Firefighter's Association
of the State of Pennsylvania

Recruitment and Retention
SAFER Grant Program
&
Local Level Grant Program Initiative
Summary of Activities & Results

Concerns

- Reduction in volunteer firefighters from 300,000 in ‘70s to 38,000 today
- Delayed response time
- Multiple fire company responses to meet staffing needs
- No sources/tools to help local organizations

Solution

Grant #1 – Develop Strategic Plan to Improve Recruitment & Retention

Grant #2 – Implement Strategic Plan recommendations

- training on R&R
- scholarship program
- Local level grants
- Recruitment and retention tools for local use

Grant #3 – Recruitment Focus

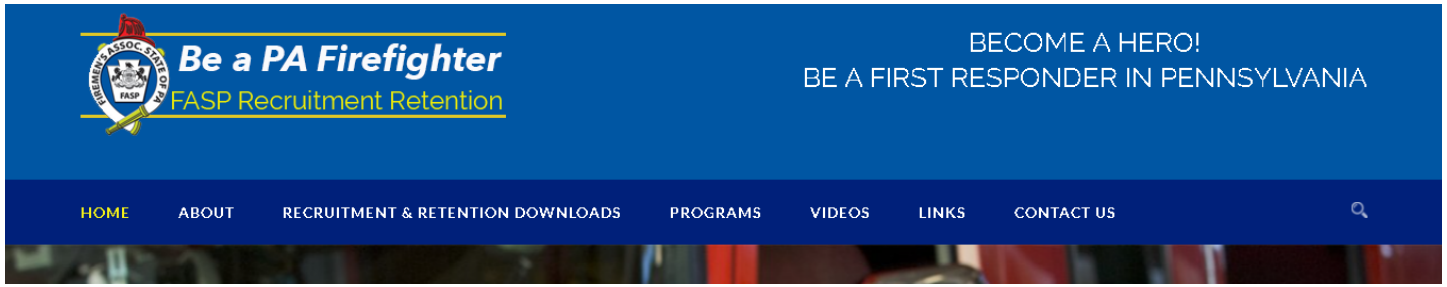
- Local level grants
- Tips of the Month
- Expand resources (plus Tips Manual & R&R Manual)

Challenges

- COVID
- Lack of interest by agency or leadership

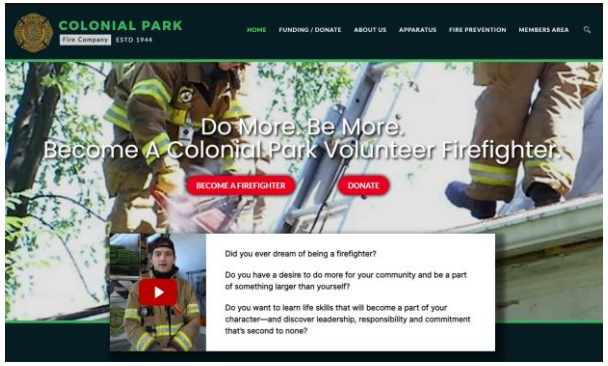
Comprehensive Program Activities

- Website management & updating
  www.becomeapafirefighter.com
  - Successful programs in PA
  - News articles of relevance to Recruitment and Retention
  - Powerpoint and video training in Recruitment and Retention
  - Links to other R&R websites
  - Location for grant submission
  - Ask a question capability



- Monthly Recruitment and Retention Tip released & compiled in Manual
- Presentations and training around the state
- Questions answered and guidance provided about R&R
- Local Level Grant Program
- R&R Manual Developed

billboards



websites

banners

Digital signs

Outreach materials – postcards, letters, flyers, posters, yard signs

Marketing logistical support items

and more……

Firefighters' Association of the State of Pennsylvania
FASP

2020-2023 FASP Recruitment and Retention Grant Program Summary

	2020	2021	2022	2022a	2023	Total
Grants awarded	12	26	18	18	21	95
Grants completed	12	14	12	6	18	62
New firefighters recruited	26	32	25	13	140**	236
New support members recruited	8	9	10	1	29**	57
New fire police member recruited	1	1	3	2	2**	9
New junior firefighters recruited	0	1	7	6	19**	33
Funds allocated	$75,000.00	$116,425.00	$76,000.00	$86,585.00	$99,565.00	$300,000.00*
Funds used	$36,362.90	$59,396.10	$52.150.65	$26,345.54	$76,303.98	$250,559.17*
Funds returned	$38,637.10	$57,028.90	$23,850.35	$60,239.46	$23,285.82	$49,440.83*

*The program offered $300,000 over four years. Only $250,559.17 was actually utilized.

**Includes additional members recruited from previously implemented programs 2020 to 2022a

COVID-19 Impact was immeasurable in failing to recruit more members.

Project Metrics

Contacts: (estimated to agencies and individuals) **Over 150,000 annually**

(monthly magazine info, email/facebook posts from multiple sites, meetings, etc)

Agencies specifically consulted with: (all forms) **Over 200 annually**

Agencies receiving Local-Level Grants:

12 (2020) + 14 (2021) + 13 (2022) + 6 (2022a) +23 (2023) **= 68**

Confirmed recruitments

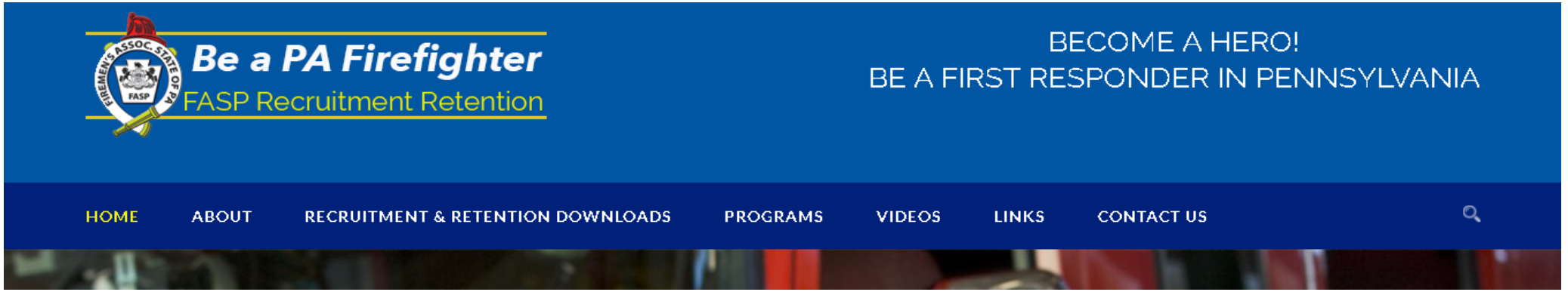
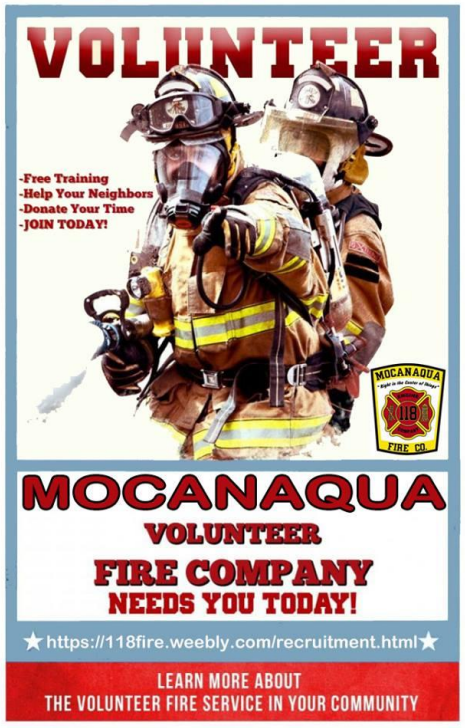
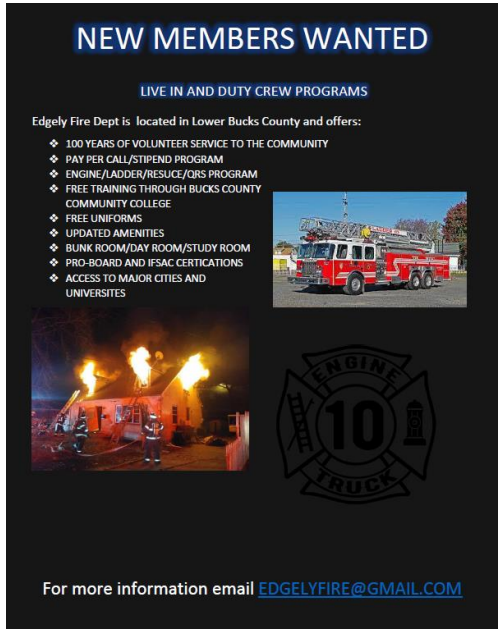
35 (2020) + 43 (2021) + 45 (2022) + 22 (2022a) + 190 (2023) = 335

Critical Success Factors

- Making tools, resources and funding available
- Local leadership was key to successes achieved
- Easy access to information
- Websites, Facebook, and partner agency support

Challenges/Obstacles Posed Preventing Success

- COVID-19 restricted opportunities/access/interest/engagement for 2 years
- Large local/regional SAFER Grants overshadowed value of program
- Failure to apply for, not complete local level grant process
  lack of interest
- Limiting to recruitment efforts only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