



RCMP VETERANS' ASSOCIATION

2014 NATIONAL RECRUITMENT CAMPAIGN

for the

HOWARD KEARLEY MEMBERSHIP AWARD

CAMPAIGN RULES

Campaign Period 01 January to 31 December 2014

Recruitment Goal Based on the total **Active & Life** members in each Division on Dec 31, 2013

Each Division to recruit the minimum number of new members based on the following formula:

<u>Division Goal</u>		<u>Total</u>
001 - 50 = 4	Cypress Hills (32) Thunder Bay (18) Yukon (27)	= 12
051 - 100 = 8	Georgian Bay (55) Golden Horseshoe (75) Kingston (66) Lethbridge (76) PEI (73) Prince Albert (55) Shuswap (64) South Okanagan (88) BC North (54) Red Deer (83) London (96)	= 88
101 - 150 = 12	Kamloops (135) Victoria (110)	= 24
151 - 200 = 16	CVI (179) Nfld/Lab (164) Saskatoon (158)	= 48
201 - 250 = 20	Calgary (245) Okanagan (218) Regina (235) Toronto (207)	= 80
151 - 300 = 24	New Brunswick (279)	= 24
301 - 350 = 28	Edmonton (325) Manitoba (334)	= 56
351 - 400 = 32	Quebec (352)	= 32
401 - 450 = 36	Vancouver (428)	= 36
451 - 500 = 40	Ottawa (491)	= 40
501 - 550 = 44		= 0
551 - 600 = 48	Nova Scotia (594)	= 48
	<u>2014 Recruitment Goal</u>	<u>488</u>

Total Active and Life Members at 31 Dec = 5,340

2013 = 110

Total number of member deaths for 2013

Eligible Prospects ACTIVE Members - former RM, CM, Reserve & Auxiliary
(See membership criteria on Application form)

Application Credit At the end of each month, a copy of applications are to be sent to *Jennifer Elliott* at the National office for credit. Submit via scan, fax or regular mail.

The deadline for submission is the 10th of each month.

<u>Progress Reports</u>	Association members Transferred-In do not count. Results for all Divisions will be shown on a Monthly Spreadsheet and posted on the National website.
<u>Documents</u>	National Membership Application form (<i>no other format</i>) Why Join? Division Calendar of Events (if available)
<u>Recruiters</u>	Membership Director & committee members Division Executive members All Division members
<u>Top Recruiting Division</u>	The Division with the <i>Highest % Gain</i> on 31 Dec 2014 If a tie, the 1 st Division to send in applications after Dec 31 st
<u>Winner Recognition</u>	Presentation at AGM of the Howard Kearley Membership Plaque with Division name engraved A framed Recruitment Certificate \$250 Hospitality Gift to celebrate the victory Bragging Rights for an entire year
<u>Recruiting References</u>	2013 Recruitment postings on National website under <i>Membership / Recruiting (please read)</i> Canada-Not-For-Profit postings on National website, in particular <i>Membership</i> section (<i>please read</i>)
<u>Advertising Assistance</u>	InfoWeb, the Force's internal communications system now has a Veterans' Association link on home page Recruitment Banners in Division HQ and large detachment buildings across Canada The Quarterly RCMP Online Exit Questionnaire The VetsNet / Frank's Facts & Funnies Division Auxiliary coordinators CO's Annual Communiqué to Division employees Association's National Website