

# VETERANS' ASSOCIATION

## HOWARD KEARLEY AWARD

### 2013 NATIONAL RECRUITMENT CAMPAIGN

The new year provides us with an exciting challenge. During the past six months, it has been emphasized that we need to make a serious and concerted effort to recruit new members into the Veterans' Association family. To that end, this year's structured recruitment campaign will help keep us focused on the big job at hand.

I want to direct you to Best Practice # 5: *Prospect Inventory*. There are hundreds of former members across Canada who are outside the Association. We need to find them and bring them in from the cold and into the fold. Where are they? As noted, you will find them on the Vets Net, in the Quarterly, at retirement parties, or at social and recreational events. Tell the story (Why Join?) about the many benefits of being on the inside with fellow colleagues with whom they have served over the years. Remind them how fortunate we are "after work" to still be able to congregated together, maintain friendships and to share in old 'crime stories'. Most people don't have that unique privilege after they retire. As said before, the Vets Association is different from the Force and everyone starts out again just like a brand new recruit.

In order to make the Association better known, over the past few months *Advertisement Placements* have been installed in many locations. In the RCMP Discharge Letter which is received by all members discharging/retiring across Canada. The CO's Membership Information Communiqué circulated by Division COs to all their serving members. The Quarterly will now have an Application and the 'Why Join?' in each edition. The Vets Net has posted a recruitment appeal on its Bulletin Board. The Division Auxiliary coordinators are now advising former Auxiliary Constables of their eligibility to join if they have 3 years minimum service. This exposure and marketing of the Association should help to attract new members.

There is a statistic that most may not realize, but it significantly affects the growth of our organization. Unfortunately, we lose approximately 4.0 % of our members to death each year. Even if a 10% increase of new members is achieved, that is only a net gain of, at most, about 6%. These statistics show the reason why we need to continually pursue former members and invite to join the Association.

This annual recruitment campaign is for the **Howard Kearley Award** which was established three years ago to encourage membership growth in the Association. In any bona fide competition, rules need to be established so that all participants compete on a fair and equal basis. Therefore, please observe and follow the 2013 campaign rules as shown.

*Good Luck / Bon Chance and successful recruiting*

## 2013 Recruitment Campaign Rules

### Campaign Period

- 01 January to 31 December 2013

### Recruitment Goal

- Based on the total Active & Life members in each Division as of 15<sup>th</sup> Dec 2012
- Each Division to recruit a minimum number of new members based on following criteria:
  - 1 - 50 = **4** [Cypress Hills ,Thunder Bay, Yukon]
  - 50 - 100 = **8**[BC North Dist., Georgian Bay, Golden Horsehoe, Kingston, Lethbridge, London, PEI, Prince Albert. Shuswap, South Okanagan, Red Deer]
  - 100 - 150 = **12** [CVI , NL & Lab, Victoria]
  - 150 - 200 = **16** [Kamloops, Saskatoon]
  - 200 - 250 = **20** [Okanagan, NB, Toronto]
  - 250 - 300 = **24** [Calgary, Regina, Quebec,]
  - 300 - 350 = **28** [Edmonton, Manitoba]
  - 350 - 400 = **32** [Vancouver]
  - 400 - 450 = **36** [Ottawa]
  - 450 - 500 = **40**
  - 500 - 550 = **44** [Nova Scotia]
- TOTAL New Member Goal for 2013 = **468**

### Eligible Prospects

- Active category - former RMs, CMs & Auxiliaries (min.3yrs)
- Association members Transferred-in do not count

### Application Credit

- **At the end of each month**, a copy of applications to be sent to the National Office for recording & credit to the applicable Division.
- Applications can be scanned, faxed or mailed in each month.
- Divisions are “strongly encouraged” to use the new *Association Membership Application* form for consistency in recording data

### Progress Reports

- Results for all Divisions will be posted on the National website at the end of each Quarter.

### Sales Documents

- Why Join ? (“hot buttons”)
- Association Membership Application
- Division Calendar of Events (if available)

**Sales Force**

- Division Membership Committees
- Division Executive members
- All division members

**Winning Division**

- Division with the **Highest % Gain** on 31 Dec 2013

**Winner Recognition**

- Presentation at AGM of the Howard Kearley Recruitment Plaque with Division name engraved on it
- \$250 Refreshment Gift to celebrate the victory
- Write-up of the Division in the Quarterly
- Bragging Rights for an entire year

**Penalty Box**

- If caught biting, punching or kicking members of other Divisions to gain unfair advantage

**Attachments:**

- Association Membership Application and Why Join?