# **IAFC's Workforce Solutions**



# How can we help with volunteer recruitment and retention?

# **Program and Grant Management Services**

- Successful management of national, statewide, and local programs
- Assistance with grant reporting
- Budget management
- Daily program implementation of deliverables and recruitment campaign materials

# **Recruitment Planning Services**

We discover your goals, needs, and challenges to formulate a customized plan for your department. Additional resources include:

# **Geographic Information System (GIS) Toolkit**

We create a GIS Toolkit tailored specifically for your department that details your community's demographics, including lifestyle data and media preferences, for more targeted outreach.

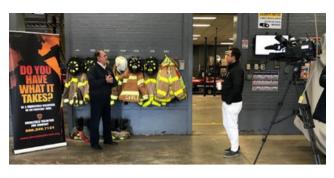
#### **Site Visits**

We visit your department and meet with various stakeholders to provide recommendations for improving volunteer recruitment and retention.

# **Training**

We provide various training opportunities, including online courses designed to help chiefs and administrative leaders in volunteer/combination fire departments effectively execute their roles and responsibilities.

We also offer presentations and facilitated discussions, sharing cutting-edge recruitment and retention strategies.







#### **Media Services**

- Recruitment campaign design
- Marketing assistance
- Printing of marketing materials

#### **Social Media Calendar Development**

We develop a monthly social media calendar to enhance your online presence and spread your recruitment message. Posts include recognition of current volunteers, upcoming events, and more.

#### **Audience Outreach & Engagement**

We develop tailored social media strategies to connect with target audiences, fostering meaningful engagement and building lasting relationships

#### **Coordination of Media Buys**

Let us help you navigate the various media outlet options and work to get you the best prices for:

iHeart Media

TV stations

Pandora Radio

Billboards

Periodicals

Social media

### Ready to get started with us?

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