

RECRUITMENT REPORT - 24 JUL 2014

To: Division Membership Directors - National Recruiting Committee

Here we are at the end of June, 6 months into the recruitment campaign. You are the recruitment leaders of your Divisions. If you were the recruiting coach, would you be happy with the results at mid-year? Take a look at the spreadsheet. As the Coach, I'm not! Let have a look and analyze the situation.

At June 30th, to be on target you should have recruited **242** new members. Only **202** were recruited, therefore you are (42) short of the collective goal.

By the end of June, every Division should have recruited at least 50% of their assigned goal. The following (8) Divisions have achieved that objective and are to be congratulated; job well done:

Edmonton (60.7) Kamloops (50.0) Lethbridge (50.0) Nova Scotia (62.5) Ottawa (100.0) Red Deer (50.0) Vancouver (125.0) Yukon (150.0)

Now, what are these Membership Directors and Divisions doing? Simple, they are putting real time and effort into getting the job done. They're not moaning and groaning that it's too much work for me a "volunteer", or I'm "retired" you know! As volunteers they are taking pride in their duties and performing the necessary tasks of their responsibility mandate. I have observed all (30) Divisions over the past 3 years and have witnessed a positive change in these (8) Divisions, but also in others. Somebody has taken the bull by the horns and said we're going to get this done, not only for the good of our Division but for the Association as a whole. That's what you call "team spirit".

So, that leave (22) Divisions, a majority, that haven't reach the 50% mark in 6 months. What are they and you as the Membership Directors doing? Obviously, not enough. Look at your results. Every report has provided you with ideas where to find prospective members and how to approach them, how to advertise, etc., etc., but probably many of you never even read the material. As said, you can only lead a horse to water but you can't make him drink. If you've taken the job, then do the job. Recruiting is not rocket science, it's just getting out there and talking to people about the benefits of being a member of this Association. Take along the *Why Join?* that's what it was designed for.

In last month's report I asked you to read the new Membership Criteria approved at the AGM so you would know who is legible to join the organization as an

Active member. There are now more RCMP Employees that you can approach to invite into the Association so this should help you meet your recruitment goal.

1. Former RM and CM
2. Former RCMP Reserve
3. Former RCMP Auxiliary constables, with min. 3 year's service
4. Former Federal Public Servants (PSE) & Municipal Employees (ME), min. 5 years service.

These former members and employees all qualify as dues-paying Active Members and count for credit in this recruitment campaign.

While you are out there doing your work, do not overlook inviting the following individuals to take **Associate** membership:

1. Serving RM, CM, Auxiliary, PSE, ME, with a min. of 10 years service in the RCMP. If you get these individuals as Associates while serving, they'll be your future Active Members. Plant the seed now and you'll harvest later. As mentioned previously, be sure to invite Warrant Officers as they are very influential in many ways within Divisions.
2. Spouses/Partners need to be appreciated and recognized in a formal manner as they have served right alongside us over the years. Needless to say, they too are very important to the health of this organization.

Association Membership Application

All Divisions now need to be using the new Association Application form dated **09 Jun 2014** and the revised Membership Criteria on the reverse. They are posted on the National website under *Membership/Recruiting*. Still two or three Divisions can't seem to comply with this simple, common-sense idea that a standard form with its carefully selected text should represent the Association from coast to coast to coast. Please, use the official form going forward; we're one outfit. Thanks.

I mentioned **Division Websites** in my last report. There are still sites that don't have on their front page a tab titled "Membership" or "Membership Application". You have to make it easy for an interested party to get a membership application. Don't hide it in Member's Only with a password, or have to send an e-mail message to request one. Things like this have a negative effect on your recruiting outcome.

Monthly Reporting of New Members to Jennifer

Since the annual Howard Kearley Recruitment Award campaign started 3 years ago, all Divisions were asked to send Jennifer a copy of new member applications by PDF, scan, fax or regular mail so she could record them and give credit. Now that virtually everyone is using the standard Association Application form, the reporting procedure for the last half of this year is being revised.

From July on, Divisions can report to Jennifer by the **20th** of each month in one of two ways. Continue to send in *Applications*, or send in a *Name List*, whichever is the most convenient.

If using a Name List, include the Applicant's name, Reg. # and the Date application was "received by the Division" (not the date when the individual signed the application). I trust that this flexibility in reporting will be satisfactory to you all.

Well directors it's up to you to bring it home in the second half of the campaign. This is not an onerous task. Make it a personal challenge, have fun with it, and please give it an honest effort over the next 6 months. Good luck and successful recruiting.

Take care and have an enjoyable summer.

George Savage, Chair/Coach
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"I am a member of a team, and I rely on the team, I defer to it and sacrifice for it, because the team, not the individual, is the ultimate champion" ~ Mia Hamm