

**ROYAL CANADIAN MOUNTED POLICE
VETERANS' ASSOCIATION**

Merry Christmas

Happy New Year



RECRUITMENT REPORT - 22 Dec 2014

National Recruiting Committee - Membership Directors
Season's Greetings Directors

With warmest wishes to you and your families for a very Merry Christmas and a Happy, Healthy and Prosperous New Year.

Now down to business. We have just completed 11 months of recruitment for 2014. This report will show the recruiting results to the end of November for Active and Associate members.

Recruitment Goal	- 41/mth x 11	-	451
New ACTIVE members - end November		-	328
Shortfall at November 30th		-	<u>123</u>

What do you think? Is this the best we can do? Is everyone giving it their best effort? You're the Directors, only you can answer these questions. One month left to year end, please try your hardest to finish off the year with a whole bunch of new members in December. This is an "every" Division responsibility, look at the new enhanced membership criteria to identify prospective applicants. Good luck.

Year-End Statistics

When submitting your December recruitment results by the Jan 20th deadline, please also include the following year-end stats:

1. From your Division Nominal Roll at 31 Dec 2014 - number of *Active* members
 - number of *Life* members
 - number of *Associate* members
 - number of *Deceased* members in 2014
2. 2014 Recruitment Survey - the survey form is on the National website under *Membership/Recruiting*. On the back of the application form all new members were asked the Question, "What influenced you to join your Veterans' Association". It may not be possible to record an answer from everyone but send me what you have via scan, fax (902)252-0744, snail mail or email message by Jan 20th.

National Recruiting Committee Directors - 2015

There has been Director changes during 2014. In order to update the committee list, please advise the Association Office who will be your 2015 Division Membership Director and provide a contact phone number and an email address. Recruitment is a big job, so really try to get a dedicated, full-time person to fill this important Director role. It would be ideal if a recruiting committee was formed with two or three individuals to share the duties of this important work.

Recruiting Associate Members

I received three inquiries this month for advice on the recruitment of Associate Members. You will observe on the Associate Member spreadsheet that Nova Scotia Division had a significant

number of individuals that took Associate membership during the year. It is made known that **all** RCMP employees are eligible and welcome to join “their” Veteran’s Association. The new stand-up Recruitment Banner showing the group photo of various employees is strategically located on the main floor of the “H” Division HQ building right beside the elevator. You can’t miss it. RCMP members and employees get to see this visual coming and going every day. As said, a picture is worth a 1,000 words.

The main problem it seems is that most serving RCMP members and employees don’t think they’re eligible to join the Association. So, we have to get the word out that it’s their club too. They need to be invited to our social and recreational events; luncheons, golf, curling, coffee gatherings, regional Roadshow visits, etc. A big draw has been Advocacy and Support workshops arranged with VAC. Along with Vets, Force employees are invited to attend to learn the latest information from VAC representatives, and from an audiologist on hearing loss disability. This has resulted in many folks taking membership after the workshops. Also, take every opportunity to regularly assist the Force with medal presentations and other special award ceremonies. Retrieve the presentation program, it contains names of retired and serving members; these are prospective clients.

It’s just a matter of targeting the various employee groups, reviewing eligibility, outlining the benefits and then extending a friendly invitation to take membership. Basically recruit Associate members like you would Active members. Develop key centres of influence, like the Warrant Officers for the serving RM, CM and Aux., and the PSE District Managers for the PSE and ME.

Another important group to encourage to join is spouses/partners. Routinely invite a spouse to join as an Associate member at the same time you’re signing up the Active member. Explain that they also served with their member spouse and we would like to formally recognize them by offering Associate membership and all it’s benefits. For example, as an Associate member allowed to vote on Division matters and to hold executive positions. Be supported during times of illness, have accidental death insurance coverage at no cost and be entitled to a regimental funeral just like their Active member spouse.

Recruiting is merely getting out there and enthusiastically marketing our great product. Remember, Muhammad had to go to the mountain because the mountain wasn’t coming to him.

Well folks, only one more month of recruitment to finish off the year. The January report will announce the 2014 winner of the prestigious Howard Kearley Award. So, from my house to your house, have a wonderful joyous Christmas season. See you in the new year.

George Savage, Chair
National Recruiting Committee

“I will honour Christmas in my heart, and try to keep it all the year” ~ Charles Dickens