

RECRUITMENT REPORT - 20 Mar 2014

National Recruiting Committee - Division Membership Directors

Good-day Everyone.

We have just finished the first two months of the campaign and the good news, spring is in the air. How are we doing? Well, we're a little off our target of **82** new members for the end of February. We have recruited **76**, so we're off by 6. As said, the combined goal is **41** per month. Only twelve (12) Divisions have now recruited new members in the last two months. Attached is the monthly spreadsheet with the recruitment results. The new cutoff date for all Divisions to send a copy of applications to Jennifer is the **15th**.

"Teamwork is the ability to work together toward a common goal. The ability to direct individual accomplishments toward organizational objectives. It is the fuel that allows common people to attain uncommon results." ~ Andrew Carnegie

Our **advertisements** have all been updated. The Quarterly will have a revised ad in the next edition. The VetsNet now has all the recruitment documents posted on the Bulletin Board. Frank's Fact & Funnies has the revised *Why Join?* entered in the March 7th newsletter. As mentioned previously, there are now 25 large stand-up recruitment banners displayed in RCMP HQ buildings and in Surrey and Burnaby detachments.

This week negotiations with RCMP National Communications has resulted in securing a Veterans' Association tab on InfoWeb the Force internal communications system that reaches all its employees. The annual CO's Veterans Information Communique is the first message to be posted on InfoWeb and will direct serving members/employees to our National site to read the communique. Again this year, the RCMP Warrant Officers have been very helpful in promoting and circulating this Association information. As a result of all this advertising, I expect you will receive inquiries about membership, therefore I would encourage you to review and become familiar with all the posted material.

Members have been inquiring about the awaited information package from **AIL Insurance** on the no-cost AD&D coverage. I met with the company representative on February 28th in Halifax. She advised that it has taken longer than expected to prepare the information packages as the company wants to include new products that might be of interest to our members. The increase in postage cost is also a consideration for doing a single mailing, particularly since about 5,000 letters are involved. The basic **\$3,000** coverage has been in place since 01 Sep 2013 (except Quebec), so a claim will be paid if an Accidental Death occurs to any of our members. The company is fully aware that our members are patiently waiting to receive the information letters that contain the

beneficiary card, eye care card and child safe kit. We must remember that this is a “free” benefit so we need to go with the flow on the company’s distribution schedule. I’ll keep everyone updated when I receive further information.

Once again I want to bring to your attention the home page on your **Division Websites**. Please have a look and see if they are user friendly for recruitment purposes. Can an interested former or serving RCMP member/employee get membership information and an application with ease and minimal search? If it’s not easy, you’re frustrating and possibly losing a potential customer. I would encourage everyone to look at their site and implement changes if necessary; it’s to your recruitment advantage.

It’s getting close to the AGM in June. Over the past few months the **Not for Profit** committee has been posting information about changes coming to the Association in order to be compliant with the new Act. As membership directors, I would encourage you to review the information posted on the National website and in particular pay attention to the *Membership* section. After the AGM our recruitment documents, application and membership criteria will need to be revised so it would be wise to become knowledgeable on what to expect and be ready to apply the new changes.

Recruitment ideas. I want to invite each Director to share a recruiting idea that has been successful in attracting new members to the Association. Just send me a brief description and I’ll consider it for inclusion in my monthly recruitment reports. I want to pass along a couple that I’ve observed as being effective in two of our Divisions.

One Division goes to considerable effort to publish a Weekly Communique for distribution to its members that includes the latest news, items of interest, social and recreational happenings, etc. This is obviously a lot of work for it Communications Director but it has proven quite successful as a number of new members have joined.

Another Division is getting new applicants by seeking out former RCMP/CSIS members. Some of these folks thought if they retired from CSIS they were not eligible for membership in the RCMP Veterans’ Association. Another group being concentrated on and made to feel welcome, are former female members. This initiative has proven quite successful as witnessed by their regular attendance at the division general meetings.

I look forward to receiving recruitment ideas that can be of benefit to us all. Well, that’s it until next month. Good recruiting during March.

George Savage, Chair
National Recruiting Committee

“Remember upon the conduct of each depends the fate of all” ~ Alexander the Great