



Division Presidents - National Recruiting Committee.

August 02, 2013

Good-day Rosie and Gentlemen. I hope everyone is well and enjoying summer wherever you live in Canada.

The 2nd, Quarter ended on June 30th and I'm happy to report that we are slightly over our recruitment goal. Attached is the Tally Report showing the results for all Divisions. As noted, we could use some production out of certain Divisions if we are to keep on track to meet our annual recruitment goal of **468** new members by year-end. We need to recruit a minimum of **39** new members every month during the year.

Now, the 3rd. Quarter, July, August and September, will be the most challenging to meet target as we're all on summer break. As said before, during this period make every effort to meet former members and discuss the Association and the benefits of belonging to this historic organization. There are literally hundreds of former members/employees in the country to approach and invite to join the Veteran family. I look at the potential in most of our jurisdictions and the surface has hardly been scratched. Recruiting is like sales, you have to go see the people continuously, promote and believe in the product that you are selling.

The latest advertising of the Association is on page 4 of the June edition of the Pony Express. Please take a read and the article is now posted on the National website. Just another attempt to educate and get noticed by serving employees of the Force who are our future membership prospects.

Presently we are working on designing a stand-up recruitment poster for placement in each Division HQs across the country. The display will endeavor to show the close mutual relationship between RCMP employees and RCMP veterans. The Force these days does not refer to RCMP members but to RCMP employees, which includes RM, CM, PSE, Auxiliary and Reserve. It would seem logical then that our Association should likewise attempt to recognize all of these stakeholders equally. We also have Associate members that have strong allegiance and loyalty to the Force and the Association just as we do. We must try to make all these individuals feel welcome to join our Association. We need their talent, resources and ideas to grow this proud organization years into the future.

I realize you're all on summer vacation but keep recruitment in mind as you enjoy your activities and lets maintain this momentum in order to achieve a successful 3rd. Quarter. Please try to send in your applications to Jennifer no later than the 10th of each month to earn recruitment credit.

Remember, record on the *2013 Recruitment Survey*, new member answers to the question, "What influenced you to join the Vets Association".

Bon chance and good recruiting.

George Savage, Chair
National Recruiting Committee

"A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty" ~ Winston Churchill