

We Are THE FRONTLINES



Rockland County Volunteer Firefighters

Volunteer Recruitment Manual and 'Tool Kit'

2012/2013



Prepared By:

**The Committee To Promote Volunteerism
in Rockland County Emergency Services, Inc.**

Better known as:

Creative Approach Committee

This manual draws on findings and recommendations from:

- > The Federal Emergency Management Agency
- > The National Volunteer Fire Council
- > The U.S. Fire Administration
- > Suffolk County Volunteer Recruitment Manual and Tool Kit by Tiger Schmittendoff
- > Rockland County Creative Approach Committee

We thank you all for your support.



This manual is not intended to replace those initiatives, but rather, to build on them to help you achieve better results in an increasingly difficult recruiting environment.

INTRODUCTION

Volunteer Fire, Rescue and Emergency Services have a long-standing tradition in the U.S., often spanning generations of families. However, volunteerism in general is declining and the trend has had a direct impact in Rockland County and similar communities across the country.

The reasons are many: more demands on people's time, more stringent training requirements and population shifts to name a few.

Despite these challenges, there is reason for optimism. While the job of recruitment may be more difficult today than it was in the past, research suggests that departments, Corps and communities which make a concerted and systematic effort to attract new volunteers have met with considerable success.

According to a recent report by the Federal Emergency Management Agency, the National Volunteer Fire Council, and the U.S. Fire Administration, "departments which have taken steps to deal with problems have seen resurgence in volunteerism. Departments which have failed to address the problems and challenges of volunteering in today's world have been forced to hire paid firefighters."

This manual was developed by the Suffolk County Department of Fire, Rescue and Emergency Services adapted for use by Rockland County Committee with additions to provide local Fire Departments and Ambulance Corps throughout the County with suggested programs and resources for meeting their continuing recruitment needs.

The first section addresses some of the internal dynamics of developing and managing an ongoing recruitment campaign for your agencies.

The second section provides proven strategies for "Getting the Word Out" in your local community about the need for volunteers.

The third section addresses a critical part of the recruitment process: following up with individuals who have expressed an interest in volunteering.

The final section is a compendium of resource materials which can be customized for your department and used locally to obtain publicity and community support for your recruitment efforts.

We thank you for the essential services you provide and encourage you to use this manual to ensure that your agencies continues to attract the high quality volunteers necessary to fulfill its mission.



While the job of recruitment may be more difficult today than it was in the past, research suggests that departments, Corps and communities which make a concerted and systematic effort to attract new volunteers have met with considerable success.



TABLE OF CONTENTS

We Are THE ONES



Rockland County Volunteer Firefighters

1. Getting Started	5
> Managing the Program	
> Assessing your needs	
> Tracking Results	
> Finding the right candidates	
> Sending a consistent message	
2. Getting the Word Out	7
> Current volunteers, your most important resource	
> Advertising	
> Public Relations	
> Community Outreach	
3. Turning Inquiries into Volunteers	9
> Establishing a process for follow-up	
> Information meetings	
> Orientation	
> Top Ten Commandments of Recruitment & Retention	11
> Notes Page	12
4. Resource Materials	13
> Local Media Contacts	13
> Available Materials	14
> We're The Ones Poem	15
> Campaign Logos	16
> Posters	17
> Brochures	18
> Newspaper Ads	19
> Signage	20
> Web Sites	21
> Videos & DVDs	22
> Head Shots	23
> Program Folders	24
> Folder Inserts	25
> Forms	26-30



*Rockland County's
Emergency Service Volunteers
can't respond to work-time
emergencies unless you allow
them to go.*



*We're your employees and...
**We're The Ones
who need your
support.***



SECTION 1 GETTING STARTED

Most agencies have an intuitive understanding of their volunteer recruitment needs, and conduct recruitment activities at least to some degree on an ongoing basis. This manual is not intended to replace those initiatives, but rather, to build on them to help you achieve better results in an increasingly difficult recruiting environment. The ultimate goal is to provide you with ideas for developing a more systematic, annual program that can be replicated each year even as the leadership of the department/corps changes.

Managing the Program

It is strongly recommended that one person be identified as the recruitment coordinator in your department for a term of two years, with an assistant coordinator in place to take over that responsibility after the coordinator's term expires.

Another consideration is first hand-experience. Recruitment coordinators should have a broad understanding of both line functions and department administration. As a result, retired chiefs are often good candidates for managing recruitment.

When selecting your recruitment coordinator, it's also a good idea to think about the personality of the individual. In many respects, recruiting is similar to sales, so your coordinator should be a good communicator who is comfortable interacting with individuals as well as groups. The individual also needs to be someone who can gain the respect and support of the agency.

Because successful recruitment ultimately requires an agency-wide effort, many agencies establish a recruitment committee to support the coordinator and provide direction. A strong recruitment committee can help ensure that all agency needs are being met, while at the same time reinforcing the coordinator's efforts.

Assessing Your Needs

Before beginning your annual recruitment process, a thorough assessment of your needs can help focus the effort. The assessment should include traditional fire and EMS provider "field" personnel as well as non-emergency and support functions. Three things must be decided:

- > What are the needs of the department/Corp?
- > How many new members are needed?
- > What types of members are needed?

In addition, the assessment should identify any gaps in staffing by time of day, day of the week, and geographic areas served.

Tracking Results

When you're in the process of identifying your needs, you should also measure the agency's recruitment activity, by month, for the previous year. That will provide a benchmark for measuring your success moving forward. Keep in mind that "Leads" for new recruits will be coming from two sources: your local efforts, and a county-wide mass media campaign being conducted by The Committee To Promote Volunteerism Rockland County Emergency Services, Inc. Leads that are received by the County from individuals in your community will be forwarded to the agency's recruitment coordinator. Likewise, any new "Leads" received directly by your agency should be forwarded to *The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.*

Mail: The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.
R.C. Fire Training Center, 35 Firemen's Memorial Drive, Pomona, N.Y. 10970 Fax: (364-8961)

The Volunteer Profile Form contained in Section 4 should be completed and forwarded for each inquiry you receive. Note that it is essential to complete and send the form even for those individuals who ultimately decide not to volunteer.

The information will be compiled for future recruitment initiatives. Also contained in Section 4 is an Agency Information Form. It should be updated and submitted each year, particularly if the leadership of the agency changes.

Finding the Right Candidates

The needs of today's departments/corps are many and varied. While attracting an adequate number of recruits is essential, quantity should not be the only objective of your recruiting program. The quality and experience of the individuals you attract will have a direct impact on your ability to deliver essential services to the public, and also on the morale and culture of your agency.

Key character traits to look for in recruits include leadership experience, maturity, commitment, team orientation, conscientiousness, interpersonal skills, ethics, problem solving ability and initiative.

Education and technical experience are other important considerations. Because of the increasing complexity of fire and emergency medical services, the need for people such as managers, attorneys and accountants to help run agencies has increased. Likewise, as agencies are expected to offer ever higher levels of service, the need for specialized technical expertise has expanded.

As a result, people with previous related volunteer experience or career emergency services professionals can be excellent candidates. The latter include career firefighters, paramedics, law enforcement personnel, nurses and doctors. Perhaps less obvious, but equally important, are individuals with experience in such areas as truck drivers, mechanics and even restaurant cooks.

Naturally, all new applicants should be carefully screened in accordance with your agency's standard procedures before being accepted. These procedures may include written, medical and physical exams, interviews, background checks and even formal commitment agreements. During the screening process, special care should be taken to communicate agency requirements and expectations to the candidate so that he or she has a complete understanding of what volunteering is all about.

Sending a Consistent Message

People volunteer for the emergency services for a variety of reasons. Some are looking for a sense of belonging to something important. Others are committed to helping the community and their fellow man. And some look upon volunteering as an opportunity to gain valuable experience for starting or advancing a paid career.

While volunteering is demanding, it is important to remember that most people derive considerable benefits from the experience. These benefits, be they psychological or practical, should be emphasized throughout your efforts to attract candidates.

Developing a campaign theme which embodies the benefits of volunteering, and applying that theme to all your recruitment communications efforts, can also be very effective. All the materials contained in Section 4, for example, contain the following theme:

We're The Ones! Could You Be One of The Ones?

This theme can be used to link all your department recruitment efforts, thereby achieving a cumulative impact in the community that you serve. In addition to appearing on specific recruitment materials, it can be placed on stationary and other communications vehicles to extend the reach and frequency of your message.

Keep in mind that getting people to take action (e.g. buying a product) requires multiple exposures to the same message over time. In fact, some of the best marketing campaigns make use of the same slogans and icons for years.

The same holds true for recruiting, so this theme should be used consistently and repeatedly, just as the "Be all you can be" slogan has been used successfully for the U.S. Army recruiting campaign.

Current Volunteers: Your Most Important Asset

If your department is like most, many new recruits come from referrals of existing members. So you keep your members informed of recruitment campaigns and the importance of their role in the recruitment process.

Here are some simple ideas for getting the members of your department to take part in recruiting:

- > Make the role of the recruitment coordinator and assistant recruitment coordinator highly visible.
- > Report regularly to the general membership with regard to the department's manpower needs, new recruitment campaigns, and any special programs that relate to them. For example, some departments have adopted the "each one reach one" policy which encourages each member to recruit at least one person in a year. Other departments provide award incentives, such as free dinners or trips, to encourage recruitment.
- > Encourage members to forward the names, addresses and phone numbers of interested parties to the coordinator or assistant coordinator, thereby ensuring timely follow up and minimizing demands on the member.
- > Provide members with basic information to help them respond to frequently asked questions a potential recruit might ask.

The brochure contained in Section 4 of this manual was developed to address frequently asked questions about volunteering for the emergency services. It can be sent to anyone who has expressed an interest in volunteering and should be shared with existing members to prepare them to answer general questions from prospective candidates.

Public Relations

When it comes to Public Relations, many agencies are reluctant to approach the media for fear of negative publicity. While controversial topics should be avoided, most agencies have a wealth of positive news to share.

In addition to providing local newspapers with preproduced public service advertisements, ongoing department news can be submitted for editorial coverage to help raise the visibility of your organization and strengthen its overall image. Positive recognition in the community enhances both recruitment and retention of existing members. Among the many department activities and developments which may have potential news value are:

- | | | |
|---|--|--|
| > Appointment of officers | > Fire prevention and fire safety initiatives (e.g. school programs) | > Department anniversaries and associated events (e.g. 50 years) |
| > Service anniversaries and other recognition activities (e.g. "Volunteer of the Year") | > Department news (e.g. recruiting campaign) | > Retirements |
| > Department support of charitable programs (e.g. Toys for Tots) | > Department events (e.g. fairs and other fund-raisers) | > Equipment demonstrations |

How to Submit News Stories

The main tool for submitting news stories to local publications is the press release. Press releases are typically prepared in "third person" journalistic style, as if they were written by a reporter, and printed on press release stationary.

When writing a press release, try to provide as much information as possible about the subject. A good place to start is with the five Ws: Who, What, When, Where and Why. Also be sure to provide contact information at the end of the press release, so interested parties know how to inquire about volunteering. Camera-ready artwork and sample press releases are contained in Section 4.

Press releases should be sent to the editor or publisher of your local newspapers, the same individuals you will be talking to about public service advertising. So when you meet with these individuals, also be sure to ask them about the type of news they are most interested in and how they would like it submitted.

In addition to receiving press releases, local newspapers may be interested in doing a "feature story" on some aspect of your department. These are typically written by one of the paper's reporters or editors who will visit the agency to research a subject or actually "cover" an event. After you've introduced yourself to a publication's staff, be sure to keep in touch periodically and invite them to agency functions. If you have an idea for a story, call your media contacts to gauge their interest and it's likely they'll help you.

Photographs are another item of great interest to local publications. They can be submitted independently or along with a press release. When submitting photos, be sure to provide all relevant information on the back. For example, "Members of the Anywhere Fire Department proudly display their service awards. The awards were presented at the department's May 5 dinner at the main station house on Main Street. From left to right, the recipients are: John Smith (10 years), Mary Jones (10 years), and Hank Frye (25 years).

Be sure to ask the publication what format they prefer to receive photographs in -- as a rule of thumb, 4"X 5" black and white is generally acceptable. Also, do not write directly on the back of the photo. That could ruin the image and make it unprintable. Instead, type pertinent information on a label and affix it to the back of the photo.

Advertising

Few, if any, volunteer departments have the financial resources to mount sustained advertising. That's why a coordinated campaign using the "We're The Ones!" theme is being initiated at the county level to benefit all agencies throughout Rockland County.

Nevertheless, individual departments can leverage the public service nature of their recruitment message to obtain "free" local advertising.

Here's how to use the ads:

- > Identify the newspaper or newspapers whose editorial coverage parallels the geographic area protected by your department.
- > Contact the editor, publisher or advertising manager and request that he publish the advertisement as "filler" whenever the opportunity presents itself, by way of support for an essential public service. Visit the publication's office to introduce yourself and deliver the ad slicks contained in Section 4.
- > Provide your department name and telephone number. These can be "pub set" by the newspaper in the space indicated in the ad. If the telephone is not manned 24 hours a day, be sure it has an answering machine with a relevant message – or use our Rockland County number (845) 364-8800.
- > Periodically follow up with the publication. If you see that the ad has been run, send a brief thank you note. Invite newspaper staff to department functions.
- > Consider running a paid advertisement periodically as an expression of mutual support.

In addition to community newspapers, there are many other types of publications that can be approached, some of them published by not-for-profit organizations themselves. These include employee newsletters, school and school district newsletters, library publications, and publications produced by organizations such as *The Knights of Columbus*, the *Elks* and the *Veterans of Foreign Wars*. Department members often have access to other organizations and should be encouraged to help obtain free ad placements.

Community Outreach

Every event your department conducts or participates in provides an opportunity to reinforce the volunteer nature of the organization and the continuing need for new recruits. If the event involves a speech, be sure to have the speaker make a brief appeal for volunteers. Also have quantities of informational brochures available for distribution and display recruiting posters prominently in high-traffic areas. Section 4 contains a reduced size sample of a poster that is available as part of the "We're The Ones!" campaign.

National Fire Prevention Week provides an excellent opportunity to tie the recruitment message to other activities. For example posters and brochures should be displayed, and the recruitment video shown, at school events, open houses and the like. To provide the broadcast perspective on volunteer opportunities, fire agencies can invite local EMS agencies to their events and vice versa.

In addition to one-time events, local retailers and public facilities such as libraries are often amenable to displaying recruitment posters in their facilities to provide local residents with an ongoing reminder of the need for volunteers. And don't forget to post them in your own facility!

Newsletters are another useful tool for keeping in regular contact with department members as well as the community at large. They can be distributed monthly, quarterly or even semi-annually, depending on your resources and the amount of information you have to share. They should be distributed to all your key constituents including members, donors, local politicians, the media, retired members and anyone who has inquired about the possibility of volunteering.

Relevant topics include:

- > Member profiles
- > Department statistics (e.g. annual call and response data)
- > Fire and medical safety information
- > Program announcements (e.g. CPR training)
- > Response stories (e.g. major fires or rescues)

Camera-ready masthead artwork and a sample page layout for a customized department newsletter are contained in Section 4.

This type of newsletter can be produced using standard word processing programs such as Microsoft or Word Perfect.

TURNING INQUIRIES INTO VOLUNTEERS

Receiving an inquiry from a prospective volunteer is the equivalent of a salesman receiving a hot business "lead." It is an expression of sincere interest on the part of the individual, generally requiring a timely, systematic and thorough response to "close the deal."

Good salespeople follow a number of simple principles. They:

- > Follow up quickly when an inquiry is received
- > Provide the prospect with enough information to make an informed decision
- > Display enthusiasm for their product or service and make the prospect feel comfortable

Establishing a Process for Follow-Up

To ensure that volunteer candidate inquiries do not "slip through the cracks," it is strongly recommended that the recruitment coordinator or assistant coordinator be given exclusive responsibility for all follow-up activities. In addition to providing for a timely response, this will help your department convey a coordinated and consistent message. All inquiries, whether they are received from strangers or as a result of referrals from department members, should be forwarded to the follow-up coordinator.

If a new candidate stops by your facility to inquire about volunteering, and the coordinator is not available, the individual's name and phone number should simply be obtained for follow-up. Providing an overview of the agency is typically not something that should be handled by the houseman or the dispatcher on duty.

As soon as an inquiry is received, the candidate should be sent an acknowledgement letter along with pertinent information such as the brochure contained in Section 4. A follow-up letter might read as follows:

Dear MR/MS Jones:

Thank you very much for your interest in joining the Anywhere in Rockland County Volunteer Fire Department team. Volunteers like yourself are the driving force behind the successful operation of our department, and we greatly appreciate your interest.

I am eager to meet with you to answer any questions you have, and to provide an overview of our department and how you can help. Your family is of course invited to be part of this meeting, as you decide together with them if joining the Anywhere Rockland County Volunteer Fire Department is a good fit for you.

I will give you a call shortly to set up a meeting. In the meantime, I thought you might find the enclosed brochure helpful.

Again, thank you for your interest in joining our team. I look forward to working with you and helping you realize the rewards of serving our neighbors in (Anywhere), Rockland County.

Best Regards,

{Your Name and Signature}

Recruitment Coordinator

The Volunteer Information Meeting

After sending your initial response letter, call the prospective volunteer quickly to introduce yourself and set up an information meeting. The meeting can take any number of forms, depending on your department's preferences and the needs of each situation.

Some departments try to meet with recruits in their homes, a process which can set a positive tone for the future because it is more likely to involve other family members. The department can explain to the applicant and his or her family the time commitments, rewards and others aspects of volunteering.

Other departments have regularly scheduled volunteer information sessions at the station house. One advantage of this approach is that the recruit might feel less pressure than in a one-to-one session. There is also an opportunity to meet others with the same amount, or lack of, experience.

Use your judgment to determine what type of meeting makes the most sense. If children are involved in a family meeting, for

3-TURNING INQUIRIES INTO VOLUNTEERS (CONTINUED)

example, be sure to avoid any graphic descriptions of calls you may have been on.

Whatever approach you take, be sure to provide a broad perspective on the agency and its needs. And give candidates ample opportunity to comment and ask questions.

Some topics for your information meeting agenda include:

- > Department history
- > Current volunteer needs(emergency as well as support services)
- > The true nature of the volunteer experience (based on first-hand knowledge)
- > Training requirements
- > Time requirements
- > Department benefits (pension, insurance, etc.)
- > Any reimbursable costs (e.g. uniforms etc.)
- > The intangible rewards of the job
- > The department's review process for volunteer candidates
- > Next steps

At the end of the meeting be sure to provide candidates with the department's application form and ask them if they would like to complete and submit it at that time. If not, give the candidate a call one week after the meeting and ask if they have decided to submit their application. If they are still undecided, tell them that they can call anytime with additional questions and that you will put them on the agency mailing list to receive periodic mailings. Although the candidate should no longer be considered "active," with this approach you have the opportunity to keep the possibility of volunteering open for the future.

Orientation: Making the Prospect Feel Comfortable

Done well, a systematic recruitment campaign can represent a considerable investment of time and effort. Training and equipment for new recruits are also substantial costs. Therefore, it is important to stay proactive in assimilating new volunteers into the department.

Since the recruitment coordinator will have been the new volunteer's main point of contact during the recruiting process, that person should remain available to answer any questions as the new recruit transitions into the department.

Another option, depending on resources and workload, is to appoint a separate orientation coordinator to maintain ongoing contact and dialogue with the new recruit, so that the recruitment coordinator can focus on his or her primary responsibility for attracting new members.

Some departments have established mentor programs, whereby each new recruit is teamed with a more senior member of the department who can offer advice and counsel.

Additional steps which you can take with new members to ease their transition into the department include:

- > Involving new members in a variety of tasks immediately
- > Allowing new members/recruits to participate in "ride alongs"
- > Posting names and photos of recruits on agency bulletin boards. A simple New Member Posting Card is contained in section 4 as an example.
- > Inviting new members to social and community events
- > Require new members to attend a minimum number of meetings and training sessions to keep them abreast of what is going on and foster their commitment.

It's important to give special attention to new members throughout their first year at the department, as this is a pivotal time of reevaluation. When it comes to recruitment, ongoing retention efforts are the final element in a proven formula for success.

Good luck with your campaign!



TOP TEN COMMANDMENTS FOR RECRUITMENT AND RETENTION

> ONE

Think of your recruitment challenge in simple terms. If each of your existing members recruited just one new member – what effect would that have on your roster? You do the math.

> TWO

Be careful what you wish for. More members equal more help, more people to manage and more people issues to deal with. However, this can't deter you from recruiting more. Plan for volunteers.

> THREE

Behind every good leader is a bunch of good followers. You're already in a leadership position if you've learned to be a good follower. Learn your position and play it well.

> FOUR

Be courteous, kind and forgiving...or at least establish a minimum standard for human relations. Treat your fellow members with the same basic level of respect that you would give to a first acquaintance. It goes a long way towards retention.

> FIVE

Know your competition and pounce at every opportunity to recruit: at church, at work, in your neighborhood and even at an emergency scene. Fire prevention shouldn't be practiced just one week of the year – neither should recruitment.

> SIX

Whose job is it to recruit new members? Everyone's - not just the chief or the membership committee. Work as a team to build a bigger, better team.

> SEVEN

Peace at home = peace at the firehouse. Make sure you're targeting the right audience with your recognition and incentives programs.

> EIGHT

If it's quantity you need – take a shotgun approach to recruiting. If it's quality you want – make it a target shoot.

> NINE

Outward success cannot be achieved without inward change. Look at the way you do everything. Leverage what's good about your department. Change what's bad.

> TEN

When searching for the ultimate recruit – think of the person you would want to serve with...or be saved by. Then go out and get 'em.

Lastly...

**Fight fires. Save lives. Do what you do best.
Let your Marketing do the rest.**

By: TIGER SCHMITTENDORF



Available Resources

Available from FEMA:

FA-46	After The Fire	(a)
FA-128	A Handbook on Women in Firefighting (The Changing Face of the Fire Service)	(a)
FA-141	Funding Alternatives for Fire and Emergency Services	(a)
FA-157	Emergency Medical Services (EMS) Recruitment and Retention Manual	(a)
FA-162	Health & Safety Issues of the Female Emergency Responder	(a)
FA-166	Risk Management Practices in the Fire Service	(a)
FA-182	Strategies for Marketing Your Fire Department Today and Beyond	(a)
FA-185	Recruitment and Retention in the Volunteer Fire Service	(a)
FA-196	Many Faces, One Purpose – A Manager’s Handbook on Women in Firefighting	(a)
FA-212	Report on the 2000 National Volunteer Fire Summit (out of print)	(a)

Recruitment Materials Available from RC Creative Approach Committee:

Campaign materials are available for three separate audiences – Youth (16 -25) Adult (25 - 55) Business (all ages)

Logo Art – (See p. 16)	(b), (d)
Posters – (See p. 17)	(c)
Brochures – (See p. 18)	(c)
Print Advertising – (See p. 19)	(b)
Signage – (See p. 20)	(c)
Web Sites – (See p. 21)	(n/a)
Video DVDs – (See p. 22)	(c)
Firefighter Portraits – (See p. 23)	(b)
Tri-fold Folders – (See p. 24)	(c)
Folder Inserts – (See p. 25)	(c)

Forms:

Volunteer Recruitment Program –Volunteer Profile – (See p. 26)	(b), (d)
Agency Information – (See p. 27)	(b), (d)
Fire Department or Company Information Sheet – (See p. 28)	(b), (d)
Corp Information Sheet – (See p. 29)	(b), (d)
Confidential Volunteer Emergency Services Survey – (See p. 30)	(b), (d)

From FEMA
(a) Download from www.usfa.fema.gov/downloads

From RC Creative Approach Committee
(b) Available as digital documents
(c) Available as final materials
(d) May be copied from this manual

Could You Be ONE OF THE ONES?

WE'RE THE ONES...
WHO SHOW UP IN THE MIDDLE OF THE NIGHT WHEN YOU CALL FOR HELP.

WE'RE THE ONES...
WHO TRAIN CONSTANTLY TO SAVE LIVES AND PROPERTY.

WE'RE THE ONES...
WHO RUN INTO A BURNING BUILDING WHEN ALL OTHERS ARE RUNNING OUT.

WE'RE THE ONES...
WHO WILL RISK OUR LIVES TO SAVE YOUR HOME OR BUSINESS.

WE'RE THE ONES...
WHO SOMETIMES DON'T SEE OUR FAMILIES FOR DAYS BECAUSE OF AN EMERGENCY.

WE'RE THE ONES...
WHO HUNT FOR A CHILD THAT'S MISSING IN THE WOODS.

WE'RE THE ONES...
WHO SHOW UP TO THE CAR ACCIDENT YOUR NEIGHBOR WAS INVOLVED IN.

WE'RE THE ONES...
WHO ENSURE DANGEROUS CHEMICAL SPILLS DON'T CONTAMINATE YOUR NEIGHBORHOODS.

WE'RE THE ONES...
WHO SEARCH THE DEEPEST RIVERS FOR A MISSING PERSON.

WE'RE THE ONES...
WHO SAVE YOU OVER \$180 MILLION DOLLARS A YEAR IN PROPERTY TAXES
AND INSURANCE PREMIUMS.

WE'RE THE ONES...
WHO VISIT YOUR CHILDRENS' SCHOOLS TO TALK ABOUT SAFETY.

WE'RE THE ONES...
WHO NEED YOUR APPROVAL TO LEAVE WORK TO RESPOND TO AN EMERGENCY.

WE'RE THE ONES...
WHO ARE PROUD OF WHAT WE DO FOR YOU AND OUR COMMUNITIES.

WE'RE THE ONES...
WHO ARE PART OF SOMETHING BIGGER THAN OURSELVES.

WE'RE THE ONES...
WHO DON'T GET PAID FOR WHAT WE DO.

The "We're The Ones" campaign was inspired by a poem written by active Kinderhook Volunteer Firefighter Barry Knights, titled, "Do You Know Me?" and paraphrased for Recruitment & Retention purposes.

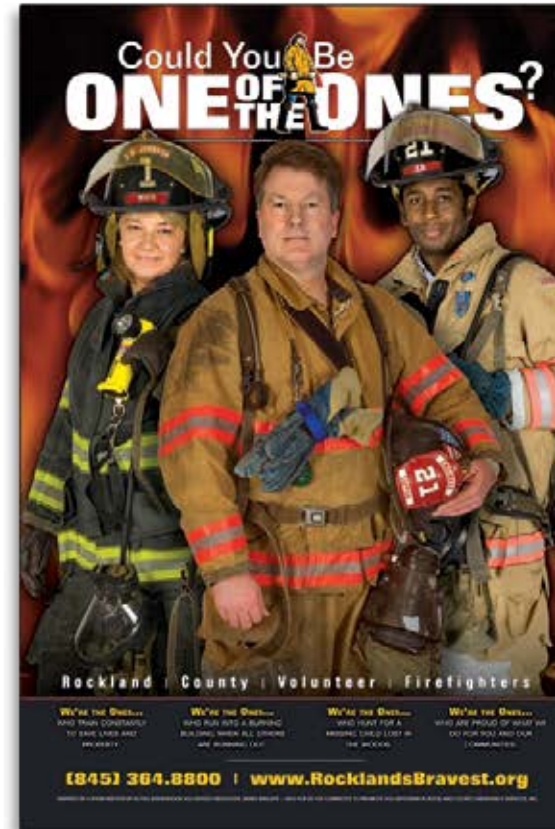
Rockland | County | Volunteer | Firefighters



Rockland | County | Volunteer | Firefighters



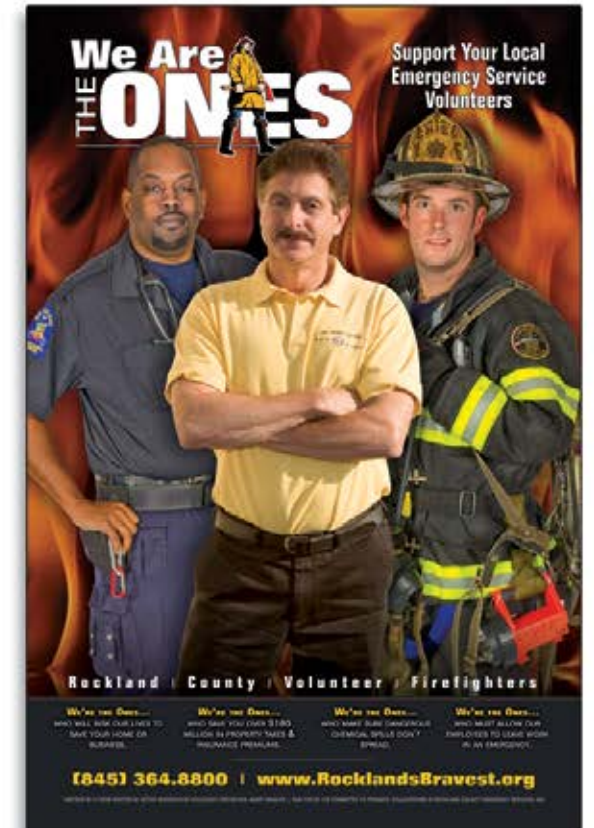
Rockland | County | Volunteer | Firefighters



Adult Oriented



Youth Oriented



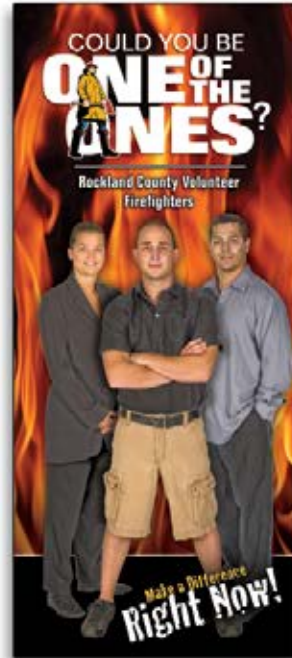
Business/Civilian Oriented

Available in the following sizes:

> 12" x 18"

> 24" x 36"





Youth Oriented



Adult Oriented



Business/Civilian Oriented

Q How much time does it take to be a volunteer?
It varies from week to week, but on the average you'll put in seven or eight hours. Many volunteers enjoy putting in more.

Q What will my training cost?
It will cost you nothing. Thousands of dollars of valuable career training will be made available to you free of charge.

Q How long will it be before I can make a genuine contribution?
Immediately. And your responsibilities will increase as you gain experience and training.

Q Will I have any out-of-pocket costs?
No. Your uniform, equipment – even your annual physical – will be provided for free.

Q Am I too old to try something like this?
You're never too old to make a difference in your community and not every volunteer runs into a burning building. Truck drivers, firehouse cooks, fire police, administrative personnel: if you have a skill, we have a way to use it...

Some things are worth more than money, and stay with you longer.

Respect
From every member of your community.

Accomplishment
Train to be a firefighter or rescue provider and you'll develop knowledge and skills few can claim.

Friendship
Some of the strongest social ties you'll ever make will be with your brother and sister volunteers...people who share your commitment and ideals.

Satisfaction
Nothing beats the sense of fulfillment that comes from doing an important job well while helping your community.

Here's all it takes to make a real difference right now!

Basic Requirements:

Volunteers must be:

- 16 years of age or older.
- In good physical health.
- Of sound moral character.

You should be:

- Caring and community minded.
- A team player.
- The type of person who enjoys a challenge, who likes to learn and acquire new skills.

Remember, behind every firefighter or rescue provider there are scores of people who support them. If you have a skill, we have a way to use it. Just give us a call, we need you!

How do I get started?
Just call the Rockland County Training Center at 364-8800 or visit the web site at www.RocklandsBravest.org to learn all you need to know about becoming a fire or rescue provider.

Rockland County's Fleet of Emergency Service Vehicles Includes:
55 Engine Pumps, 23 Aerials, 12 Tankers, 24 Rescue Trucks, 19 Multi-function Vehicles and 10 Boats.

Make a Difference Right Now!
(845) 364-8800

Adult Oriented Interior shown

Rockland | County | Volunteer | Firefighters

We're the Ones who show up in the middle of the night when people we've never met call for help.

We're the Ones who respond to the car accident that your friends are involved in.

We're the Ones who run into a burning building when all others are running out.

We're the Ones who are proud of what we do for you and the communities we live in.

We're the Ones who are part of something much bigger than just ourselves.

We're the Ones who are making a difference – right now!

Could You Be ONE OF THE ONES?

Inspired by the poem "Who Am I?" by active Kinderhook Volunteer Firefighter, Barry Knight

Rockland's Emergency Service Volunteers need you. To find out how you can become a volunteer, call or visit:
(845) 364.8800 | www.B101.org

... PAID FOR BY THE COMMITTEE TO PROMOTE VOLUNTEERISM IN ROCKLAND COUNTY EMERGENCY SERVICES, INC. ...

Rosemarie Aron
Paid Occupation: Student
Unpaid Profession: Volunteer Firefighter

Rockland | County | Volunteer | Firefighters

We're the Ones who show up in the middle of the night when people we've never met call for help.

We're the Ones who respond to the car accident that your friends are involved in.

We're the Ones who run into a burning building when all others are running out.

We're the Ones who are proud of what we do for you and the communities we live in.

We're the Ones who are part of something much bigger than just ourselves.

We're the Ones who are making a difference – right now!

Could You Be ONE OF THE ONES?

Inspired by the poem "Who Am I?" by active Kinderhook Volunteer Firefighter, Barry Knight

Rockland's Emergency Service Volunteers need you. To find out how you can become a volunteer, call or visit:
(845) 364.8800 | www.B101.org

... PAID FOR BY THE COMMITTEE TO PROMOTE VOLUNTEERISM IN ROCKLAND COUNTY EMERGENCY SERVICES, INC. ...

Tahland Mahboob
Paid Occupation: Martial Arts Instructor, Program Manager
Unpaid Profession: Volunteer Firefighter

Newspaper Ads

The "We're The Ones" black/white print ads feature actual Rockland County Firefighters and may be customized in the following manners:

- > With personnel from any department in Rockland County
- > Various Sizes

Contact the Committee for details.

Rockland | County | Volunteer | Firefighters

We're the Ones who show up in the middle of the night when people call for help.

We're the Ones who respond to the car accident that your neighbors are involved in.

We're the Ones who run into a burning building when all others all others are running out.

We're the Ones who train constantly to save lives and property.

We're the Ones who are proud of what we do for you and the communities we live in.

We're the Ones who don't get paid for what we do.

Could You Be ONE OF THE ONES?

Inspired by the poem "Who Am I?" by active Kinderhook Volunteer Firefighter, Barry Knight

Rockland's Emergency Service Volunteers need you. To find out how you can become a volunteer, call or visit:
(845) 364.8800 | www.rocklandsbravest.org

... PAID FOR BY THE COMMITTEE TO PROMOTE VOLUNTEERISM IN ROCKLAND COUNTY EMERGENCY SERVICES, INC. ...

Dr. Lisa Castaldo Green
Paid Occupation: Supervisor
Secondary Special Education
Unpaid Profession: Safety Officer, Active Firefighter, Fire Police

4-RESOURCES

CAMPAIGN MATERIALS - SIGNAGE

Road Signs

Metal signs designed to be mounted on 4" x 4" posts have been strategically placed throughout Rockland County.

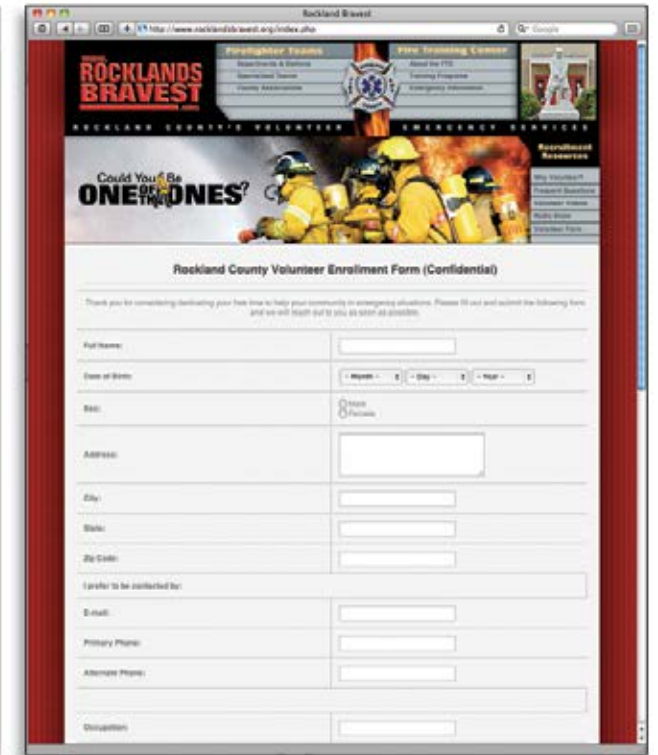


Signs produced at the following size:

> 48" x 96"

4-RESOURCES

CAMPAIGN MATERIALS - WEB SITES



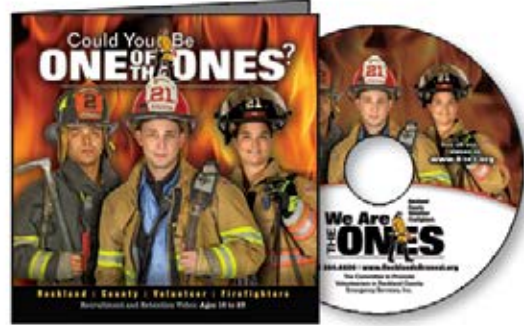
www.RocklandsBravest.org

In addition to Recruitment Resources and an interactive Volunteer Form, the informational web site for the "We're The Ones" campaign includes sections on Departments & Stations, The Fire Training Center, Specialized Teams, Training Programs, County Associations and general Emergency Information.

www.B101.org

The county's video recruitment site includes documentary-style videos edited into short 4-5 minute segments, several television and radio commercials, winning videos from Rockland County's annual high school video contest and even a music video written specifically for the "We're The Ones" campaign.





Youth (16 - 25)



Business/Community Support



Adults (25 - 55)



All Videos



DVD Jacket - Backs

Recruitment Videos

Campaign branded recruitment videos have been created for each targeted audience and are available on DVD for use in presentations or at trade shows. Each video is 24-minutes in length and features interviews with active Volunteer Firefighters from Rockland County. Short, edited segments are available for viewing on both web sites: www.rocklandsbravest.org and www.B1O1.org.

Television and Radio Commercials

The "We're The Ones" campaign includes several 60-second television and 30-second radio commercials. These video and audio files drive recruits to the county's recruitment web sites (www.B1O1.org & www.rocklandsbravest.org) and the Fire Training Center's main phone number [845.364.8800].

Contact The Committee directly for information on their usage and/or customization options.

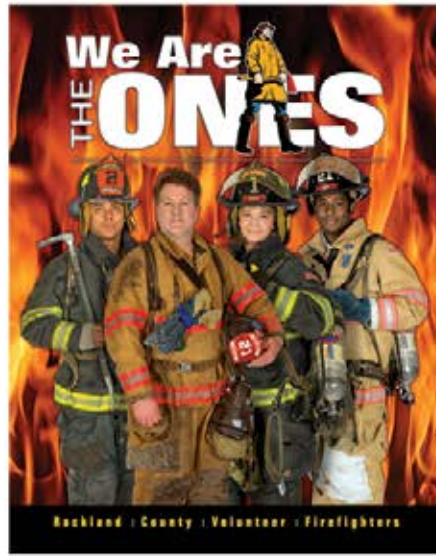


Head Shots

Over 30 active RC Volunteer Firefighters have been photographed to date for the "We're The Ones" campaign. All imagery is available for departmental use.

Contact The Committee directly for information on usage and/or customization options.





Tri-fold Folder

Folders are designed with 3 pockets and die-cut for insertion of brochures



Dimensions:

- > Folded: 9" x 12"
- > Open: 27" x 12"

Tiered Insert Sets

Tiered insert sets are available for three separate audiences – Youth (16 -25)
Adult (25 - 55) Business (all ages)

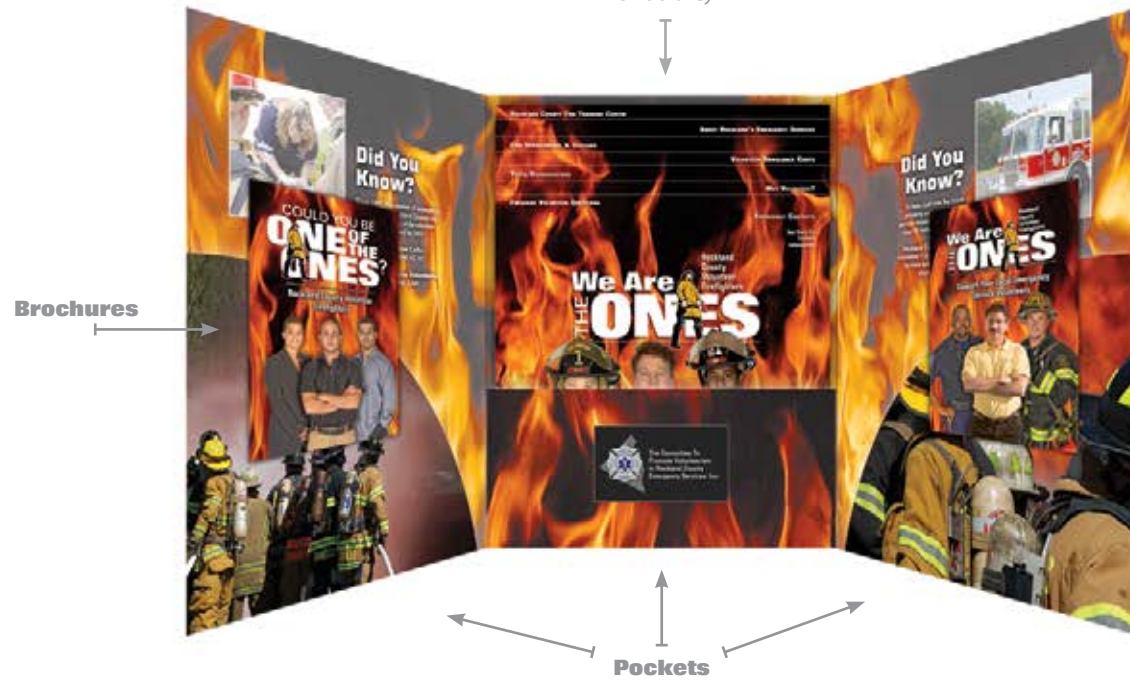


Folder
(see previous page for details)



Youth Oriented

Inserts
(see next page for details)



Pockets



Adult Oriented



Business/Civilian Oriented

RC Volunteer Recruitment Program
VOLUNTEER PROFILE

Name: _____

Address: _____

Town/State / Zip Code: _____

Home Phone: _____

Date of Birth: _________ E-Mail: _____

I prefer to be contacted at: Home ___ Other _____

Education (Check highest level attained.)

High School ___ Some College ___ College Graduate ___ Graduate Studies _____

Previous Experience (Check all that apply)

Fire ___ EMS ___ Medical ___ Law Enforcement ___ Other _____

Where did you learn about Volunteering (Please check one)

Department Member referred ___ TV / Radio Ads ___ Website ___ Newspaper Ads ___

Family Member ___ Friend ___ Newspaper ___ Pamphlets ___ Poster ___ (where? _____)

Department Transfer ___ Department/Corp Facility Signs ___ Youth Group ___ Other _____

For Agency / CPVRCSE use only

Agency Generated _____ Start Date _____ 30 Days (initial) _____

FTC Generated _____ Application (yes) Date _____ 90 Days (initial) _____

Received by _____ Application (no) Date _____ 180 Days (initial) _____

Agency _____ Date of Referral _____ Full Membership _____

Please send to:

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

R.C. Fire Training Center
35 Firemen's Memorial Drive, Pomona, N.Y. 10970
Fax: 364-8961



AGENCY
INFORMATION FORM

Agency Name _____

Chief _____

Number of Volunteers _____

Fire or EMS Agency? _____

Do you have a recruitment committee? _____

Recruitment Coordinator Name _____

Address/City / State / Zip Code _____

Recruitment Committee Coordinator Address (if different) _____

Recruitment Committee Coordinator E-Mail Address _____

Do you have a junior / youth group? ___ If yes, how many? _____

Do you have written, audio-visual or other materials for recruitment? _____

If yes, would you be willing to share them with The Committee? _____

What, if anything, do you think The Committee should do to assist in your recruitment efforts? _____

Please send to:

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

R.C. Fire Training Center
35 Firemen's Memorial Drive, Pomona, N.Y. 10970
Fax: 364-8961



INFORMATION SHEET

Corp: _____ Date: _____

Address: _____

Email: _____

Web Site Name: _____

Phone Number: _____ Fax Number: _____

Meeting Night: _____ Training Night: _____

Total number of Members as this date: _____

Total number of Members who have left in the last 2 years: _____

Number by age group for year 2012: 16-18 _____ 19-22 _____ 23-29 _____ 30-39 _____ 40-49 _____

50-59 _____ over 60 _____ other _____

Number of runs: 2011: _____ 2010 _____ 2009 _____

Number of Members: 2011: _____ 2010 _____ 2009 _____

List of services you do: _____

List total members by status (EMT, DRIVER, OTHER, ACTIVE): _____

Please send to:

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

R.C. Fire Training Center
35 Firemen's Memorial Drive, Pomona, N.Y. 10970
Fax: 364-8961



INFORMATION SHEET

Fire Department: _____ Date: _____

Email: _____

Web Site Name: _____

Total number of Members as this date: _____

Total number of Members who have left in the last 2 years: _____

Number by age group for year 2012: 16-18 _____ 19-22 _____ 23-29 _____ 30-39 _____ 40-49 _____

50-59 _____ over 60 _____ Other _____

Number of runs: 2011: _____ 2010 _____ 2009 _____

Number of Members: 2011: _____ 2010 _____ 2009 _____

List of services you do: _____

List total members by status (EMT, DRIVER, OTHER, ACTIVE): _____

List members by status: EMT _____ DRIVER _____ ACTIVE _____ INACTIVE _____ INTERIOR _____

EXTERIOR _____ SUPPORT _____ ADMINISTRATIVE _____ FIRE POLICE _____ OTHER _____

Please send to:

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

R.C. Fire Training Center
35 Firemen's Memorial Drive, Pomona, N.Y. 10970
Fax: 364-8961



You are a member of: Fire Department ____ Fire Department with EMS ____ EMS Corp ____

Your Time in the Service: Years ____ Your age: ____ Sex: Male ____ Female ____

Name of Agency: _____

Occupation: _____

As a member what is your current Status? Full Member ____ Probationary Member with ____ Months Completed

Your highest level of Education: High school ____ Some College ____ College Graduate ____ Graduate Studies ____

Education not listed ____

Your Reason for Volunteering: Friend ____ Family Member ____ Youth Group ____ Deartment Member Referred ____

Department Transfer ____ Explorer Post ____ Department/Corp Facility Signs ____ Newspaper Ads\Articles ____

Website ____ TV/Radio Ads ____ Poster ____ Pamphlets ____ Other _____

Please rate the following aspects of your Department/Corp motivating you to continue your membership:

(1=Excellent, 2=Very Good, 3=Good, 4=Unsatisfactory –or– N/A if not applicable)

Community Service ____ Social Activities ____ Member Benefits ____ Service Awards ____ Life Insurance ____

New Member Friendliness ____ New Member Direction/Guidance ____ Program Consistent with Expectations ____

Your Previous Experience: Fire ____ EMS ____ Medical ____ Military ____ Law Enforcement ____

Do you presently: Own your home ____ Rent your home ____ Live with family member ____

Type of housing you live in: Single/Two Family House ____ Multi Family ____ (3+) House ____ Condo ____

Apartment ____

Number of persons living with you: _____

Could the cost of housing within your district cause you to relocate? Yes ____ No ____

If answered yes, where would you relocate? Within district ____ Within county ____ County next to Rockland ____

Within state ____ Out of state ____

Please rank the following volunteer incentive issues:

(1=Excellent, 2=Very Good, 3=Good, 4=Unsatisfactory –or– N/A if not applicable)

Affordable Housing ____ Tax Reduction ____ Educational Financial Aid ____ Other _____

Your employment status is: Retired ____ Student F/T ____ Student P/T ____ Full Time Position ____

Part Time Position ____

Would you recommend others to join your Fire Department or EMS Corp? Yes ____ No ____

Please send to:

The Committee to Promote Volunteerism in Rockland County Emergency Services, Inc.

R.C. Fire Training Center

35 Firemen's Memorial Drive, Pomona, N.Y. 10970

Fax: 364-8961

