



*Division Presidents, National Recruiting Committee.*

*April 15<sup>th</sup> 2013*

The 1st. Quarter of the 2013 Recruitment Campaign ended March 31st, please find attached the results for all Divisions. You will observe that only 16 Divisions have posted results. Congratulations to them and keep up the good work.

Our annual goal is 468 new members. At the end of the 1st. Quarter to be on track, we should have recruited 117; we recruited 107. We're short 10. Obviously this is disappointing and we can do better. Why are we not on target?

It's hard to believe that 14 of our Divisions could not even sign-on (1) new member in three months. You are the Division Presidents, the CEOs, so I'm asking you what is the problem? Have you just inadvertently forgotten to report your monthly numbers to Jennifer? Are you relying solely on your Membership Committee who are all down South for the winter? Have you chosen to not participate in the campaign, hence not support the growth of the Association? Please comment as to why you're experiencing recruitment failure and perhaps some additional assistance can be offered.

Recently a new division Membership Director called me and we had a lengthy discussion on recruiting issues. He had been going over his membership roll and discovered that there were a number of members in default, hence not in good-standing. They had not paid dues for a number of years but had not been cut off correspondence and the newsletter. He took the initiative to contact each of them, updated original applications or got new ones, collected current dues and brought them back into the organization. Years of back "reinstatement" dues were not demanded as this would have been a disincentive to re-apply. These former Association members are as welcomed back on the nominal roll as any new-to-the-Association member. So the *Recruiting Tip of the Day* is, review your records for past members and attempt to revive their membership status.

Recruiting is just making sales. As previously stated in Best Practices, if you're not getting new clients, there's (3) basic reasons why:

#1. The product is not of good quality. (Business meeting content, social activities, advocacy program, etc.)

#2. The product is not being advertised and marketed effectively.

#3. The best qualified people are not selling the product.

No. 1 - to help improve your product, nine (9) proven Best Practices were suggested. It would appear these and other initiatives have not been fully implemented or (16) Divisions would not be showing negative results. Only individual Divisions can improve the quality of their meetings, social activities, etc., in a genuine effort to attract new members.

No. 2 - advertising and promotion has been put in place in a number of locations as previously described - Member Discharge Letter, COs Communique, The Quarterly, VetsNet, Auxiliary Coordinators, and the latest, a recruitment article in the June edition of the RCMP Pony Express. So this external aspect has been pretty well taken care of for you. All that Divisions were asked to do was put the (3) main recruitment docs on their home page for easy access - *Why Join? / Membership Application / Veteran Division Addresses & Dues* (Best Practice #1). A very simple way to gain visibility but yet there are still Divisions that haven't even made this practical, common-sense advertising upgrade. And, there are still (8) Divisions without a website, hence are getting very little exposure.

No. 3 - naturally some people will be better sales people than others. Make no mistake; you are selling when you're recruiting. If possible, it's important to select individuals that are keenly dedicated to recruitment, have an affable personality and have some sales talent to lead your membership and recruiting team. In other words, don't have a race horse doing a draught horse's work.

Folks this campaign should be a friendly, fun, challenging and rewarding project. Most of us have played on sports teams and know that the best efforts by "all" players is needed to win. Our Vets Association team needs "all" players to give their very best to win this important big game. *It's not enough to have the will-to-win ... you need the will to work-to-win!* I trust that you as Division Presidents will lead and inspire your membership to achieve your individual recruitment goal in the 2nd. Quarter. Please review the Campaign Rules again on the National site.

Now to enhance enthusiasm and increased commitment toward this vitally important Association work, please find attached the new prestigious *Recruitment Plaque*, and *Hospitality Gift* that will be presented to the winning Division of the Howard Kearley Award for 2013.

Thanks for your continued support and good luck to everyone in the next quarter.

George Savage, Chair  
National Recruiting Committee  
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*~ Successful people do what unsuccessful people don't do ~*