

RE: Membership Recruiting Goals and Statistics 2013 - June9th, 2013

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Good-day Division Presidents

I'm just back from that great AGM in Saskatoon. It was a pleasure to have had the opportunity to meet Division Presidents and delegates and to have a personal conversation with you during the weekend.

I want to compliment you folks for doing a super job on the recruitment front. I must admit that I was concerned and disappointed that we had not met our **1st. Quarter** recruitment goal on April 30th.

However, now after 5 months in, I really feel we're all on the same page, reporting results and working together to accomplish a common goal.

The following are stats I gave you at the AGM and some update info:

Divisions - 30
Active & Life @ Jan 01 - 4,963
Potential members - 16,500
Association has approx. - 25%

2013 Recruiting Goal. - 468
Members needed / mth. - 39

New members 1st Q goal - 117
Recruited - 107

Short of goal on Mar 31 - 10

New members May 31 goal - 195
New mbs. @ AGM May 29 - 221
New members on Jun 07 - 245

Over goal @ Jun 07 - **50**

Divs. reporting-in May 29 @ AGM - 30
Divs. making sales in 1st. 5 mths - 28

At present, it appears that when the **2nd Quarter** ends in June, we should be on target with **234** new members or more.

Since the 2012 AGM, **306** former members have died. No breakdown is available as to how many were Association members. For 2013, all Divisions will be asked to provide the number of *Deceased Members* for the Division Annual Report.

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Now, the **3rd Quarter** is during the summer break, July, August & September. We'll have to be careful to not stop recruiting. There will be golf games, beach parties, RVing/camping, cottage socials, BBQs, etc., etc., for conversation about the benefits of belonging to the Vets Association. Sales are usually harder to find during vacation time but keep looking for those potential members and always carry application forms (and beer).

If possible, please send your month-end applications to Jennifer no later than the **10th** to get campaign credit. Official credit will only be given by sending Jen a copy of your applications. Appreciate your adherence to this reporting system for consistency and fairness to all Divisions. I suspect that all **May** applications have not been sent in as of this Jun 8th report, so the total may increase when "all" Divisions have reported to Jennifer. Please do so as soon as possible.

At the AGM most of you got the **Recruitment Survey**. For Divisions that didn't, I'm sending everyone the Survey electronically. If possible, ask all new members the **Survey Question**. I will request that you send in the Survey about Mid-December so we can assess the responses while preparing for the 2014 recruitment campaign.

More advertising is being worked on and it is anticipated that we'll have a Stand-up Recruitment Poster for placement in all RCMP HQs across the country by year-end. Also, putting together a national *Why Join?* handout pamphlet.

In closing, I'd like to direct you to the **National website** and click on **Membership & Recruiting**. From observation at the Annual General Meeting, it appeared that some of you may not be fully aware of all the documentation and the Campaign Rules that have been generated since the launch of this important project. By reviewing the material we should all acquire the necessary knowledge to make this recruitment drive an outstanding success.

Recruitment Goal by the Month:

January	- 39
February	- 78
March	- 117
April	- 156
May	- 195
June	- 234
July	- 273
August	- 312
September	- 351
October	- 390
November	- 429
December	- 468

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Recruitment is Job #1

No members; no Vets Association.

Wishing you all a great summer and much successful recruiting.

George Savage, Chair
National Recruiting Committee
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”Teamwork is the ability to work together toward a common vision.

It is the fuel that allows common people to attain uncommon results “~ Andrew Carnegie