

## **RECRUITING REPORT**

By  
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Chair  
Recruiting Committee

The 3rd quarter recruiting results for the months of July, August and September reveal we are slightly behind in our targeted goal of **468**. Our goal at the end of this quarter was **351** new members. We have collectively recruited **342** so we have a shortfall of **9** members.

At the end of the 2nd Quarter in June we were **40** new members ahead of our goal. To achieve full campaign success we need **127** new members to be engaged by December 31st. This translates to a minimum of **42.3** each month. From having seen some great effort and work by Divisions thus far this year, I am optimistic we can realize a fully successful 2013 recruitment campaign.

### ***We can do it.. so let's do it!***

I know that locating former members and employees to recruit into the Association can be a challenge and I believe the following suggestions are worth repeating.

- Our flagship magazine, **The Quarterly**, identifies the names of all members who have left the Force. If you are a subscriber, and we sincerely hope you are, look for the names for your Division so you can reach out and offer an invitation to become a member of the Association. You'll probably have to do some detective work to find some folks but, as seasoned police investigators this will be a challenging and fun exercise.
- **Visit the VetsNet.** There are over 4,000 former members who have provided their name on the VetsNet so it is reasonable to assume they are receptive to being contacted. Recently one Division scrolled through the list of names and successfully identified 48 new contacts.
- **Recruiting Road Trip.** Call former members ahead and invite them to a coffee gathering. Be well prepared to inform them of the positive activities going on in the Association and use the *Why Join?* hot buttons. This face-to-face approach works. A Division recently went on an overnight trip and recruited six new Active members, three serving member Associate Members and an Associate spouse.

- As noted on the previous page, the design of the **RCMP Veterans' Association Recruiting Poster** is now out for tenders. A photo shoot of RCMP members and employees was completed in September and permission has been granted to place posters in all Division HQ and certain large detachments. It is anticipated that the posters will be in place before year-end. This is another initiative to advertise the organization to serving members and employees and educate them about the benefits of joining "their" Association.
  
- The **Online Exit Questionnaire** is now implemented and available to all employees on discharge from the RCMP. The last entry on the questionnaire directs employees to our National website where further information on joining the Veterans' Association is available. The Online Exit Questionnaire will be posted on our site with the other recruitment documents under *Membership/Recruiting*.

Finally, when accepting applications from new members please ask them what influenced them to want to join the Association and then document their responses on the *2013 Recruitment Survey form* which is posted on the National website. Your Division survey will be requested around mid-December. This is important in order to determine what advertising is the most effective and what motivated new members to join our Association.

*This is the Home Stretch; The End of the Line; The Last Hurrah; Down to the Wire; The Final Shot .... Let's get it done ! Good Recruiting!*