



Tip Sheet

- Change the marquee in front of your department to announce the open house
- Reach out to media contacts to personally inform them of this upcoming event
- Invite media to attend open house or have a live broadcast
- Have an interview set up with a local radio, web or TV personality so that the event is featured in the news
- Set up a special "Event" on your department's Facebook page; invite all your friends and ask them to spread the word
- Post reminders on your department's Facebook page and other social media frequently
- Upload the "RecruitNY" banners available in our Resources to your department's website
- Hang up posters available in our Resources for promotion in your community
- Place yard signs and banners available in our Resources in front of your firehouse
- Distribute a press release available in our Resources to urge community participation
- Add date and event to community online calendars (e.g. TV, radio, organization websites)
- If you have a department newsletter or e-communication, include the information about the event