

ForThe343.org

National Fallen Firefighters Foundation

Built to make you money. Built to shine.

On the 25th anniversary of 9/11, ForThe343.org honors the 343 firefighters who died that day — inviting people nationwide to climb in symbolic tribute to the stairwells where they gave their lives.

100,000+

STAIR-CLIMB FLIGHTS CLAIMED

17,000

FIRE DEPARTMENTS CONNECTED

150,000

SUPPORTERS ACROSS MAILING
LIST & SOCIAL

Who they are

The National Fallen Firefighters Foundation (NFFF) — established by Congress specifically for this mission — is the nation's leading organization dedicated to honoring fallen firefighters and supporting the families they leave behind. ForThe343.org is NFFF's memorial to the 343 firefighters who died on September 11th, inviting people across the country and around the world to climb a flight of stairs — or more — in symbolic tribute to the stairwells of the Twin Towers, where those firefighters gave their lives.

It is a solemn, sober site, built for one purpose: to honor those who died and to give people everywhere a meaningful way to participate in remembering them.

The challenge

On the 25th anniversary of 9/11, NFFF needed a way to reach far beyond a single memorial event — engaging individuals, work groups, and fire departments in communities across every state, while giving NFFF the ability to track participation at scale and stay connected to a stewardship base spanning 17,000 fire departments and 150,000 people across their mailing list and social channels. The site needed to carry real emotional weight while still functioning as living infrastructure for a national campaign.

What we built

- **Tracking and public display of stair-climb participation** — now surpassing 100,000 flights claimed
- **Campaign materials** — built for fire departments to reuse and adapt in their own local communities
- **A participation pathway** — open to individuals, work groups, and teams nationwide

Superpowers deployed

ForThe343.org draws on a composite of AWai's core Superpowers, built to carry both emotional weight and national reach:

Visibility & Domain Authority (SEO)

Carries the memorial's reach across the U.S., tied to the anniversary and to fallen firefighters and first responders in every state.

Analysis & Reporting

Helps NFFF understand where participants are coming from and measure outreach effectiveness.

Marketing

Builds and adapts campaign materials for use by fire departments in their own communities.

Sales

Supports donation growth and relationship-building with those who want to serve NFFF's mission.

Campaigning

Runs across seven social media platforms and email outreach several times a week, keeping 17,000 fire departments and 150,000 supporters connected to the mission.

"One of the few sites in the country dedicated specifically to honoring fallen firefighters — giving individuals, fire departments, and communities everywhere a way to climb, remember, and give."

The significance

On the 25th anniversary of 9/11, ForThe343.org stands as one of the few sites in the country dedicated specifically to honoring fallen firefighters — giving individuals, fire departments, and communities everywhere a way to climb, remember, and give.

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