

FBU RECRUITMENT PRESENTATION GUIDE

THE NATIONAL PRESENTATION FOR RECRUITMENT



**SAFER
STRONGER
TOGETHER**

REPRESENTING THE UNION

INTRODUCING THE WORK OF THE UNION.

The FBU is the professional voice of firefighters across the UK.

Our work protects the things that matter most – our health, our families, and our jobs. We work tirelessly to support and protect firefighters and the communities they serve.

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

Through research, we have developed a new strategy for introducing the FBU's work to different audiences.

In how you introduce the FBU, you can show we are:

SUPPORTIVE

by explaining how the FBU backs its members and helps them to develop professionally

WELL-EQUIPPED

by demonstrating the extensive range of educational, personal, community, and legal services we offer members alongside our political work

PROFESSIONAL

by showing that we are informed and committed FRS experts who understand what it takes to keep firefighters and the public safe

WHY RECRUITMENT MATTERS

WORKPLACE
ORGANISING
IS THE CORE
OF A UNION.

New members, new representatives, and new activists build the strength of our union and our campaigns.

In every role, at every level, our officials are always working to grow the union through recruitment. This is always a priority, because each member who joins adds their voice to all our efforts.

The recruits you sign up can make a difference to the future of the union.

**HOW
WE CAN
SUPPORT YOU**

WE ARE
PROVIDING
RESOURCES
TO HELP
YOU RECRUIT.

The FBU Organising Task & Finish Group was created to assist with organising in your workplace, and we are developing national resources for all local officials to use.

This includes a presentation designed to help you sign up new FBU members.

This guide aims:

- to introduce how we represent the FBU
- to explain how the presentation works and what it includes
- to ensure you have everything you need to present successfully
- to give you confidence and encourage you to make the presentation your own

HOW THE PRESENTATION WORKS

SAFER STRONGER TOGETHER

The new recruitment presentation is called **SAFER, STRONGER, TOGETHER**

It is designed:

- for new FRS recruits and trainees with no previous knowledge of the FBU
- based on feedback shared by recent trainees after their FBU recruitment
- to avoid repetition and PowerPoint fatigue experienced by previous recruits
- with striking graphics, bold text, and films that convey powerful messages

The **SAFER, STRONGER, TOGETHER** presentation has already achieved a high recruitment rate where it has initially been rolled out.



**WHAT THE
PRESENTATION
INCLUDES**

SAFER STRONGER TOGETHER

The presentation aims to answer recruits' most important questions about the FBU and make information easy to remember.

The presentation includes:



simple membership statistics and profession types



outlines of membership benefits and protections



strong slogans that reinforce our message



short films on the role of the FBU in members' lives

Two professional short films demonstrate the importance of joining the FBU.

The first is shown at the start of the presentation, where it connects the work of a firefighter with FBU membership. The second is shown at the end of the presentation and shows how the FBU supports members and families in times of greatest need.

PREPARING TO PRESENT

THIS PRESENTATION IS YOURS TO BUILD ON.

Taking time to put your own words to it and getting feedback from others will make you feel more prepared.



SCRIPT

The presentation comes with speaker notes to help you add context to videos and graphics. While detailed, this is only a suggested script. Please adapt it to your own style of speaking, while retaining the important information.



FLEXIBILITY

The presentation can be amended to run from 10–30 minutes, depending on the time available in the session. Please see the script for guidelines on how to tailor the length of the session.



PRACTICE

The key element in a successful presentation is, of course, practice. We encourage all Brigade and Regional Committees to set aside time at meetings in order to run through the presentation and to give feedback. This will give presenters confidence, especially when speaking at short notice.

THE STANDARD OF YOUR EQUIPMENT IS IMPORTANT.

Please ensure the technology you use to deliver the presentation is suitable for its high-definition graphics and videos.



EQUIPMENT

You will need:

- appropriate projector
- good quality screen
- good quality speakers (preferably with HDMI cabling)
- computer with the presentation downloaded, or on a USB stick
- HDMI cables

Regional Officials are encouraged to assist presenting officials in gaining access to this equipment.

ONLINE JOINING PORTAL



You should also ensure that attendees are able to bring their mobile phone or a personal tablet with them, and that a good WiFi signal is available.

They will need this at the end of the presentation when you talk them through the online joining portal.

WHERE TO FIND PRESENTATION FILES

HAVE THE FILES READY BEFORE ARRIVING TO PRESENT.



The presentation will be available to download via an internet link that will be sent to you by email. The file will be available in two formats, one of which is specifically for Chromebooks.



The script is available as a hard copy booklet and also as an electronic PDF, which can be printed at a regional level. Every Brigade Organiser has been given both the hard and electronic copies to be shared with colleagues as required.

You will also need a membership pack for each presentation attendee.

Please see the following pages for information on how to prepare these.

USING THE MEMBERSHIP PACK

A MEMBERSHIP PACK SHOULD BE GIVEN TO EVERY ATTENDEE.

Membership Packs gives those who want to consider their options a chance to look at our materials at home. However, please never hand out the membership pack without giving the presentation.

Our aim is to sign up everyone who sees the Recruitment presentation.

This makes the membership form the most important item in the pack, and you should encourage attendees to sign it during the session if they are ready.

Please note that the FBU badge and membership card are not included in the pack. These will be sent to members after joining.

PREPARING THE MEMBERSHIP PACK

SET ASIDE TIME TO BUILD YOUR PACKS.

Key information:

- Packs come flat-packed and require setting up. This is easy and saves postage costs
- Packs are expensive, so please only order the number you need. Do not hold local stock
- To order, email kymeraembroidery@virginmedia.com **3 weeks in advance** of a presentation
- Pack distribution will be measured against membership increases to help us see where presentations are succeeding

Based on feedback from new members, these items have been included:

- membership form
- FBU leaflets on campaigns and services
- FBU-branded lanyard, pen, notebook, car sticker, and car air freshener
- 'We are the FBU' booklet

The 'We are the FBU' booklet includes portraits and statements from members, exploring themes of union membership from progress to loyalty.

**KEEP
US
UPDATED**

WE WANT
TO HEAR
YOUR VIEWS.

Remember to follow up with us after presenting, including any feedback you receive from attendees.

This will help us to improve future recruitment campaigns across the country.

If you encounter any issues or need any further information, please contact **membershipservices@fbu.org.uk**. Good luck presenting, and we hope you enjoy meeting your new members.

Yours in unity,

The Executive Council



**SAFER
STRONGER
TOGETHER**

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 Sign up for the FBU's email bulletin bit.ly/FBURCall