



SAFER STRONGER TOGETHER



TAKING FBU RECRUITMENT
INTO THE FUTURE

THE FBU IS THE PROFESSIONAL VOICE OF FIREFIGHTERS ACROSS THE UK. WE WORK TIRELESSLY TO SUPPORT AND PROTECT FIREFIGHTERS, THE COMMUNITIES THEY SERVE AND THE THINGS THAT MATTER MOST – OUR MEMBERS' HEALTH, FAMILIES AND JOBS.

Many people, including FRS trainees, do not understand the role of trade unions or the FBU. We want to change that.

Through research, and working closely with our Brigade Organisers, we've developed a new strategy for introducing the FBU's work to a new generation of members.

Called **'Safer, Stronger, Together'**, our strategy gives officials the tools they need to build the union through recruitment.

'Safer, Stronger, Together' has three key components that link together to create a professional, effective experience for applicants and officials:

1. **High Definition Presentation**
2. **Membership Pack**
3. **Online Joining Portal**



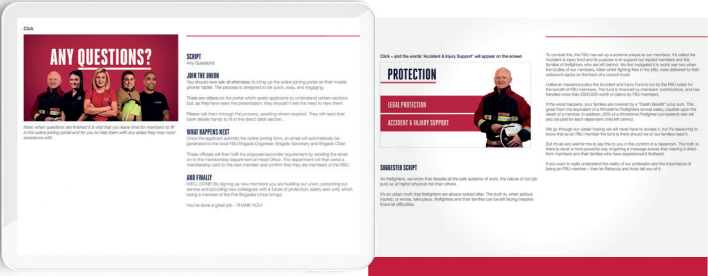
POSTER SUITE

HIGH-DEFINITION PRESENTATION

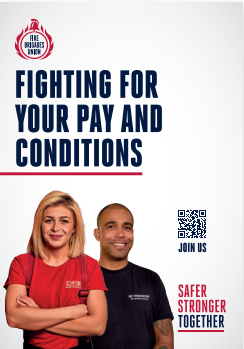
Featuring professionally made films, striking graphics, bold text and powerful messaging, the 'Safer, Stronger, Together' presentation is available in multiple formats and has already achieved a high recruitment rate.



PRESENTATION GUIDE



PRESENTATION SCRIPT





ACCESSING 'SAFER, STRONGER, TOGETHER'

To provide easy access for all our officials, our recruitment materials, including the **'Safer, Stronger, Together'** presentation, are available online in a variety of digital formats at:
<https://recruitment.fbu.org.uk>

The physical recruitment packs come flat-packed and are easy to construct, saving postage costs. To order, email **kym.napier@fbu.org.uk** three weeks before your presentation.

Alternatively,
scan the QR code:



***"Gave the presentation today
and got 100% take up of
RDS trainees!"***

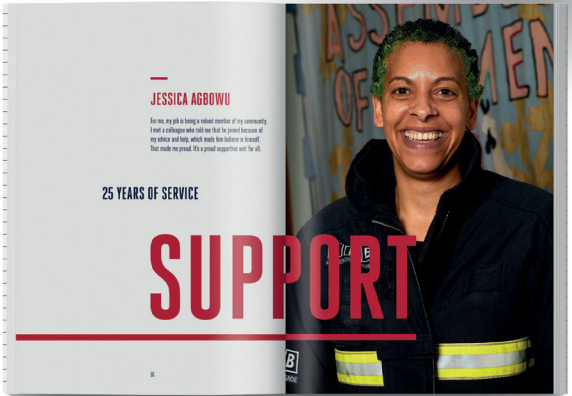
FBU Official

MEMBERSHIP PACK

Based on feedback from new members, we have created a membership pack containing a number of branded items to connect members to the union, encouraging a sense of ownership. They also receive a 'We are the FBU' booklet, which includes portraits and statements from members and explores themes of union membership.



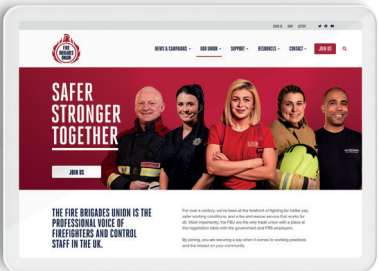
MEMBERSHIP CARD



BOOKLET

ONLINE JOINING PORTAL

Accessible at the click of a button or via a QR code, our new digital portal speeds up the joining process and ensures we have the information needed to sign up a new member.



SERVING OUR MEMBERS

CAMPAIGNS

Our campaigns are designed to raise awareness of the issues that affect our members and to ensure that their voices are heard.

EDUCATION

We offer a range of educational courses for our members, covering everything from basic firefighting skills to advanced management training.

INFORMATION

We provide a wealth of information to our members, including advice on employment rights, health and safety, and pension schemes.

BENEFITS

Our members are entitled to a range of benefits, including a pension scheme, life insurance, and access to a range of other services.

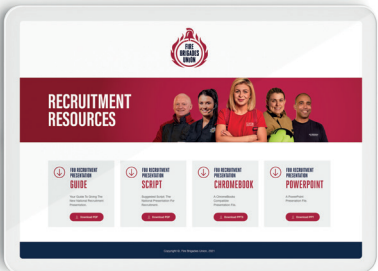


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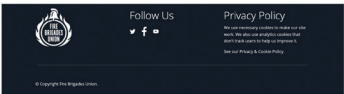
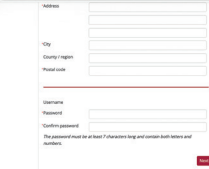
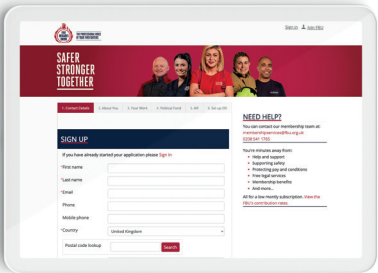
JOIN US



FBU WEBSITE



RECRUITMENT RESOURCES PORTAL



JOINING PORTAL

HOW DOES THE ONLINE JOINING SYSTEM WORK?

- An easy-to-use digital portal, fully compatible with most digital devices, the online joining system allows new applicants to navigate a number of user-friendly pages with dropdown menus, explanatory notes and some short videos to help them through the process.
- The form can only be submitted if all the required information is inputted, a far more efficient process than the paper applications.
- Once submitted, an email is automatically generated to Brigade Officials to inform them that an application is pending.
- Brigade Officials will then fulfil the proposer/seconder requirement by sending the email to the membership department at Head Office.
- Finally, the department will send a membership card to the new applicant, confirming their membership of the FBU.

It's fast, easy and fully rule-book compliant!

TELL US WHAT YOU THINK

The 'Safer, Stronger, Together' recruitment process has been developed through trial, feedback and improvement by the officials who will use it most. We want to keep making it better, so please follow up with us after presenting, including any attendee feedback, by emailing membershipservices@fbu.org.uk.

THANK YOU

New members and new activists boost the strength of our union and our campaigns.

That's why, in every role and at every level, we need to focus on organising and growing the union through recruitment. Each new member adds their voice to all our efforts.

By signing up new members, you are building our union, defending our service and providing them with the protection, safety and unity that membership of the Fire Brigades Union brings.

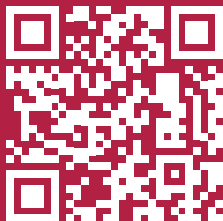
Good luck with the new tools. And THANK YOU for your work on behalf of the Fire Brigades Union.

"The new system works brilliantly and has addressed all the problems we previously had."

FBU Organiser

All the key components in **'Safer, Stronger, Together'** have been designed and developed by the officials who will use them most.

Fully compliant with FBU rules, the different components have undergone comprehensive testing and received highly positive feedback.



"The online sign-up has eliminated the last few hurdles in getting a prompt sign-up from all recruits."

FBU Official

