to showcase a day in the life of your members as well as what your department is doing to keep your community safe.

Establish a junior firefighter program that engages participants so that they want to join as full members when they reach the appropriate age.



Fighting fires isn't for everyone! Remind community members that they can volunteer in a non-operational capacity.



Consider accepting new recruits from outside of your coverage area with the stipulation that they have to spend time in the station instead of responding to incidents from their home.



Visit new residents of your community to welcome them, provide fire safety information, and gauge their interest in volunteering.

Host an open house at your department so the public can get a taste of what it's like to be a firefighter.



Partner with your local government to spread recruitment messaging and offer tax incentives for volunteering.



Partner with local businesses to paint or wrap a Zamboni, cement mixer, or other commercial vehicles with recruitment messaging.



Partner with your local school system to offer vocational courses that certify students to be firefighters or EMS providers.