



The Maine Fire Protection Services Commission

To: Stakeholders in all Maine Fire Services

Date: February 2020 (update)

Subject: JoinME Recruitment Program

The members of the Fire Commission's Recruitment and Retention Committee have finalized two related items: A "Brand" for the Maine Fire Service that can be used in any and all recruitment efforts and a conduit to the appropriate fire chief for any requests for information regarding employment (including volunteering) in the Fire/EMS services. Thanks to the cooperation of Maine 2-1-1 and the State Fire Marshals Office, we can now offer a system for your use.

Regardless of a potential recruit's communications preference, telephone, email, or text, when they reach out to seek more information regarding opportunities in the Fire/EMS service, we now will capture their contact information and forward it to the Fire Marshals Office, who will in turn notify the local Department.

Any calls that might help departments recruit members will now be relayed to the Fire Marshal Office. Besides authorizing the use of 2-1-1 as the telephone contact number, Maine 2-1-1 gave us another number that interested people can use to text his organization. Either way, they will forward the interested party's contact information to the FMO office, who will forward it to the appropriate fire chief.

Key words are now in the Maine 2-1-1 database so that their staff can recognize that those callers should be directed to the Fire contact. Examples are: Firefighter, Volunteer, EMT, etc. One key word that we all can use is "Join". We ask you to consider a "branding" of **JoinME**. If you include that phrase in any recruitment efforts, it will reinforce the concept that we all benefit when speaking with one voice. Hopefully, anyone who hears this phrase over and over will remember it when they think about becoming a firefighter or EMT.

SUMMARY:

We now provide three options for potential recruits to connect with the appropriate fire chief:

Call Maine 2-1-1, or

Text "JoinME" to 898211, or

Email "JoinME@Webmaster_FMO@Maine.gov

Please feel free to include this information in your local recruitment media.

Questions? Please contact:

Fire Commission Recruitment and Retention Committee

Chair Larry Willis (207-949-7116) WillisL@Hermon.net

Maine Fire Chiefs Recruitment and Retention

Chair Bill Gillespie (207-589-4327)