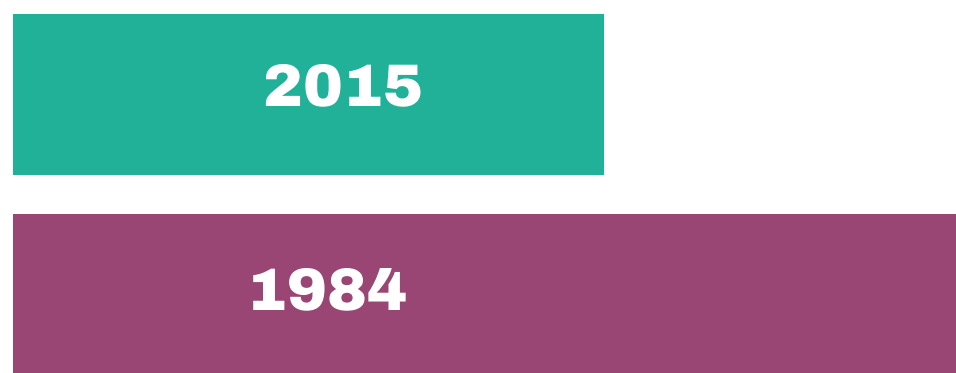


# Reaching, Recruiting, & Retaining At-Risk Volunteers in the Fire Service

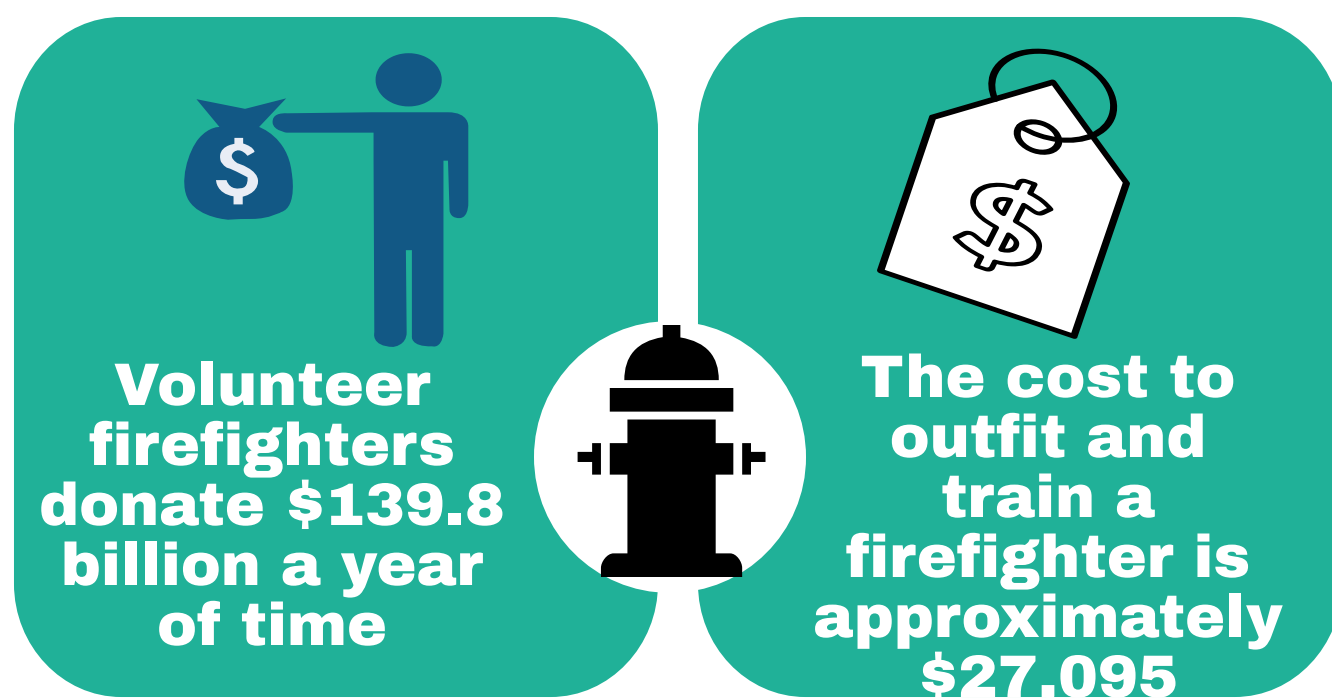
Dr. Candice McDonald  
www.SuccessUpLife.com



The U.S. volunteer fire service is experiencing its biggest challenge to date with volunteer firefighter retention. The number of volunteer firefighters in the U.S. has decreased by 12% since 1984.



...involuntarily volunteer firefighter turnover negatively affects the sustainability of a fire department.



## SIX WAYS TO BUILD A RELATIONSHIP WITH AT-RISK VOLUNTEERS

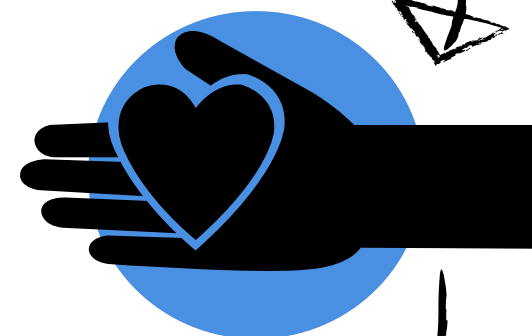
 Remove any preconceived notions

Stop saying they don't care



Listen & link to resources

Instill hope



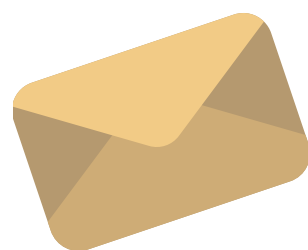
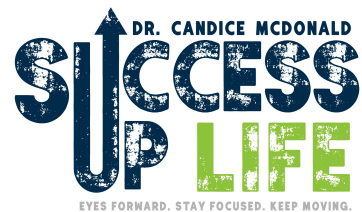
 Be careful of YOUR messaging



Be willing to evolve

Ask the RIGHT Question

**“HOW CAN I HELP YOU BE SUCCESSFUL?”**



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