

HUNTLEY FPD SAFER 3 GRANT – MANAGEMENT TIMELINE

SAFER COMMUNICATION – POP 12/14/2023 – 12/13/2027

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|---|---|--------------------------|
| <p>MONTH 1</p> <p>November 2023</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Setup initial SAFER meeting with Huntley FPD Leaders – September 28th, 2023 <input type="checkbox"/> Establish SAFER Grant Committee <input type="checkbox"/> Distribute and review SAFER narrative with SAFER Committee <input type="checkbox"/> Have Client sign the Adapt Grant Management Agreement <input type="checkbox"/> Have Grantee sign the Adapt Grant Reimbursement Procedures <input type="checkbox"/> Gain agreement on FIRELINE & VOLFIRE procedures & expenses <input type="checkbox"/> Open a new Adapt checking account for HFPD in Boise <input type="checkbox"/> Gather logo from Client for marketing, website & shirts <input type="checkbox"/> Exchange contact info for future correspondence: Adapt contacts, SAFER Committee, fire chiefs, and Volunteers (obtain an email/phone list) <input type="checkbox"/> Send an email to all departments informing them about the grant, marketing campaign to recruit new volunteers, and training schedule <input type="checkbox"/> Submit 1st Grant reimbursement request to FEMA by January 12th | <input type="checkbox"/> |
| PUBLIC/MEDIA RELATIONS | | |
| <p>MONTH 2</p> <p>December 2023</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Write and submit Local TV, Radio, and Newspaper story <input type="checkbox"/> Newsletter article (can also be used online) <input type="checkbox"/> Inform nearby VFDs on the marketing campaign & VolFire response system <input type="checkbox"/> Begin design of posters & approval of images from SAFER Committee <input type="checkbox"/> Finalize Recruitment Team selection from 4 VFDs | <input type="checkbox"/> |
| EVENTS | | |
| <p>Calendars</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Create a calendar of important Public events and meetings each year (Chiefs, Districts, & County) <input type="checkbox"/> Attend Huntley Chiefs Meeting in January to Kick Off Grant <input type="checkbox"/> Reserve booth space at Public Events | <input type="checkbox"/> |
| <p>Order Supplies – SAFER Branding</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Display booth for public events <input type="checkbox"/> Table throw <input type="checkbox"/> Dress and Polo shirts with Huntley FPD logo for Adapt Team members <input type="checkbox"/> Produce “Chief’s Handout” <input type="checkbox"/> Business cards (if needed) | <input type="checkbox"/> |
| <p>Recruitment Videos</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Show SAFER Committee other client commercial options to revise & proceed to revise scripts for this new client <input type="checkbox"/> Create script & story board for new commercials if need and bid production <input type="checkbox"/> Add commercials online (i.e. YouTube, Facebook, department websites, etc.) | <input type="checkbox"/> |
| HEMPFIELD FD MICROSITE ON VOLUNTEERFIREFIGHTER.ORG BY DECEMBER 15TH, 2023 | | |
| <p>Database</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Add all fire service leaders and admin personnel to database to receive leads/applications and surveys | <input type="checkbox"/> |
| <p>Content</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Logo (have one created if needed) <input type="checkbox"/> Department requirements/criteria <input type="checkbox"/> “About” details, including SAFER grant facts <input type="checkbox"/> Launch trial website, test & get committee approval <input type="checkbox"/> Launch final website | <input type="checkbox"/> |
| <p>Existing Websites</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Review existing website(s), including any social media outlets, to streamline online presence and messaging | <input type="checkbox"/> |
| <p>Facebook Pages</p> | <ul style="list-style-type: none"> <input type="checkbox"/> Improve or Build Facebook pages for all 4 VFDs | <input type="checkbox"/> |

| LOCAL MARKETING | | |
|-------------------------------------|--|--------------------------|
| Month 3+ | Determine advertising strategy across all platforms | <input type="checkbox"/> |
| Billboards | <input type="checkbox"/> Meet with Client and Lamar to determine best placement locations | |
| Online | <input type="checkbox"/> Facebook & Instagram campaign <input type="checkbox"/> Pandora <input type="checkbox"/> Video Pre-roll <input type="checkbox"/> Other – local news sites and newspapers, etc. | <input type="checkbox"/> |
| Print | <input type="checkbox"/> Banners, Posters & Handouts for fire departments when requested <input type="checkbox"/> Local magazines & newspaper publications | <input type="checkbox"/> |
| Radio | <input type="checkbox"/> Meet with radio stations to assess reach and demographics. *Radio may be a better fit than TV in some markets | <input type="checkbox"/> |
| Other Options | <input type="checkbox"/> Bus ads, email marketing, movie theater advertising, placemats, etc. | <input type="checkbox"/> |
| RECRUITMENT & RETENTION CONFERENCES | | |
| 90 days prior | <input type="checkbox"/> Register 2 Chiefs for FDIC, NVFC R&R, and VCOS | <input type="checkbox"/> |
| 60 days prior | <input type="checkbox"/> Schedule Chiefs travel | <input type="checkbox"/> |
| 2 weeks prior | <input type="checkbox"/> Ensure all materials are prepared <input type="checkbox"/> Send reminder email to attendees with specific meeting information | <input type="checkbox"/> |
| REPORTING & TRACKING | | |
| DHS | Semi-annual DHS reports are to be sent to FEMA to report progress | <input type="checkbox"/> |
| Client | Year-end client report & SAFER grant summary will be completed by Project Manager | <input type="checkbox"/> |
| Departments | Each department needs to track walk-ins to ensure we are accurately tracking new recruits. In addition, Fire Chiefs need to keep track of headcount and growth to measure success. Quarterly Status Updates will be requested from every department that receives a recruitment banner or kit. | <input type="checkbox"/> |

If you have questions about this Timeline or the Recruitment Marketing Campaign, please contact Greg Redden at Adapt at (855) VOL-FIRE.

Thanks!

