
1-800-FIRE-LINE PSA Fact Sheet

What is the 1-800-FIRE-LINE campaign?

1-800-FIRE-LINE is a national toll-free number anyone can call to find out about both the emergency and non-emergency volunteer opportunities with their local fire/EMS department. The campaign is an inexpensive and easily managed tool designed to help departments recruit firefighters and emergency medical personnel as well as volunteers to perform non-emergency functions within the department.

1-800-FIRE-LINE is administered on the national level by Fire Corps on behalf of the National Volunteer Fire Council (NVFC), a non-profit membership association representing the interests of the volunteer fire, EMS, and rescue services (www.nvfc.org). The Fire Corps program (www.firecorps.org) was created to increase the capacity of fire/EMS departments by utilizing community volunteers to perform non-emergency tasks.

Importance of 1-800-FIRE-LINE

Of the nearly 1.2 million firefighters across the country, 72% are volunteers. However, according to the National Fire Protection Association, the number of volunteer firefighters has declined by 8% over the past two decades. Events such as 9/11, Hurricane Katrina, and others have emphasized the importance of our nation's emergency services. Today, firefighters and EMS personnel are tasked with doing more than ever before. It is imperative for departments to continually strive to retain and recruit volunteer fire/EMS personnel as well as non-emergency volunteer, to support them, to ensure the safety and security of our communities.

1-800-FIRE-LINE provides states with a simple way to recruit much-needed volunteers – both emergency and non-emergency.

Marketing 1-800-FIRE-LINE

1-800-FIRE-LINE provides a central point of contact for potential volunteers; however, if these volunteers do not know 1-800-FIRE-LINE exists they will not call. Publicizing the number will raise awareness that local fire/EMS departments need assistance and will inform the public that by calling the toll-free number they may easily find emergency and non-emergency volunteer opportunities in their community.