



Montana State Fire Chiefs Association

Serving those who lead Montana's fire and rescue services

Request for Proposals (RFP)

Executive Summary

The Montana State Fire Chiefs Association (MSFCA) is accepting proposals from qualified individuals or companies to develop a new database with accompanying front-end website (see "Marketing Requirements Document" for detailed information on the scope of the project) for volunteer firefighter recruitment in the state of Montana.

Organization Information

The MSFCA represents fire departments across the state of Montana ranging from small volunteer departments to the largest municipal career department, fire service areas and fire districts staffed by professional career and volunteer firefighters. The MSFCA has partnered with the Montana State Volunteer Fire Fighters Association (MSVFFA) to develop this database and website through the receipt of a Federal SAFER Grant.

Statement of Need

In 2013, the Montana State Fire Chiefs Association (MSFCA) received a SAFER grant to assist fire departments throughout the state of Montana. The grant program strives to educate the public about the needs for volunteer firefighters through a comprehensive marketing campaign. The campaign consists of television, print, and online advertising. The grant program also provides a means for individuals interested in volunteering to submit their contact information to be linked with a department in their area.

The current volunteer fire service in Montana consists of approximately 10,000 volunteer personnel. Over the next four years, through the SAFER Grant, the MSFCA has an overarching goal of recruiting an additional 1,000 volunteer firefighters across the state.

Project Schedule

The MSFCA Board will require the adherence to the following project deadlines:

- April 15, 2014 – Proposals Due
- May 7, 2014 – Contractor identified; work to commence upon Notice to Proceed
- May 29, 2014 – Presentation to MSFCA Board of Directors in-person (Lewistown, MT)
- Additional dates to be determined

Respondents should provide the following to the MSFCA:

- Statement of qualifications
- List of references – including similar projects (if any) for which the respondent has successfully applied and completed
- Cost estimate to carry out the scope of work
- Any additional information the respondent would like evaluated

Email submissions only; may be submitted to: msfca@montanafirechiefs.com

Proposals will be accepted via email until 5pm MST on Tuesday, April 15, 2014.

The MSFCA reserves the right to reject any and all proposals submitted. Final selection of a contractor will be done solely by MSFCA Board of Directors, and will not be subject to appeal. Important criteria in the selection process will include price, detail of proposals, and the qualifications of respondents.



Montana State Fire Chiefs Association Website Development Marketing Requirements Document

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Revision History

Revision	Date	Author	Comment/Changes
0.001	11/06/2013	Jessica Heintz	Initial Draft for Review of Concept
0.002	11/21/2013	Jessica Heintz	Revisions
0.003			
0.004			

Definitions, Acronyms, and Abbreviations

Term	Definition
MSFCA	Montana State Fire Chiefs Association
MSVFFA	Montana State Volunteer Fire Fighters Association
NN	Not necessary



1. Purpose of This Document

The Montana State Fire Chiefs Association (MSFCA) is interested in developing a new database with accompanying front-end website. The database and website would be used mainly by MSFCA and by the Montana State Volunteer Fire Fighters Association (MSVFFA). The purpose of this Marketing Requirements Document (MRD) is to outline the high level requirements for the MSFCA database and website.

The MRD objectives include:

- Establish design requirements for the database and website.
- Identify products having similar features.

2. Executive Summary

The Montana State Fire Chiefs Association (MSFCA) is the membership association for all fire chiefs in the state of Montana. The mission of the MSFCA is "To provide leadership and services to those persons interested in the preservation of lives, property and the environment." The MSFCA has partnered with the Montana State Volunteer Fire Fighters Association (MSVFFA) to develop this database and website through the receipt of a Federal SAFER Grant.

The Staffing for Adequate Fire & Emergency Response (SAFER) Grant was created to provide funding to departments and firefighter interest organizations in order to help increase the number of trained, front line firefighter available. The goal of the SAFER grant is to enhance local fire departments' abilities to comply with staffing, response and operational standards established by the National Fire Protection Association (NFPA) and the Occupational Safety & Health Administration (OSHA).

In 2013, the Montana State Fire Chiefs Association (MSFCA) received a SAFER grant to assist fire departments throughout the state of Montana. The grant program strives to educate the public about the needs for volunteer firefighters through a comprehensive marketing campaign. The campaign consists of television, print, and online advertising. The grant program also provides a means for individuals interested in volunteering to submit their contact information to be linked with a department in their area.



3. Project Goals

- 3.1. The website development shall include:
 - 3.1.1.A customizable website for the recruitment of volunteer fire fighters across the state of Montana.
 - 3.1.2.A User ID and Password for all Administrators (approximately 5) and each Fire Chief across the state (approximately 450)
 - 3.1.3.An on-line database where a Chief can login to edit their department's demographics and query other department's demographic information.
 - 3.1.4.A front-end fillable form for potential volunteer fire fighters that is then emailed to Fire Chiefs in the area.
- 3.2. The customizable website will include:
 - 3.2.1.A Top banner that can be customized.
 - 3.2.2.A Menu or Tab Structure that can be customized.
 - 3.2.3.Ability to import documents and various media (audio and/or video clips & commercials).
 - 3.2.4.Areas that can be customized to provide news items, links, etc.
 - 3.2.5.Direct integration with social media services, including but may not be limited to, Facebook and Twitter.
 - 3.2.6.Website blog component for easily providing updates and recording historical information.
 - 3.2.7.Fire Chiefs who are logged in will be able to:
 - 3.2.7.1. Edit their department's demographic and contact information.
 - 3.2.7.2. Query other departments demographic and contact information.
 - 3.2.7.3. Access a department directory.
 - 3.2.7.4. Access a list of potential volunteers who are in their area based on those who have expressed interest in becoming a volunteer.
 - 3.2.8.Front-end fillable form for persons interested in becoming a volunteer fire fighter.
 - 3.2.8.1. Interested individual will fill out their demographic information on the front-end of site.
 - 3.2.8.2. Based on county in which the individual is located, their application will be emailed to the Fire Chiefs in that county.
 - 3.2.8.3. A copy of the application will also be emailed to the submitter for their records.
- 3.3. The customizable website will provide the Administrator with the ability to:
 - 3.3.1.Edit a department's demographic and contact information.
 - 3.3.2.Query fire department demographic and contact information
 - 3.3.3.Send an email to selected Fire Chiefs.
 - 3.3.4.Query information based on data collected from the front-end fillable form.
 - 3.3.5.Send an email to selected potential volunteer fire fighters.
 - 3.3.6.Export data from queries.
- 3.4. The site will be fully searchable.
- 3.5. Updates to the site can be made over time as new features are desired.



4. Similar Products

There are a number of websites that provide good examples of the functionality that the MSFCA would like to have in their database and website.

4.1. VolunteerFireFighter.org – The Redden Group

Several screenshots of the website are displayed below:





[HOME](#) | [ABOUT](#) | [FAQs](#) | [VOLUNTEER NOW](#) | [CONTACT US](#)

Personal Information

* First Name

* Last Name

* Address

Address 2

* City

* State

* County

* Zip

* Primary Phone

* Email

* Date Of Birth

* Gender

* Race

Experience/Certifications

Employer

Position

* Volunteer Availability

☐ Only interested in an Admin Support Position

Are you a veteran? ☒ No ☐ Yes

Check any certifications you have

☒ CPR

☐ First Responder

☐ EMT (Any Level)

☐ Paramedic (Any Level)

☐ Firefighter I (Or Greater)

Additional Information

Tell us about your hobbies/interests etc

* How did you hear about us?

Please Specify

Attach Resume (Optional)

To attach a resume, click the browse option.
(docx, pdf, txt, doc, pages files only)



[\[Different Image \]](#)

Enter the text shown in the image Above :

Managed by [The Redden Group](#)
[HOME](#)
[ABOUT](#)
[FAQs](#)
[VOLUNTEER NOW](#)
[CONTACT US](#)
[LOGIN](#)
Site by [Forte Design](#) ©2010





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4.2. Washington State Fire Fighters Association

www.JustBeThere.info

Several screenshots of the website are displayed below:

Be There: Inspire | Volunteer

Volunteer Firefighter Opportunities in Washington State Fire Departments

[Home](#) [Volunteer](#) [Donate](#) [Photo Library](#) [Videos](#) [FAQ's](#) [News](#)

SEEKING VOLUNTEER FIREFIGHTERS!

Volunteer Firefighter Opportunities in Washington State Fire Departments

In the State of Washington, we have a volunteer firefighter staffing challenge that is viewed as having both a recruiting and a retention problem. Overall, we have not recruited volunteers rapidly enough to keep pace with attrition. It is estimated that we recruit approximately 3900 new volunteers each year although that number continues to decline, and in recent years, we are losing about 3700 per year. Further, in Washington State, we are governed by a standard (NFPA 1720) that indicates the state actually needs 9000 more responders to provide adequate coverage and meet stated response times.

As a 501(c)(3) non profit organization the Washington State Fire Fighters Association actively seeks grants and charitable donations to further its mission. Of the many charities in Washington, please consider supporting the work of our volunteer first responders by making a tax-deductible donation to the WSFFA. Just click the donate button!

[Volunteer](#)



FAQ's



[View frequently asked questions regarding](#)

Donate



[Don't have time to volunteer? Take a moment](#)

Photo Library



[View photos of Fire Service Volunteers from](#)



Be There: Inspire | Volunteer

Volunteer Firefighter Opportunities in Washington State Fire Departments

[Home](#) [Volunteer](#) [Donate](#) [Photo Library](#) [Videos](#) [FAQ's](#) [News](#)

Volunteer

Please provide us with a little information so we can match you with a viable volunteer program within a department in your area.

Contact Information

First Name *

Last Name *

County *

Zip Code *

Phone Number *

When is the best time to reach you? *

Email *

I am interested in learning more about:

☐ Becoming a volunteer firefighter or
Emergency Medical Technician
(EMT)

☐ Volunteering in a non-emergency
role

How did you hear about 1-800-FIRE-LINE? Please choose all that apply.

☐ Saw an ad on television

☐ Saw a news story on television

☐ Received an email about volunteer
opportunities

☐ Other internet related activity:
YouTube, Facebook, Web Site,
Twitter, etc...

☐ Other

If other, please
specify:

Powered by [Champion Forms](#)

//



4.3. South Carolina State Fire Fighters Association

www.SCVolunteerFire.org

Several screenshots of the website are displayed below:



BECOME A VOLUNTEER FIREFIGHTER

What if...
there was no volunteer
fire department in your
community?

WHO would put out fires?
WHO would rescue people in harm's way?
WHO would provide prevention and safety information that can stop emergencies from happening in the first place?

What kinds of people become volunteers?
People like you! Whether as firefighters, emergency medical technicians, drivers, or administrative support staff, you can contribute your skills and a heart for service.

What's required to become a firefighter?
Selflessness, safety, being a team player, integrity, honesty, fitness, courage, caring, compassion, commitment, and competence. The competence will come from training to ensure a job done safely and effectively.

Why do firefighters love what they do?
Helping people, saving lives, protecting property, sense of family and camaraderie with other firefighters, the challenges, the opportunity to keep developing new skills, and the respect and appreciation from the community.

Get started:
Call 1-800-FIRELINE.

South Carolina State Firefighters' Association 111 Westpark Boulevard Columbia, South Carolina 29210
email: info@scfirefighters.org phone: 800.277.2732 fax: 803.454.1801 © Copyright 2012 All rights reserved

Click the links below to read volunteer profiles

Grant T.
STUDENT

Isaac Y.
PRODUCTION LINE OPERATOR

Jessica W.
STUDENT/CSR REP.

Tyheine B.
OPERATIONS MANAGER

Jimmie S.
MECHANIC

FREQUENTLY ASKED QUESTIONS

FIND YOUR LOCAL DEPARTMENT

VOLUNTEER PROFILES

CHECK US OUT





BECOME A VOLUNTEER FIREFIGHTER

FIND YOUR LOCAL DEPARTMENT

FREQUENTLY ASKED QUESTIONS

FIND YOUR LOCAL DEPARTMENT

VOLUNTEER PROFILES

CHECK US OUT



County	Fire Dept	Address	Phone
ABBEVILLE	ABBEVILLE COUNTY	P.O. BOX 435, ABBEVILLE	(804) 366-6444
ABBEVILLE	ANTREVILLE	1312 BROWNLEE RD., ABBEVILLE	(804) 346-2412
ABBEVILLE	BROADMOUTH-TURKEY CREEK	6599 HWY 252, DONALDS	(804) 378-2895
ABBEVILLE	CALHOUN FALLS	P.O. BOX 248, CALOUN FALLS	(804) 418-8512
ABBEVILLE	COLD SPRING	2106 HWY 20, COLD SPRINGS	(804) 446-2153
ABBEVILLE	DONALDS RURAL	P.O. BOX 95, DONALDS	(804) 379-2306
ABBEVILLE	DUE WEST	13 CHURCH STREET, DUE WEST	(804) 379-2277
ABBEVILLE	EDGEWOOD	543 PECAN ROAD, ABBEVILLE	(804) 446-3361
ABBEVILLE	KEOWEE	356 BRANYON RD., HONEA PATH	(804) 369-1480
ABBEVILLE	LONG CANE	5 DURHAM ROAD, ABBEVILLE	(804) 446-2167
ABBEVILLE	LOWNDESVILLE	P.O. BOX 40, LOWNDESVILLE	(804) 348-8087
ABBEVILLE	MONTEREY RURAL	1970 MONTEREY RD., ABBEVILLE	(804) 446-2373
ABBEVILLE	SHARON	P.O. BOX 54, ABBEVILLE	(804) 378-0462
AIKEN	AIKEN PUBLIC SAFETY	251 LAURENS ST. NW, AIKEN	(803) 642-7820
AIKEN	BATH	P.O. BOX 988, BATH	(803) 593-2988
AIKEN	BEECH ISLAND	1565 SANDBAR FERRY ROAD, BEECH ISLAND	(803) 827-1773
AIKEN	BELVEDERE	204 HAMPTON AVE., BELVEDERE	(803) 279-5505
AIKEN	CENTER	2593 COLUMBIA HWY.1 NORTH, AIKEN	(803) 649-9919
AIKEN	CLEARWATER	PO BOX 370, CLEARWATER	(803) 593-1729
AIKEN	COUCHTON	3227 WAGENER RD., AIKEN	(803) 648-8677
AIKEN	EUREKA	1071 LUKE BRIDGE RD., TRENTON	(803) 644-6030



4.4. Montana State Fire Chiefs Association

www.MontanaFireChiefs.com

I have temporarily designed a fillable form using Adobe to collect data from potential volunteers. I like how this form looks, but would rather a form be embedded on the website rather than having to navigate away from the website to another webpage. Screenshots of the fillable form are displayed below:

Volunteer Firefighter Inquiry Form



Montana Volunteer Fire Departments encourage volunteer applications from all interested citizens, regardless of race, age, gender, occupation, religion or ethnicity. Once you fill out an application, it will be sent to all department(s) in your county. After your application has been reviewed, a department representative will be in contact with you.

LAST NAME: *

FIRST NAME: *

EMAIL: *

PHONE #: *

STREET ADDRESS:

CITY: * STATE:

ZIP: COUNTY:

VOLUNTEER AVAILABILITY:

CHECK BOX IF ONLY ☐
INTERESTED IN ADMIN
SUPPORT POSITION:

ARE YOU A VETERAN: ☐ Yes
☐ No

CHECK THE BOX FOR ANY ☐
CERTIFICATIONS YOU HAVE: ☐ CPR
☐ First Responder
☐ EMT (any level)
☐ Paramedic (any level)
☐ Firefighter I (or greater)



WHAT ARE YOUR HOBBIES
AND/OR INTERESTS:

HOW DID YOU HEAR ABOUT
THIS WEBSITE & THE
OPPORTUNITY TO
VOLUNTEER?

- ☐ Billboard
- ☐ Colleague / Co-Worker
- ☐ Facebook
- ☐ Friend
- ☐ Magazine
- ☐ Newspaper
- ☐ Online Video
- ☐ Poster
- ☐ Radio / Pandora
- ☐ Search Engine / Google
- ☐ Television Commercial
- ☐ Website Advertisement
- ☐ Other (please specify)

PLEASE ATTACH YOUR
RESUME (OPTIONAL):

Select File

Submit



5. Detailed Features and Customer Requirements

The following are the detailed requirements for the website development project, using the following key:

Impact: Negative impact if not completed; 5 = Highest, 1 = Lowest

Phase: Project Development Phase
1, 2, or 3

User: By default, the feature/function is restricted for use only by (roles and access is modifiable by the Admin using check boxes)

Administrators:

A: Admin

Members:

C: Fire Chief (with Login)

Users:

U: User (No Login)



Requirement	Impact	Phase	User
5.1. Top Banner.	5	1	All
5.2. A set of Tabs or a Drop Down Menu that includes the following. The content of each of these can be edited by the Admin: 5.2.1.Contact Us 5.2.2.Volunteer Now! 5.2.3.Frequently Asked Questions 5.2.4.Find Your Local Department 5.2.5.Volunteer Profiles	5	1	All
5.3. Ability to upload and embed various media items:	5	1	All
5.3.1.Locally hosted media, which may include but may not be limited to, audio and video files (commercials, radio ads) and pictures.	5	1	All
5.3.2.Ability to embed externally hosted content (ex: YouTube)	5	1	All
5.4. Database-driven, fillable form that can be completed by a potential volunteer fire fighter	5	1	U
5.4.1.Form will be emailed to all Fire Chiefs in the potential volunteers area based on the county in which the individual resides	5	1	U
5.4.2.A copy of the submitted form will be emailed to the potential volunteer for their records along with a confirmation message.	5	1	U
5.4.3.For a fillable form, the Administrator will be able to take the following actions:			
5.4.3.1. Setup the Choices and Options.	5	1	A
5.4.3.2. Export lists of potential volunteer information in CSV format	5	1	A
5.4.3.3. Run reports on potential volunteers and query all data.	5	1	A
5.4.3.4. Make changes to data entered by a potential volunteer.	3	2	A
5.4.3.5. Send an email to the potential volunteer upon completion, or any time after they have completed the form as a way to follow-up with the potential volunteer on their experience.	5	2	A
5.4.4.For the fillable form, the following fields will be captured (this may not be an inclusive list, and the Admin should have the ability to modify, add, edit, and delete any of the database fields):	5	1	All



Requirement	Impact	Phase	User
• Auto-fill, if available. • First name. (Mandatory field) • Last name. (Mandatory field) • Email. (Mandatory field) • Phone #. (Mandatory field) • Street Address. • City. • State. (Montana would be auto selected) • Zip, • County. (Mandatory field) • Volunteer Availability. (Drop-down fields) - More than 20 hours per month - Less than 20 hours per month • Check box if only interested in an admin support position. (Check-box) • Are you a veteran? (yes/no toggle button) • Check the box for any certifications you have. (Check boxes; can select multiple) - CPR - Fire Responder - EMT (any level) - Paramedic (any level) - Firefighter I (or greater) • What are your hobbies and/or interests? (paragraph box) • How did you hear about this website & the opportunity to volunteer? (Check boxes; can select multiple) - Billboard - Colleague / Co-Worker - Facebook - Friend - Magazine - Newspaper - Online Video - Poster - Radio / Pandora - Search Engine / Google			



Requirement	Impact	Phase	User
- Television Commercial - Website Advertisement - Other (please specify) • Please attach your resume (optional). (Ability for interested individual to upload their resume into the fillable form). • Captcha (to limit form completion by spam-bots)			
5.5. The Website will have the following Security levels with the listed abilities:	5	1	
5.5.1. The Administrator will be able to do the following:			
5.5.1.1. Change the Banner.	5	1	A
5.5.1.2. Change info for Contact Us, Volunteer Now!, Frequently Asked Questions, Find Your Local Department, and Volunteer Profiles (all content appearing on the front-end should be able to be edited by the Administrator)	5	1	A
5.5.1.3. Add/Remove Documents, and various media (as previously mentioned).	5	1	A
5.5.1.4. Create Groups/ Distribution Lists from the lists of Fire Departments, Fire Chiefs, fire department membership rosters, and those who have filled out the volunteer application.	5	1	A
5.5.1.5. Do email blasts to Groups/Distribution Lists	5	1	A
5.5.1.6. Query and export (into Excel) demographic and contact data from Fire Departments, Fire Chiefs, department rosters entered by either a Fire Chief or the Admin, and those who have filled out the volunteer application.	5	1	A
5.5.1.7. Enter, update, merge, and delete fire department contact and statistical information, fire department rosters, and any other data.	5	1	A
5.5.2. User – No Login			
5.5.2.1. Read all sections of the website, including: Contact Us, Volunteer Now!, Frequently Asked Questions, Find Your Local Department, and Volunteer Profiles.	5	1	U
5.5.2.2. Play and Download all audio and video clips on the website.	5	1	U
5.5.2.3. Complete the Volunteer Now! Fillable form if interested in becoming a volunteer firefighter.	5	1	U
5.5.2.4. Have their completed application to volunteer emailed to both themselves (to the email address in which they identified in their application) and to the department(s) in the individual's geographical area (envisioning a graphical display or Google Maps backend that	5	1	U



Requirement	Impact	Phase	User
shows the fire departments within the individuals area and allows them to select which departments will receive a copy of their application to volunteer). This will also allow the individual to google those individual departments to learn more about them. The website should email both the completed form and the individuals resume should they choose to upload one when completing the application			
5.5.2.5. On the Contact Us page, the User should be able to complete a basic contact form to be emailed to the Administrator. The Contact Us page should have the following fields: - Name. - Email. (mandatory field) - Question or Comment (paragraph field) - Captcha (to limit form completion by spam-bots)	5	1	All
5.5.2.6. On the Find Your Local Department page, User should be able to enter their zip code and see a map (as described previously) of all of the Fire Departments surrounding their location. The information on the departments will be pulled from the content that has been entered on the back-end of the website (fire department contact information). This will basically be a live map of all departments in the state.	4	2	All
5.5.3.Fire Chief (with Login)			
5.5.3.1. All of the abilities of a User.	5	1	C, A
5.5.3.2. Edit/update the contact and demographic information for their Fire Department. (Demographic and contact information to be collected TBD; expect approximately 50 items)	5	1	C, A
5.5.3.3. Query a list of all potential volunteers who have filled out an application to become a volunteer in their county and click through each application and any attached resumes.	5	1	C, A
5.5.3.4. Query other Fire Departments based on demographic or contact data. Ability to export any and all data to Excel.	4	2	C, A
5.5.3.5. Ability for either the Fire Chief or an Admin to enter the departments' fire fighter roster with corresponding email address for each fire fighter. By entering their departments' roster information, the fire fighters would then be able to receive email correspondence via email blast from the website.	4	2	C, A
5.5.3.6. Access the Membership Directory of all Fire Departments and Fire Chiefs in the State.	4	2	C, A



6. Exceptions

