

## RECRUITMENT REPORT - 20 APR 2014

### National Recruiting Committee - Division Membership Directors

*Happy Easter everyone.*

The 1<sup>st</sup> Quarter ended March 31<sup>st</sup> and we are off our recruitment goal of **122** new members, we have recruited **113**, 23.2% of our composite goal of 488. Last year at this time we had recruited 172. Seventeen (17) Divisions have brought in new members, so congratulations. Thirteen (13) Divisions have not recruited a single member in 3 months, this is kind of hard to believe. What are the recruiting Divisions doing, particularly those with large numbers? Last month I invited you all to send in Recruitment Ideas that could be shared for the benefit of everyone. Disappointingly, I have not yet receive a single suggestion. I again solicit your recruiting ideas.

As Membership Directors your sole job is dedicated to making contact and seeing former members and employees in order to communicate the many benefits of joining their Veterans' Association. You have to be enthusiastic and well versed to talk about the good work and many activities going on in this prestige organization that is only open to former RCMP members and employees. Many examples have been given in previous reports and are posted on the national site on where to find and how to approach prospective members. Use the "hot buttons" in the *Why Join?* pamphlet as a recruiting tool. When you go fishing you have to try different types of bait to get a catch. Similarly, you need to find the "hot button" when recruiting different individuals; everybody has one. Recruiting/sales takes effort and commitment folks.

I'll give you an example. Last September some of the executive went on a recruitment trip to help a region that was having trouble bringing in new members. We had invited ahead of the trip certain non-members to join us for a coffee gathering. Some attended but we were disappointed that others who said they were coming did not in fact show up. If they won't come to us then we'll go to them. Two of us went to visit one ex-member at his work place who had served 35 years. I had spoken to him on the phone prior to the trip, he definitely had a burr under his saddle. He was disgruntled that he had never received his 30 and 35 year service bars from the Force. He was retired now about 5 years and said he didn't care anymore if he ever got them. We said he had earned them and should properly have them. Well we had a pleasant chat for over half an hour but he insisted that he wasn't going to join the Association. Then I told him about a survey we conduct about 6 years ago asking Association members what was the single main reason that they had taken membership. The first reason, not unexpectedly, was to maintain camaraderie and fellowship with Force friends. Now the second reason, which was not expected to rank so high on the "hot button" list was, "*If I die overnight, I know someone will be there to look after my wife tomorrow*". That did it, he threw his arms in the air and said,

*“where is your f---in form”*. Three weeks later, two applications were received, one for him and one from his wife for Associate membership. The lesson of the story, everyone has a “hot button” or a reason to buy, you just have to find it.

Oh, by the way, that trip netted us 12 new members, including 3 serving senior NCOs as Associates. Our annual Roadshow this year starts May 7<sup>th</sup> and finishes on May 28<sup>th</sup> with visitations to our 7 outside regions. On May 8<sup>th</sup>, we’ll have the honour of presenting the member above with his 30 and 35 year service bars.

Currently the hockey playoffs are on. Each team wants to win the Stanley Cup and each coach is doing his best to help them achieve that goal. Well, I’m your coach behind the bench, you’re the players on the ice and the only ones that can score those goals (new members). We’re a team, right now some players are not giving their best to help the team accomplish our recruitment goal of 488 new members. There is no magic to recruiting, you just have to go see and talk to former members/employees and tell them how lucky we are after work to be able to maintain continuity. Not many organizations like the Force provides that opportunity. This annual recruitment campaign is not just a friendly competition amongst Divisions, it’s cooperation and commitment to a worthy goal.

In the 2<sup>nd</sup> Quarter we need to recruit a total of **131** members to be on target of 244 at mid-way through the campaign. I’m confident that every player will give their very best to help the team score those necessary individual Division goals.

Successful recruiting,

George Savage, Chair  
National Recruiting Committee

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*“The only limit to your impact is your imagination and commitment” ~ Anthony Robbins*