

**Howard Kearley Award**  
**RECRUITMENT REPORT**  
**10 December 2013**

*Season's Greetings Division Presidents*

Ok folks, we're in the last month of this annual recruitment campaign. Thought I should update everyone on just how we stand so a last push can be made as we head to the finish line. The Nov 30<sup>th</sup> spreadsheet showing individual division standings is being withheld until Dec 21<sup>st</sup> for a little bit of intrigue.

However, I want to let you know what the total count is at Dec 6<sup>th</sup> .... **416**. That means we need just **52** for the month of December to achieve our combined goal of **468**. If each Division only recruited **2** new members this final month, we would be fully successful and finish 2013 with a real sense of accomplishment and pride. *Can we do it ... I think we can !*

The **Recruitment Posters** are completed and are now being delivered to the 13 Vet Divisions that share the same jurisdiction as the RCMP Warrants. The initial order was for 25 posters which will be placed in HQ buildings across the country and in certain large detachments in BC. The Commissioner has approved installation of these posters and the division Warrant Officers (CSM, SM, SSM) have consented to be our partners in their placement in locations deemed to receive maximum viewing. (Poster attached)

The No Cost Accidental Death & Dismemberment insurance came into effect on 01 Sep 2013 for national membership coverage (except in Quebec). In January, American Income Life (AIL) will be mailing information envelopes to each Division with more coverage details and literature on other products you may be interested in. President Cal sent out last week the official announcement on this new acquired benefit. This free insurance benefit is available to all classes of membership and we need to tell non-members this when they say, "what's in it for me".

Earlier in the year, I requested that each Division ask new members the question, *What influenced them to join the Association* and record their answers on the **2013 Recruitment Survey** form. The survey form is posted on the National website under Membership/Recruiting. This is important information in order to judge the effectiveness of our advertising and other recruitment efforts. At this time, I would ask you to send me your completed survey form. I realize it's not possible to ask all new members the question, so just send in what you were able to obtain.

Well, this 2013 recruiting campaign experiment is nearing an end. A final report on the outcome and the winner of the *Howard Kearley Award* will be made in January. Please, give it your very best this month to find those **52** badly needed new members. Good luck and successful recruiting.

George Savage, Chair  
National Recruiting Committee

*"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time"* ~ Thomas A. Edison