

Dear Business Owner,

Rensselaer County's fire departments and emergency services provide a vital lifeline to the communities they serve. What many people do not realize is that a lot of these agencies are staffed entirely by VOLUNTEERS. These dedicated individuals donate countless hours of their time to protect life and property 24 hours a day, 7 days a week. In doing so, they provide this service to their respective communities at a far less cost than fully paid departments would.

In their efforts to provide these emergency services, the current squadron of volunteers is being pushed to their limits. Not only is there an urgent need to bring new members into the system, but also to find ways to offer incentives for volunteerism in order to keep the ones we have. Surprisingly, there are very few such incentives that exist today.

We are asking for your assistance in this regard. We are in the process of recruiting local businesses that would be willing to offer discounts to individuals that can document their active membership in a volunteer fire department or emergency services agency located in Rensselaer County. We would like to encourage your business to join with us in this program, known as the Rensselaer County Emergency Volunteer Incentive Program (VIP). The amount and terms of the discount would be left up to you. This simple act will help demonstrate the community's appreciation for their emergency services volunteers, and would provide a much-needed incentive to remain active.

Documenting active membership will not be difficult. Volunteers will be required to present a current, county-issued identification card in order to receive the discount.

Enclosed are some documents that will help get you started with the program. If you have any questions, please call 270-1047.

Thank you for your consideration and support.

Sincerely,

*Members of the Emergency Volunteer
Recruitment and Retention Committee*