



2014 RECRUITMENT SURVEY

DIVISION _____

To assess the effectiveness of this year's Recruitment and Advertising Campaign, it is requested that each new member be asked the following question.

The question will also appear on the reverse of the National Membership Application. As you process each new applicant, record their answer on this Master Recruitment Survey form.

QUESTION: "What influenced you to join the Vets Association?"

At the end of the year, send in this completed Survey Report so the information can be assessed in planning the 2015 Recruitment Campaign.

Following is a list of possible responses. Please keep a "*stick record*" of responses. For example - *Saw on Vet's Link on InfoWeb - ~~///~~ ///*

1.	Always intended to join on Discharge	
2.	Attended a Social / Recreation event	
3.	Saw Ad in the Quarterly	
4.	Reading VetsNet / Frank's F & F	
5.	Read CO's Annual Communique	
6.	Attended an Advocacy Workshop	
7.	Conversation at a Member's Funeral	
8.	Invited by an Association member	
9.	Saw the Recruitment Banner	
10.	Visited Division or National website	
11.	Attended a Roadshow meeting	
12.	Was contacted & Rejoined	
13.	Saw in my Online Exit Questionnaire	
14.	Chat at a Coffee gathering	
15.	Saw the Vet's Link on InfoWeb	
16.	Other (specify)	
	<u>Comments:</u>	

Thank you for your assistance and cooperation in collecting this information.

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