

A HUSTLE WORTH HAVING

NATIONAL VOLUNTEER FIREFIGHTER RECRUITMENT CAMPAIGN

WHAT IS A HUSTLE WORTH HAVING?

“A Hustle Worth Having” is a national volunteer firefighter recruitment campaign designed to recruit the next generation of volunteer firefighters, specifically Gen Z, by inspiring action, pride, and purpose within their communities. The campaign reframes volunteering as not just an act of service, but a fulfilling and energizing side hustle – a hustle that gives back.

Built with real volunteer firefighters sharing their authentic stories, the campaign highlights the heart, teamwork, and fulfillment that come from showing up when it matters most, and will be launching in March 2026 across the country.

WHY THIS CAMPAIGN MATTERS

Volunteer fire departments are facing critical recruitment challenges, while the need for emergency response continues to grow. Younger generations – especially Gen Z – are eager to make a difference, but we need to find prospective volunteers and let them know we need them. This campaign helps meet them where they are and invites them into something bigger.

TOOLS AVAILABLE FOR YOU

Campaign ambassadors will receive access to a ready-to-use toolkit. All materials are designed to be flexible, easy to use, and adaptable to your community’s needs. The toolkit includes:

- Website with GIS map to find closest department
- Social media templates
- Pictures and videos you can use for social media or sharing anywhere else
- Flyers for local distribution
- Posters for schools, community centers, firehouses, and events
- Postcards for direct mail and handouts
- Yard signs and pop-up banners
- Campaign business-sized cards

YOU CAN JOIN/SUPPORT THE CAMPAIGN BY:

- Sharing the message through your personal and professional networks
- Using campaign materials at local events, meetings, or outreach efforts
- Helping spread awareness in ways that feel authentic to your community

STAY CONNECTED

Learn more, access resources,
and stay up to date at
HustleWorthHaving.org

For questions or support, contact:
ws@iafc.org

ADDITIONAL GUIDES FOR PRINTING AND IMPLEMENTING SOCIAL CONTENT ARE AVAILABLE IN THE TOOLKIT