

# RECRUITMENT REPORT - 01 JUL 2014

## National Recruiting Committee - Division Membership Directors

*Happy Canada Day everyone!*

Just back from a great AGM in Ottawa. The Ottawa Division is to be congratulated for hosting a wonderful convention weekend for Association members attending from all across Canada. Sadly there was gloom in the air from the tragic deaths of our three members in Moncton. Serving members and veterans' alike share the same pain and sorrow related to this senseless crime.

*God bless, may they Rest in Peace.*

We have finished 5 months of recruitment, at this point to be on target we should have **205** new members. At the end of May there was **178, that's 27** short of our goal. Twenty-four (24) Divisions have recruited, and six (6) Divisions have not recruited any new members.

The 3<sup>rd</sup> Quarter, July/August/September, has been the lowest recruitment period as it's the off-season when divisions break for the summer. As Directors I hope you will keep on recruitment duty at all times. There is still plenty of opportunities at summer social and recreational events to approach and invite former members and employees to join us in this RCMP veteran family. At the AGM, new membership criteria was approved that allow for more former and serving RCMP employees to apply for membership in the Association. So that you become familiar with the new criteria, I'm attaching it to this report for your study and usage. The new Criteria and the revised Application form is posted on the Association's website under *Membership/Recruiting*. Please start using both immediately and discard previous versions.

I have been asked about *Associate* membership fees. There has not been consistency amongst Divisions on annual fees levied on Associate members. Some Divisions have not charged anything, while others have applied a nominal amount. Since we now have different groups of Associate members, the following is offered only as a guide and suggestion and is not meant to usurp the prerogative of your Division:

### ASSOCIATE Membership

*Serving RCMP member/employee group, min. 10 yrs. service - one-time \$20.00  
administration fee*

*Former TCE group, min. 5 yrs. service - \$15.00 annual Division fee*

*Spouse/Partner group - \$15.00 annual Division fee*

*Widow/Widower group - \$15.00 annual Division fee*

*Person not otherwise defined above - No annual fee - was invited and recommended by an Active or Life Member (an honorary member previously)*

Just a comment on Division Newsletters. I notice that in a number of cases there is little regular reference to recruitment and how your Division is doing; like stating the goal and giving current results. It is important to keep reminding your members to assist you in the recruitment of new members. A good example, in Kamloops Division's May newsletter, Reid Tait posted "*Reasons To Join The Association*"; that being, the entire *Why Join?* list. So I hope more comments and promotion shows up in newsletters drafted by you the Membership Directors. It pays to advertise and announce the score on a regular basis.

Speaking of good promotion and communication with Division members. I want to compliment Sheldon Boles, Director of Communications & Outreach Initiatives, Vancouver Division for his most informative weekly Communiqués. It takes considerable effort to produce this correspondence ever week but it is very effective for recruitment of new members and retention of existing ones. Good job Sheldon and I do like your new format in the June 18<sup>th</sup> Communiqué.

Another Division I'd like to recognize is for its great dedication to advocacy & support work which has resulted in the recruitment of several new members. In May, Nova Scotia Division conducted an Advocacy Workshop in Sydney with VAC representatives and an audiologist. This was the third such workshop organized in the province by the A&S committee and on each occasion has results in new memberships. When you can help members get deserved disability benefits it becomes obvious how powerful this is for recruitment when the word get out. As said before, you have to do something to show the value of taking membership in the Association.

Well folks this Canada of ours is 147 years old and the RCMP has grown and aged right along with it. What a wonderful country we live in and what a great organization is the *Royal Canadian Mounted Police*. My sincere hope is that in the future every serving member and employee will feel compelled to automatically transition from the Force right into their Veterans' Association. It's up to us, the National Membership Committee to give them reasons and encouragement to stay fully integrated within in the RCMP family after their days of serving is complete.

Good luck, successful recruiting and have a most enjoyable summer.

George Savage, Chair  
National Recruiting Committee

RCMP Veterans' Association

*"Continuous effort - not strength or intelligence - is the key to unlocking our potential"*

~ Winston Churchill