

New Mindset



Rethinking your Business

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The Fire Support Network (FSN) is a registered Charity (No: 1090241) whose aim is to help local communities to cope with fire related incidents and to offer support volunteers. The Charity relates to the communities through it's volunteers holding events to promote fire safety in the community and by developing a network of partner organisations or associated groups.

The Challenge:

Charities have to work hard to attract volunteers and there is keen competition for recruits. FSN short-listed 5 leading marketing agencies to develop a leaflet and poster campaign to attract new volunteers. They would select 1 agency to deliver the campaign.

The Solution:

New Mindset carried out initial market research to understand the volunteer sector. Our research suggested volunteers related to the idea of being a hero by being associated with the fire service. New Mindset developed a campaign based on this message.

New Mindset won the account and the leaflets and posters went into distribution for FSN.



For more information on FSN visit www.firesupportnet.org.uk

Think you have what it takes.....
Are you ready for a New Mindset...?

...then contact our Head Office on
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