

RECRUITMENT REPORT - 28 AUG 2014

Division Membership Directors - National Recruiting Committee

Good-day Directors.

Summer is waning too quickly and there's already a bit of fall in the air. We've just completed our 7th month of recruiting and sorry to say that we're not quite on our collective goal for the year. Here are the results at the end of July.

Recruitment Goal - 41/mth x 7 - 287

New Active Members - end of July - 220

New member shortfall - at July 31st 67

As members of the National Recruiting Committee you no doubt are as concerned as I am about being off our goal at this point in time. Obviously what we're doing is not as productive as it should be. We'll really have to go at it in the next 4 months in order to reach our collective goal of **488**.

So, what to do? Well, when we needed help in tough police situations, what did we do?" Called for back-up! In the context of recruitment, we need to likewise engage additional people that are dedicated to help us reach a successful outcome to our problem. Therefore, I'm proposing/suggesting that we give the following a try:

1. That each of you as Directors form a division Ad Hoc committee to help you recruit in the next 4 months.
2. For this special assignment, choose 3 / 6 members from your executive and members-at-large. Pick those who have a personality with these qualities - friendly, enthusiastic, knowledgeable, affable, gift to gab, sincere, caring and conscientious. This will be your sales force; the product they're selling is Association memberships.
3. Assemble a prospect list from the Quarterly, Vets Net, Long Service Medal programs, Transitional, previous Association members, former members and employees at social and coffee gatherings, sporting/recreational events, etc.
4. Have a group orientation meeting. Go over the prospect list and let each committee member pick 5/6 former members/employees to contact; see Membership Criteria on the back of the Application form. Also, have them invite 2 serving RCMP members/employees, and 2 regular Associates (e.g. - spouses) to join the Association.
5. Supply them with Application forms, the Membership Criteria and the *Why*

Join? as basic documents and any other material you think beneficial. All these documents are on the National site under *Membership/Recruiting*.

6. ***September is Nudge month.*** In September, you and the committee would invite non-members to general meetings, social and recreational functions, coffee gatherings, introduce them to Association members, in general, show them great hospitality. Give them the *Nudge* to join the Association by explaining the various activities and good work being done on behalf of former and serving members and employees. Be prepared with a concise, well organized recruitment message, be enthusiastic and welcoming.

Now this idea is just a suggestion, you may wish to give it a try to improve your recruitment success. Also, please let me know if you have other ideas that could be shared in order to help us get back on target.

Reporting monthly recruitment results

This is further to my message of August 12th with regard to reporting monthly results to Jennifer. You were asked to start sending her both Active and Associate member applications or a name list. In order to reduce processing and filing time for her and to lessen the burden on you as Directors, please start in ***September*** to just send Jennifer an e-mail message with a list of Names, Regimental #s and month application received at your Division for both Active and Associate members. For example, please try to consistently use the following reporting format:

Hi Jennifer.

The following applications were received in the month of September 2014.

Active *Donald Jones, Reg #12345*
 Gerald Thompson, C1068
 Joan McCoy, PSE
 Brent Nichols, Auxiliary

Associate *Mary Smith, spouse*
 Charlene Johnston, widow
 Jean Sauvage, TCE

Barry Harrison, Reg # 42787, serving member
Connie Knight, PSE, serving employee
Harry Dawson, serving Auxiliary

Transitional Members

Since there is no Transitional Member class any longer, please endeavour to convert those currently on your nominal roll to Active members by the end of the year.

2014 Recruitment Survey

The Recruitment Survey master form is posted under *Membership/Recruiting* on the National site. Please record on the survey form the applicant answers to *The Question* on the back of the application. The same as last year, I'll be asking you to submit the completed survey early in January so the effectiveness of our advertising can be assessed.

Recruitment Pamphlet

A new Association Recruitment Pamphlet has been drafted and is currently out for quotes. It is intended that these pamphlets be distributed to all RCMP Divisions and to our Veteran Divisions to use as membership information handouts.

That's it for this month folks. As said, if you have any recruitment ideas or comments, I would be very pleased to hear from you.

Enjoy the rest of your summer and successful recruiting in the remaining four months.

George Savage, Chair
National Recruiting Committee

*BE HAPPY Laugh out Loud WORK HARD Help Others DO YOUR BEST
Try New Things Use Kind Words and SMILE ... we're all in this together!*