

Serve Strong

Volunteer firefighters face dangers beyond their line of work; they are more at risk for cancer, heart attacks and PTSD than other professions. Their culture of putting others first doesn't lend itself to adopting wellness and fitness initiatives within their departments, and unhealthy firefighters potentially put themselves, their crews, and the public at risk if they are not able to perform their jobs.

When the the National Volunteer Fire Council (NVFC) hired Marketing for Change to build a health and safety campaign to address these issues, we began with research, conducting value laddering in-depth interviews to reveal not just the rational reasons influencing behavior (which is what most interview techniques reveal), but the emotional consequences and values that lead decision-making.

These laddering interviews revealed that volunteer firefighters felt a commitment to their crews and communities, but also saw themselves as unique, in that few people are suited to do this challenging work.

We used these findings to develop an umbrella wellness brand, Serve Strong, with a distinct brand personality appealing to firefighters' self-standard of bringing their best selves to their service. We created a brand and style guide and a series of materials, including videos, animations, flyers, posters, social shareables, and print ads.

The results:

Although the campaign just launched, we are already seeing indicators of success. In three weeks, the first of our five animation videos generated 90,000 views on Facebook with no paid promotion. Moreover, many of the post comments included firefighters tagging colleagues and referencing a desire to engage in our target behaviors with their crews.



Serve Strong

FIND THE FIGHTER IN YOU

THE NVFC IS HERE TO HELP YOU FIND

A FIRE DEPARTMENT'S SUCCESS DEPENDS ON HAVING A TEAM OF FIGHTERS -

The NVFC has launched Make Me A Firefighter™, a national campaign that brings new volunteer firefighters and emergency responders to you through MakeMeAFirefighter.org/volunteer.

To get started, visit PORTAL.NVFC.ORG/RECRUIT, where you can:

- Post volunteer needs in your community
- Customize professional-looking recruitment materials
- Get recruitment event ideas
- Track interested individuals

the dedicated and qualified folks willing to serve in ways few can. But finding and keeping those folks on your team can be hard. That's why the National Volunteer Fire Council (NVFC) is here to help.

THERE'S A FIGHTER IN YOU. WE SEE IT, YOU KNOW IT.

And your community needs it because seven out of ten firefighters and emergency responders are volunteers. We invite you to join a family that'll always have your back and train you to serve our community in ways few can.

IF YOU HAVE THE HEART TO SERVE YOUR COMMUNITY, YOU HAVE EVERYTHING WE NEED.

If you are interested in volunteering call the department or visit www.nvfc.org

READY TO SPREAD THE WORD ABOUT YOUR NEED FOR VOLUNTEERS? TEAR OFF THE LAST PANEL AND START RECRUITING. >>>

DEPARTMENT INFO

Department Name _____

Phone Number _____

Address _____

