

**RCMP VETERANS' ASSOCIATION**  
**2014 RECRUITMENT CAMPAIGN**  
**27 January 2014**

**National Recruiting Committee - Division Membership Directors**

This year's recruiting campaign format will be similar to 2013 with some minor changes. There were many ideas, suggestions and proven recruitment techniques circulated last year on how to encourage RCMP members and employees to join the Veterans' Association. Several advertising initiatives were implemented in order for the Association to become much more visible and relevant to prospective members. Below are comments, observations and suggestions learned from last year's exercise that can help us improve and build on what has already been established:

**Committee Orientation:** In my *Introduction - 20 Jan 2014* message, I asked everyone to please read all the **2013** postings on the National website under *Membership/Recruiting*. Also, on the National site the Canada-Not-for-Profit postings, in particular the section on *Membership*. This information will give you good basic understanding as we commence this second recruitment campaign. I will presume then, that you all have now read this material for orientation as requested.

**National Recruiting Committee:** As Membership Directors you are dedicated solely to pursuing and educating former and serving RCMP members and employees about the many benefits of taking membership in *their* Veterans' Association. Some Divisions are using their Secretaries but these are busy people, so try to appoint another person to be responsible exclusively for membership. Even better, try to form a small Membership Committee of 2/3 so there is always a partner home minding the ranch.

**Membership Application form:** This year we are using *only* the **National Membership Application** form. No other versions. With the new CNFP legislation changing our Constitution and By-Laws, we must standardize documentation as a National organization. The text and instructions on the Application needs to be adhered to for good regulatory and legal compliance. The Application form was revised on *01 Jan 2014* and is now posted on the National website and the Membership Criteria placed on the reverse, to make a single sheet. Print the Application front page, put back in the printer tray and print the Membership Criteria on the reverse. After the AGM in Ottawa, if the new Articles of Continuance are approved, then some of these documents will need to be updated again.

**Reporting Monthly Applications:** Send a copy of Applications directly to **Jennifer** by the **10<sup>th</sup>** of each month for credit. On the **15<sup>th</sup>**, a monthly spreadsheet will be circulated and posted so Divisions can track recruitment progress toward their assigned goal.

**Reporting All Other Recruiting Information:** Everything is to be sent and reported directly to me the National Recruiting Chair; not sent to Alex to pass along down the line. Alex will circulate and post membership information and documents at my request but inquiries are to come directly to me as Alex is very busy with other Association business.

Timely reporting of requested information needs to be greatly improved, therefore I ask for your cooperation and courtesy for the mutual benefit of us all. Computer messages need to be checked at least once a week even more frequently if possible.

**Recruiting Success Strategy:** Recruiting is like sales, you have to be on the job daily to create a pay cheque / to get new members. Every effort needs to be made to recruit and secure new members every month of the year in order to achieve successful results. Last year only one (1) Division accomplished that superior feat. Again, I would suggest reading the 2013 postings that provide ideas on how and where to find potential candidates .

What our mandate entails is bring former and serving members and employees into this proud historic organization for their benefit and their family. This is good work we are engaged in, not merely a recruiting numbers game. The Association needs to be larger in membership in order to be recognized and creditable with the Force and the Government.

This is a pivotal year for the Association as we adjust to comply with changes brought upon us by implementation of the new CNFP Act. With respect to recruitment, there will be greater opportunity to invite a more diverse population of RCMP employees to join our / their Veterans' Association.

**Center of Influence:** We are in the process of installing (25) Recruitment Banners in RCMP HQ and large detachments in BC. Thirteen (13) Vet Divisions have received the Banners and will be partnering with RCMP Warrant Officers to make the placements. Warrants are senior NCOs' who are very influential in their jurisdictions so I would strongly suggest you make them your best friends. Invite and encourage them to join as serving Associate members. This will give you a strong advocate on the "inside" and a great source of information related to Force operations and personnel.

**2014 Recruitment Campaign Rules:** Will be circulated and posted on the National website under *Membership / Recruiting*.

Our objective this year ladies and gentlemen, is to have "all" Divisions achieve their assigned recruitment goal. I look forward to us working together as a team in this very important work of the Association. *Good luck and Successful recruiting.*

George Savage, Chair  
National Recruiting Committee  
RCMP Veterans' Association

*"No one stands alone .. standing side-by-side .. draw the circle wide"*