

## 2013 RECRUITMENT SURVEY

### DIVISION    NATIONAL

To assess the effectiveness of the 2013 Recruitment and Advertising Campaign, if possible, it is requested that each new member be asked the following question.

"What influenced you to join the Vets Association?"

During the 4<sup>th</sup> Quarter, I'll ask you to send in your Survey Report so the information can be assessed in planning the 2014 Recruitment Campaign.

Following is a list of possible responses. Please keep a "*stick record*" of responses.  
For example - *Member Discharge Letter - //// ///*

1.	Member Discharge Letter	16
2.	Quarterly Ad	14
3.	CO's Communiqué	0
4.	Auxiliary Member Coordinator	0
5.	Pony Express Article	0
6.	Conversation with Associate Member	168
7.	Social/Recreation Event	18
8.	Advocacy Workshop	12
9.	Roadshow Visit	17
10	Regular Coffee Gathering	27
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11.	Attendance at a Funeral	10
12	Vets Net Ad	1
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13	Frank's Facts & Funnies	2
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14	Contacted & Rejoined	37
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15	Vets Division Website	13
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16	National Vets Website	1
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17	Other (specify):	7
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18	Weekly Division Communiqué	10
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19	Division recruitment Pamphlet	8
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<b><u>TOTAL Replies</u></b>		<b>361</b>

21 Divisions returned surveys and 9 did not

Thank you for your kind assistance and cooperation in the 2013 Recruitment Campaign.

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