[Name]

[Title]

[Establishment/school name]

[Address]

[Date]

Dear [X (best to have a name / owner / college president, etc.)]:

I’m the [X (title)] of your local [X] volunteer fire department, and am writing you with a small but critically important ask. I represent the team of volunteer emergency responders that is typically first on the scene when you or a loved one calls 911, and unfortunately we are experiencing a **steady decline in the number of volunteers in our department**. This is especially concerning given the **rise in calls to 911**.

To increase our volunteer base, we are running a **concerted recruitment effort over the next [X#] months** to raise awareness about our need for volunteer firefighters and to invite interested individuals to join us – to herald in the next generation of volunteer firefighters proudly serving the greater [X] community.

It takes a special kind of person willing to give so much of themselves to serve their community, but we believe **we can find them with help from you** and others across our community.

**Your part:**

**Will you help us raise awareness among your [customers/employees/students]?** It’s simple! We have a few materials ready to go that can be posted on bulletin boards or placed on [X (countertops, table tops, checkout counters, etc.] and a graphic to share via social media channels.

Please let us know if you would like to do even more with us as a partner with our department, as we will be planning events over the coming year and may have opportunities to work together.

**Our appreciation:**

Knowing you’re with us in this effort will mean a lot to our team. We would like to repay you in some way, and can offer you a free fire safety visit [and/or] a direct call line to our department, if you ever have a question we may be able to answer. We can also provide you with language you can use to promote your support for us, via social media.

**Let’s get started!**

**Please email or call [X at X contact information] with your willingness to help**. We will then make a plan to bring materials by and will send along the social media graphic. We hope to **begin training new recruits this [X month]**, so the sooner we get the word out, the better!

We appreciate your being there for us as we work to shore up and maintain the [X] Fire Department. We will continue our recruitment drive until we are satisfied we have the volunteers in place that our community needs.

Sincerely,

[Title/Chief]

[X Department]