



## **Marketing Campaign Targeting Diverse or Multicultural Audiences (2025-2026)**

### **Category Description**

Submit a suite of materials developed for diverse, underserved or non-English-speaking audiences or spotlighting segments of those communities to foster greater understanding and unity.

Submissions will be judged on the demonstration of measurable outcomes aligned with the campaign's objectives, such as increased engagement in a program, enhanced awareness of an issue impacting a minority group, improved customer satisfaction or similar results.

**SUPPORTING DOCUMENTATION SUGGESTIONS:** Print, video, digital or social media.

**iMIS ID**  
37936

**Order #**

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**Entry Title**

Girls on Fire – Inspiring the Next Generation of Female Firefighters

**Social Media**

[www.facebook.com/cityofpbg](http://www.facebook.com/cityofpbg) [www.instagram.com/pbgfire](http://www.instagram.com/pbgfire) [www.youtube.com/citypbg](http://www.youtube.com/citypbg)

**Video Link (YouTube or Vimeo)**

<https://youtube.com/shorts/9K-lx2DFNLw?si=wdWpEa6FW6TPD09W>

**Supporting Documentation**

Girls on Fire - Supporting Documentation.pdf

**What are the goals and objectives of the annual report (include target audience)?**

The primary goal of the marketing campaign was to inspire teenage girls to consider a career in the fire service and help build their confidence to succeed in a traditionally male-dominated profession. The campaign was designed to break down perceived barriers, increase representation awareness, and show young women that they have the strength, skills, and support needed to succeed in fire rescue.

Key Objectives: Inspire Interest in Fire Service Careers: Promote the all-girls Fire Rescue camp as a hands-on opportunity to experience training, teamwork and real-world fire service skills.

Build Confidence and Empowerment: Show participants and viewers that young women are capable of succeeding in physically and mentally demanding public safety careers.

Increase Awareness of Opportunities: Educate the community about career pathways within Fire Rescue and the importance of diversity in public safety.

Strengthen Community Connection: Highlight Fire Rescue's investment in youth development and mentorship.

Position the Department as Innovative and Inclusive: Demonstrate leadership in addressing workforce gaps and expanding recruitment efforts.

**Describe the supporting documentation submitted with this entry.**

Documentation includes social media metrics from posts related to the camp. News coverage from WPBF Channel 25, coverage from the Palm Beach Gardens Police and Fire Foundation who supported Fire Rescue with this camp and a link our dedicated webpage that includes the vision and mission statement, FAQ's, registration and photos from the camp.

**What is new, innovative or creative about this marketing campaign?**

This marketing campaign is innovative because it doesn't just promote fire rescue careers, it redefines who belongs in the profession and shows representation in a real, hands-on way. It is also a unique way to recruit future fire personnel.

What makes it new and creative is the shift from traditional recruitment messaging ("join the fire service") to

experience-based inspiration. Instead of simply telling teenage girls they can succeed, the campaign shows them participating in real training, building skills and forming connections with their peers.

Another creative element is how the campaign supports multiple community goals at once: workforce development, diversity in public safety, youth empowerment and community engagement.

Finally, the campaign stands out because it challenges a historically male-dominated narrative in a positive, forward-looking way. It doesn't frame women as exceptions in the fire service; it normalizes their presence and future leadership.

**Describe how the marketing campaign was successful (include your evaluation process and metrics).**

The marketing campaign was successful because it generated strong regional and industry recognition, high community engagement, and measurable positive sentiment, all while advancing the campaign's core goal of inspiring teenage girls to consider careers in the fire service.

**Evaluation Process:** We evaluated success using a combination of items. This included tracking media reach, social media engagement, partner and industry recognition and direct community feedback. We also measured success by how well the campaign strengthened relationships with residents, families, and professional fire service partners.

**Media and Industry Exposure:** The campaign earned recognition from other fire rescue organizations, industry publications and news stations. This expanded the campaign's reach beyond our local market and positioned our department as a leader in innovative recruitment and community-based public safety programming. Earned media placements and professional recognition served as indicators of credibility and influence.

**Community Engagement and Sentiment:** The campaign generated strong positive feedback from our community. A significant indicator of success was parents voluntarily speaking at a City Council meeting to publicly express gratitude for the program.

**Audience Impact:** The campaign successfully reached its target audience, teenage girls and their families, while reinforcing broader community priorities like workforce development, youth empowerment and public safety awareness. The interest in camp this upcoming has already accrued much interest early in 2026.

**Digital Performance Indicators:** The campaign content generated strong engagement across social platforms, measured through views, shares, comments, and saves. High engagement rates indicated the message was not only reaching audiences but motivating them to interact and share organically, extending campaign reach. However, the 16,000+ views and the 5,000+ engagements were the ones we could track on our end, not counting the circulation from the news outlets and magazine features.

**Recognizing the diversity of our communication departments across the state, in the space below, discuss the factors that set your community and submission apart i.e., department size, overall budget spend, innovative and creative techniques utilized, impact on community and size of city/county as examples.**

The Palm Beach Gardens Police and Fire Foundation donated \$11,000 to fund the custom equipment as well as the meals for the girls' camp. Other expenses included apparel, accessories, logo and graphic designs creations totaled 5,244.86. The Foundation's continued support of innovative programs and critical departmental needs played a vital role in the success of this initiative. The concept and curriculum were developed by our Fire Rescue Chief alongside female firefighters and administrative staff, ensuring the program was both impactful and authentic. Our three-person Public Communications team supported the camp through strategic promotion and event documentation,

helping maximize community awareness and engagement.