

Grant 1: December 8, 2017 – December 7, 2019 (Six-month extension was added to June 7, 2020)

\$941,400

Data collected from the departments yielded these results: 582 new member applications were received with 454 new members joining the departments. Over 152 media contacts were made, about 19,700 campaign marketing materials were distributed and over 6500 recruitment/retention activities and events were conducted. Phase 1 of the VWS program ran from December 8, 2017 through June 7, 2020.

The goal of the VWS program was to provide recruitment, retention and leadership support to fifteen departments selected through a competitive application and interview process and also make a statewide impact to increase the number of volunteer firefighters and improve community preparedness over a two-and-a-half-year period of performance. A complex, statewide approach was taken to achieve:

- Development and delivery of a statewide radio and television advertising campaign
- Creation of a state specific PSA
- Funding for leadership, recruitment and retention workshops
- Unique support for 15 departments based on the merits of an application and interview process
 - Custom marketing materials
 - Media support
 - Social media spotlights
 - Recruit tracking through VMS
 - GIS Tapestry reports
- Development of an online course
- A statewide survey

Grant 2: November 27, 2019 – November 26, 2021 (Automatic six-month extension was provided by FEMA to end May 26, 2021)

\$708,000

- Work with 15 selected departments to offer extra support for recruitment and retention
- Scholarships to attend conferences
 - 20 Scholarships for conference attendance (10 per

year)

- Train the trainer certification workshops for recruitment and retention coordinators
- Third party to help with analysis of recruitment data
- PR company to help with recruitment and retention
- Advertising
- Tuition assistance to 20 members from the selected 15 departments

Data collected from the departments has yielded these results: 880 new member applications have been received with 624 new members joining the departments. Over 273 media contacts have been made, about 5,512 campaign marketing materials have been distributed and over 749 recruitment/retention activities and events have been conducted.

IAFC Volunteer Workforce Solutions Monthly Summary Report - 1/1/2020 - 12/31/2021

Activity Type	Activity	Value
Events	Course/Class Delivery	419
Events	Fire Station Event	119
Events	Fundraising	29
Events	Leadership/Retention Event	25
Events	Public Safety Day	22
Events	Recruitment Event	41
Events	School Visit	51
Events	Speaking Engagement	43
Media Contacts	Dept Contacts to Media	171
Media Contacts	Media Contacts to Dept	102
Promotional Materials	Acrylic holders/promo materials at local businesses/stores (# of stores/businesses)	255
Promotional Materials	Banners Hung	111
Promotional Materials	Brochures and Buckslips	4247
Promotional Materials	Community Posters	537
Promotional Materials	Direct Mail/Valpak	77
Promotional Materials	Magnets and Pens	285
Social Media Contacts	Twitter	889
Social Media Contacts	Webpages	12109

Activity Type	Activity	Value
Social Media Contacts	Facebook	32837

Question

Question	Value
How many Volunteer Interest forms did your department collect?	880
How many Applications were received?	714
How many total new Members joined your department?	501
# of new Operational	610
# of new Administrative	14
How many Members resigned from your department?	269

Question

Question	Value
How many active operational Members do you currently have?	1832