

RECRUITMENT REPORT - 24 NOV 2014

Division Membership Directors - National Recruiting Committee

Hello Directors.

Well, weather is the topic of the day as early winter seems to have set in across the country. Time for snow tires, antifreeze, window scrappers, emergence kits and snow blower readiness. Enjoy the season folks.

Let's look at our recruiting results to the end of October:

Recruitment Goal - 41/month x 10 -	410
New Active Members - end of October -	306
Shortfall at Oct 31st	<u>104</u>

As observed, we are 104 off our composite recruiting goal after 10 months of recruitment. What can I say? You are the Membership Directors responsible for bringing in new members to maintain and grow our Association. Two months left, so please give an extra push to year end.

At this point in the campaign, I would ask you Directors to check if your Active Member count is correct as shown on the spreadsheet. If they need to be revised, please send Alex any corrections. At the end of the campaign we want to be accurate and fair in crediting the final results for the Howard Kearley Award.

Once again, don't forget to keep track of new member answers to the QUESTION asked on the reverse of the application form, "*What influenced you to join the Vets Association*". The record form, "2014 Recruitment Survey", is at the top under *Membership/Recruiting* on the national site. I will ask you for this completed 2014 Survey in January.

Again, try to convert all your Transitional Members to Active Members before the end of the year. Also, review the new membership criteria to see if you have some current Associates that may now be eligible for conversion to Active Member status.

The fall 2014 edition of the Quarterly has just arrived. Head to the Retirements on Page 88 and 89, check out the retirees in your jurisdiction, make contact and extend a friendly invitation to join the Association. I've had comments from former members who said they thought about joining but no one ever called to invite them. We have to do a better outreach job.

Has your Division sent in your Membership Nominal Roll to Bryan Neville, national Data Bank Manager?

The best suggestion of the month is credited to Ottawa Membership Director, Barry Thomas and Treasurer, Brian Sparrow for sending in a great alternative way to pay annual dues. Their Division has tested the procedure and many members have already made their 2015 dues payment without encountering any problems. Brian kindly provided instructions on how to set up the system to pay dues electronically via **E-Transfer**. The following is the exact text received from Brian and if you need further information he is more than willing to help. His contact info is at the end of the instructions. I want to thank Barry and Brian for sharing this excellent idea.

File attached: E-Transfers for Ottawa Division: APPENDIX “A”

E-Transfers - Membership Dues

Following are the steps taken by the Ottawa Division Veterans’ Association in setting up a system of e-transfers to facilitate the payment of membership dues:

1. *Ensure that the Veterans’ chequing bank account is set up for access from the Treasurer’s computer (Treasurer is the only person who has this access).*
2. *Create a new email address to be used for the collection of membership dues only. This is easy and free if you use gmail, outlook, or hotmail, etc. etc.. Our created site address is called ottawavetsdues@outlook.com*
3. *Give access (password) to this email site to the Treasurer (who actions all payments) and the Director of Membership (who can monitor all transfers and record same).*
4. *Create a security question to give out to your membership, in order that they can complete the e-transfer. (We used “What is the RCMP ceremonial hat called?”)*
5. *Create the security answer. (Ours is “stetson” and is not case sensitive.)*
6. *Do three or four test e-transfers with select members to make sure that you have covered all bases before going public to all veterans.*
7. *Advise your membership that they can now pay their dues via e-transfer, at the newly created email address. (Depending on the sender’s bank, there may be a fee involved. However, most banks do not charge a fee to seniors, if the senior asks the bank to waive same.)*
8. *The Treasurer needs to monitor the new site and action the e-transfers, because they are only valid for 30 days.*
9. *When the Treasurer accepts the e-transfer, I write a short message in the “message” box i.e. “Barry Thomas’ 2015 Ottawa Division Veterans’ Association membership dues. Thanks. Brian Sparrow - Treasurer”. This message automatically goes back to the sender as the various e-transfer steps are followed, and the sender now has a receipt for their membership dues.*
10. *Create an e-transfer control sheet to monitor all transactions. Our form runs for a month and collects the sender’s name and regimental number (if given), date transfer actioned, amount sent and the bank generated confirmation number, which is compared to the bank statement at month’s end. I scan a copy of this form to the Director of Membership upon his request.*
11. *Print the final page of the e-transfer and retain on file for audit purposes.*

Some observations on our new system:

- a) *Some of the older members may have a problem setting up their personal computer to access their bank account and subsequently initiate an e-transfer. Help can be given by anyone, including their banking staff.*
- b) *As Ottawa Division has an excellent electronic system of communication available to our veterans, we were able to get a comprehensive message out to all with very little difficulty.*
- c) *We feel that this new system will work very well for us, especially as we have so many veterans who spend the winter months in warmer climates (snowbirds), and others who live permanently outside of Canada.*

d) Some members are now attempting to use this new convenient, payment system to pay for their upcoming Christmas social tickets. As our system was set up to accept membership dues only, I have been refusing their payment and am advising the sender of this via return email.

e) To date, we really are liking this new system. Membership dues are coming in and being deposited to our Veterans' bank account without us having to fill out deposit slips and then driving to the bank and making the deposits.

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Well that's it for this month folks. Please put the pedal to the metal this last two months, we need a big finish. Successful recruiting.

George Savage, Chair
National Recruiting Committee

~ Team means Together Everyone Achieves More!

This is Ottawa Division's eye catching E-Transfer message to its members as introduction to the new way of paying Annual Dues.



Want to try E-TRANSFER?

Paying your dues is simple!

Haven't tried E-TRANSFER before but want to give it a try? **CLICK HERE** or go to <http://www.interac.ca/en/interac-ettransfer/etransfer-detail> to learn more about this simple process for sending money safely and securely online from your bank account directly to the Ottawa Vets' Association bank account. Still have questions afterwards? Contact us by **CLICKING HERE**.

REMEMBER ...you can still pay your dues via cheque by sending it to the division address listed below. Dues run on the calendar year, so we are now collecting dues for 2015!

READY to PAY YOUR DUES VIA E-TRANSFER through ONLINE BANKING?

1. E-Transfer your dues to *ottawa vetsdues@outlook.com*
2. Security Question to enter: *What is the RCMP ceremonial hat called?*
3. *Enter the answer* to the security question above in the answer field (it isn't case sensitive).

Consult the last bulletin for previous information on paying dues via e-transfer!



ACTIVE MEMBER \$60

- a former member of the RCMP (RM & CM)
- a former member of the RCMP Reserve
- a former member of the RCMP Auxiliary, with minimum of 3 years service
- a former member of the Federal Public Service (PSE) or Municipal Employee who has worked in the employment of the RCMP, with a minimum of 5 years service



ASSOCIATE MEMBER \$38

- a serving Regular, Civilian, Reserve or Auxiliary member, Public Service Employee, or Municipal Employee, with a minimum of 10 years service with the RCMP
- a former Temporary Civilian Employee, with a minimum of 5 years service with the RCMP
- the spouse/partner of an Active Member
- the spouse/partner of a Life Member appointed prior to the adoption of By-Laws approved at the 2014 AGM
- the widow/widower of a deceased serving or former member of the RCMP, or of a deceased member of the RCMP Veterans' Association
- a person not otherwise defined above who is of good character, has demonstrated an affinity to the Association, has been recommended by an Active or Life Member, and has been accepted for Associate membership by ordinary resolution at a Division Meeting