



## Partnering with Local Businesses for Recruitment

### **WHO**

Harris Hill Volunteer Fire Company

### **WHAT**

Recruitment effort aimed at local businesses

### **WHEN**

April of 2016, one week prior to RecruitNY's Open House event

### **WHERE**

Williamsville, New York

### **HOW**

In April of this year, Harris Hill Volunteer Fire Company in Williamsville, New York, held a community event in conjunction with a local business called "Operation Special Delivery". After teaming up with the local pizzeria- Pesci's Pizza and Wings- Chief Scott Switzer and members of the department took turns delivering pizza in turnout gear on apparatus to residents in their district. If the resident could demonstrate working smoke detectors, their food order was free (courtesy of Pesci's)! If the smoke detectors didn't work, the firefighters installed a free working detector or new batteries.

### **WHY**

This positive approach to community involvement sets the perfect stage for members of your department to directly ask residents to get involved! Residents were rewarded for having working smoke detectors and department members had an opportunity to interact with the community outside of the firehouse. Members had the chance to directly ask community residents to volunteer, answer any questions, or invite them to come by the station for a tour and more information. Make sure your department members are aware of any and all current volunteer opportunities, too. Not everyone wants to become an operational member, so be sure to explain that marketing, finance, membership, and other administrative volunteer positions are potentially available, as well.

By teaming up with a local business, both parties have the opportunity to be mutually promoted. If your department is able to partner with a business in the community, communicate goals of what each of you would like to accomplish. Most businesses would love the opportunity to prove that they are community-minded and some may even have unique ways- such as "Operation Special Delivery"- for your department to recruit, as well!

For more information or to submit a story from your own department, please contact Ms. Jenny Bragiel at [jbragiel@iafc.org](mailto:jbragiel@iafc.org).

