



MARYLAND VOLUNTEER

The Recruiter's Playbook for National Night Out 2024

National Night Out stands as a beacon for community engagement and recruitment opportunities in the realm of volunteer fire and EMS departments. Every year, on the first Tuesday in August, we recognize its tremendous potential for attracting new team members. This article is a strategic guide for recruiters and MSFA members, offering insights and creative ideas to make the most of this special night.

Showcase Your Department's Strengths

Present an impressive display of your department's equipment and vehicles. Allow attendees a hands-on experience, creating excitement and interest among potential recruits. Showcase simulated rescue operations, CPR demonstrations, or introductory first aid training sessions to highlight the skills and expertise of your team.

Interactive Demonstrations to Engage the Community

Captivate the crowd with interactive demonstrations showcasing the skills and expertise of your department members. From firefighting simulations to tactical maneuvers, these activities provide a firsthand look at the unique capabilities of your team. Encourage participation and interaction to foster connections.

Tech-Savvy Recruitment with QR Codes

Integrate technology into your recruitment strategy using QR codes on flyers or signs. Direct attendees to your webpage to quickly fill out contact information, streamlining the recruitment process and reducing paperwork.

Establish a Dedicated Recruitment Booth

Create a welcoming booth offering comprehensive information on volunteer opportunities within your department. Equip it with brochures, pamphlets, and information packets detailing the application process, training requirements, and the benefits of joining. Ensure that approachable department members are present to answer questions and share their experiences.

Volunteer Experience Stations

Immerse potential recruits in the volunteer experience with interactive stations. From mini-obstacle courses to simulated emergency responses, these hands-on engagements provide a glimpse into the dynamic world of your department.

Engage with Families

Recognizing the family-oriented nature of National Night Out, organize activities for parents and children. Activities like face painting, fingerprinting demonstrations, and safety workshops create an inclusive



MSFA Tip: Ask, “Have you ever thought about being a volunteer?” By asking this question, we open the door for individuals to consider a path of service that they may have never considered before. It’s about creating awareness and allowing people to explore the fulfilling world of volunteering.

Harness the Power of Personal Testimonials

Feature compelling testimonials and success stories from current volunteers. Showcase their impactful journey, emphasizing the fulfillment found through involvement. Real-life narratives resonate with potential recruits, inspiring them to consider a similar path.

Amplify Through Social Media

Leverage social media platforms to maximize your department’s presence. Create engaging posts, share behind-the-scenes content, and encourage attendees to tag your department in event-related posts. Social media extends your reach and attracts potential recruits to the event.

MSFA Tip: Look at how the San Jose Police Department created a promo video for last year’s event.

Building Relationships for Long-Term Impact

Remember, National Night Out is not just about one night; it’s about cultivating relationships that will make a lasting difference in your community.

Make National Night Out an unforgettable recruitment milestone on Tuesday, August 6, 2024. Good luck with your efforts to strengthen your team and foster community connections!